TENNIS COMMANDER
A watch over your game

Tennis Commander is a Spinoff of the University of Pisa. It uses Machine Learning and Artifical Intellogence to provide the tennis player indication on the technical and mental aspects of his/her game, using a smartphone and a Smartwatch (iOS o Android), all in real-time.

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INTERESTS IN:

CUSTOMERS AND INVESTORS

AZIENDA SPINOFF
DELL'UNIVERSITÀ DI PISA

Company name: TENNIS COMMANDER S.R.L.

Location: PISA (PI), Via Savona 3, 56123

Fiscal and VAT code: 02269930505

Estabilished: September 2017

Legal form: LIMITED LIABILITY COMPANY (LLC, SRL)

Internet site: https://www.tenniscommander.com/home-en/

NACE Code: 62.01

Sector: Innovation services for sport

Spinoff: Università di Pisa

Requirements for technological innovation: R&D

| Turnover Value **28 K** | Subscrite Capital **1,111 K** | **NO** Female or Young Predominance |

Giuseppe Prencipe (male), CEO of the SME, is currently Associate Professor at the Department of Computer Science at the University of Pisa. His research interests are mainly on distributed systems, mobile and wearable computing; he has published more than 50 scientific publications on international journals and conference proceedings, and participated in several national and international research projects. He also contributed to the design and development of software solutions dedicated to environments populated by mobile robots, and developed several mobile applications on Android, Android Wear and iOS platforms.
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AlessandroTommasi (male) Chief Technology Officer . graduated magna cum laude in 1999 at the Department of Computer Science of the University of Pisa. He stayed there as a researcher until 2002, working on Question Answering, Knowledge Representation, Artificial Intelligence and NLP. In 2002 he joined the Consorzio Pisa Ricerche; from 2004 to 2010 he was part of R&D at Metaware S.p.A, managing EU funded projects. Specializing in Data Analysis and Business Intelligence, he also performed consultant work for Infocamere. In 2011 he founded Comprendo S.r.l, a company active on machine-learning based text analytics. From 2011 to 2013 he worked in Crowd Engineering's Knowledge Management area, on BigData tasks. From 2013 to the 2016 he worked for Lucense on data analysis projects related to Industry 4.0. He is an active consultant on theme concerning Machine Learning, artificial intelligence, data analysis.
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CesareZavattari (male) Chief Research & Development . Master Degree cum laude in Computer Science, University of Pisa in 2001. Natural Language Processing, Artificial Intelligence and Machine Learning expert, Cesare works in the text analytics sector since late 90s. In these years he carried on applied research in industrial scenarios, developing systems to perform information extraction, automatic classification, sentiment analysis and semantic analysis for prominent editorial groups, telco and ICT companies worldwide. Since 2002 he has been project manager for several projects, both national (italian) and EU. Cesare is co-inventor of a semantic workflow system patented in USA, EU and China. In 2010 he co-founded Comprendo S.r.l., a startup company devoted to text analytics. From 2011 to 2016 he has been R&D Leader for ICT projects in LUCENSE SCaRL, an italian research organization, mainly focused on Industry 4.0. He is an active consultant on themes concerning machine learning, artificial intelligence and BigData analysis.
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Gregor Giannella (male): Chief Commercial Officer . Politecnico di Milano Graduate School of Business (IT) and Solvay Brussels School of Economics and Management (BE) post-graduate in MSc Innovation and Entrepreneurship; University of Surrey (UK) post-graduate in MSc Sustainable Development; Aston Business School (UK) graduate in BSc Business & Management with focus on international management and marketing; Native Italian, speaks fluently English, Spanish Portuguese and French. Currently Emergency coordinator for climate and conflict related hazards in East Africa. Previously, was innovation consultant for EU funded projects on Smart Cities, Energy & Environment. Received extensive entrepreneurship and sport tech related training during Hype Sports Innovation's HYPE SPIN ITALY sport tech accelerator 2019. Winner of the "Entrepreneurship School 2014"and "European Innovation Academy 2016".
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Giorgia Salamini (female) Chief Marketing Officer . Graduate in public relations, advertising and corporate communication at IULM University of Milan. After various experiences in the world of fashion in Italy and abroad, since 2015 has been in charge of digital marketing for Energee3 and thedotcompany; companies offering innovative services in ICT and human centered design.
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Ilaria Chiara Cafiso (female) UX expert . Graduate in Industrial Design at the Polytechnic of Turin, she specialized first in Interior design and then in Design Strategy Techniques and e-commerce applications, taking part in the Re.Startup project, an initiative of the Associazione Torino Design Week for SMEs. Fascinated by the potential of user-centric design applied to digital, she then moved on to thedotcompany, where since 2018 she has been working on User Experience Design and Design Thinking.
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Giacomo Licari (male) Business developer . Graduate in Economics and Business Administration from the University of Palermo, he specialises in Business Management and Communication with a General Management focus at UniMoRe. In 2018 he obtained a scholarship at the Centro Studi Comunicare l'Impresa for a Master's degree in Global Marketing, Communication and Made in Italy. In 2017 he joined Energee3, where, in collaboration with the company, he designed and implemented a new model of risk analysis and management for SMEs. Still supervisor of the quality management system in the company, he is business developer and PMO on IT projects, mainly in the banking sector.
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Business Model Canvas

Key Partners 🔗
- CONI & Italian Tennis Federation (FIT)
- University of Pisa
- Nicolas Mahut (French ATP doubles champion – Kickstarter campaign partner)
- Tennis equipment manufacturers (Lobster)
- Back2Work - Sole24Ore (investor matchmaking for startups)
  WyLab (first Italian sport tech Incubator)
- Hardware manufacturers (Ticwatch)

Key Activities ✓
- Marketing
- Relationship building with clubs, coaches and players
- Research & Development
- Software Development & Maintenance
- Business development

Key Resources 🏋
- Intellectual property
- Human Capital (software developers)
- Federations
- Data collection partner Tennis Clubs
- Nicolas Mahut
- Potential client database

Value Propositions 🎁
- Coaches: Insight on players, better teaching experience, objective statistics and advice, distance performance monitoring, scouting
- Players: faster & better skills development, live & post-match insights, social,, personalized information about their game, locationless availability of data via cloud
- Clubs: more players, better-developed players, better coaches, differentiation

Customer Relationships ❤
- FIT partnership will maintain relationships with all clubs. Promotion and marketing
- Our sales team will develop relationships with clubs and players
- Newsletters will be available for coaches and players

Channels 🚚
- Social Media
- FIT Websites
- TC Website
- Mailing List
- App Store
- Online tennis/sport/tech news
- Tennis events (tournaments)

Customer Segments 👁
- Tennis Clubs
- Tennis Coaches
- Tennis Players
  - Recreational
  - professional
- Tennis equipment manufacturers

Cost Structure 🏷
- Software development
- Maintenance
- Marketing
- Research and Development
- Hardware

Revenue Streams 💰
- Clubs pay subscription fee
- Individual users pay for premium services one-time
- Sport equipment companies will pay based on the amount of access they want to our users.

Perché?

Lo spettro di ogni tennista è quello di non giocare al 100% e non capire bene il motivo. Ti è mai capitato? A noi sì! Per questo abbiamo deciso di sviluppare **TENNIS COMMANDER**: per fornire un supporto tecnico e strategico ai giocatori di ogni livello e aiutarli ad analizzare meglio le qualità del proprio gioco.

Come?

- Migliora i tuoi colpi
- Conosci nel dettaglio il tuo gioco
- Interpreta la partita
- Tieni traccia dei tuoi movimenti
- Trova i migliori partner per il tuo gioco

Scopri di più

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