

A Strategic Analysis of a New Sports Management Platform in the Indian Market

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Abstract—India's sports technology sector is growing rapidly, fueled by digital adoption and broader sports participation. This paper presents a competitive analysis of a new sports management platform that uses a three-tier login system for coaches, players, and referees to facilitate event organization, participation, and live scorekeeping. We examine current competitors, identify the platform's differentiators, and outline a roadmap for future development.

Keywords—sports technology, India, platform, tournament management, real-time scoring, referee, coach, player.

I. INTRODUCTION

A. Indian Sports Technology Market Overview

India's sports technology market was valued at approximately Rs. 26,700 crore (US\$3.07 billion) in FY2024 and is projected to reach Rs. 49,500 crore (US\$5.70 billion) by FY2029, reflecting a compound annual growth rate (CAGR) of 13% [1]. Fantasy sports platforms and mobile-first engagement have been primary growth drivers, while a thriving startup ecosystem—comprising over 2,000 ventures—signals healthy market competition.

Government initiatives such as the Draft National Sports Policy 2024 further reinforce this trajectory by directing investment toward grassroots infrastructure and technology-enabled athlete development. Despite this momentum, the sector faces challenges including data privacy risks and slow institutional adoption of new technologies. This landscape creates an opening for platforms that offer specialized, reliable, and user-centric solutions rather than generic feature aggregations [1].

B. Platform Vision and Core Features

The platform under analysis aspires to integrate the venue-discovery functionality of Hudle [2] with the competition-management depth of professional league systems. Its defining feature is a three-tier account model:

- **Coach Login:** Enables local event creation, sport-specific hosting, and direct venue booking within a single workflow.
- **Player Login:** Allows athletes to discover nearby events, filter by sport or skill level, and register seamlessly.
- **Referee Login:** Grants officials the ability to enter scores in real time during matches, with results immediately visible to all registered tournament participants.

This architecture reduces friction at every stage of a sports event's lifecycle—from organization to participation to official adjudication—within one unified application.

II. COMPETITOR ANALYSIS

The Indian sports technology market hosts diverse applications, each addressing different parts of the event ecosystem. The following analysis covers primary competitors and their respective strengths and limitations.

A. Hudle [2]

Hudle is a prominent venue-booking platform supporting over 40 sports. Its key offerings include slot comparison, advance reservations, split payments, and corporate sports passes. On the analytics side, it provides video-based performance coaching tools. It holds a strong 4.9-star rating on iOS but suffers from widespread usability complaints on Android—citing crashes, excessive logouts, and missing features—suggesting inconsistent cross-platform quality [2]. Financially, the platform has raised \$5.93 million and is valued at Rs. 125 crore.

B. Playo [4]

Playo positions itself as the world's largest sports community, offering player matching ("Playpals"), venue booking, coach discovery, and gamified loyalty features. With over one million downloads and a 4.6-star Android rating, it has strong market traction. However, user feedback consistently flags app lag, fabricated activity listings added by

venue staff, and an increasingly ad-saturated experience. These quality control gaps reduce trustworthiness, particularly for organized play [4].

C. *KheloMore* [5]

KheloMore serves as a broad sports booking aggregator covering venues, coaches, and academies across disciplines including cricket, football, badminton, and swimming. Its "block now, pay later" and group split-payment features reduce booking friction. While the platform includes leaderboard elements, it lacks explicit real-time referee-driven scorekeeping, which limits its value for competitive tournament play [5].

D. *Fitso / Cult Academy* [7]

Originally a general fitness-booking marketplace, Fitso was acquired by Cult.fit in 2021 and rebranded as Cult Academy, now exclusively offering structured sports learning programs for children aged 5–18 in select metro areas. This narrow pivot removes it as a direct competitor for adult event management. The acquisition also drew user backlash over revoked memberships and mandatory facial recognition—illustrating the trust risks of abrupt service changes [7].

E. *Sportido* [8]

Sportido claims coverage of over 700 sports, focusing on player-to-player connections and facility bookings. Despite its ambition, the platform's Android version is widely reported as unstable—prone to freezing, connectivity errors, and unresponsive support. With revenue of just \$8,800 (FY2023) and an acqui-hired status, Sportido demonstrates that feature breadth without technical reliability fails to generate sustainable engagement [8].

F. *Additional Platforms*

PLAYINGA [9] offers comprehensive tournament and team management, including a built-in scoring engine for over 50 sports with an opponent-verification approval step—an approach that prioritizes data integrity but adds friction to live match updates. iSportz [10] provides a cloud-based league management suite; however, its mobile app earns only 3.1 stars on Android due to navigation and interface issues. PlayHQ [11], used by four of the five top national sporting bodies in Australia, delivers robust ISO27001-certified live scoring but is primarily oriented toward large organizational clients and has limited documented presence in India.

Platform	Total Funding	App Rating	Primary Focus
Hudle	\$5.93M	4.9★ iOS / Poor Android	Venue booking, video analysis
Playo	\$2.62M	4.5★ iOS / 4.6★ Android	Player community, coaching
KheloMore	\$5.09M	N/A	Venue & coaching booking
Fitso/Cult Academy	\$3.75M	4.7★ iOS (kids only)	Children sports academies
Sportido	\$597K	Unstable / Low revenue	700+ sports, player connect
PLAYINGA	Unfunded	N/A	Tournament & team management
iSportz	\$1.25M	3.1★ Android	League & organization mgmt
PlayHQ	—	4.8★ avg	Official league management (AU)

Table I: Competitor Summary

III. COMPETITIVE ADVANTAGE OF THE PLATFORM

The platform's most distinctive asset is its integrated, role-specific architecture. Most competitors address individual layers of the sports event ecosystem—booking, community, or organizational management—without unifying them under a single, coherent workflow. The three-tier login structure brings coaches, players, and referees onto one platform where their actions are interdependent and complementary.

The dedicated referee login is particularly significant. While platforms such as PLAYINGA and PlayHQ offer live scoring, they target administrators or require opponent approval steps that slow data publication. The proposed platform's referee-first model provides immediate, authoritative score visibility for all registered participants, enhancing transparency and reducing post-match disputes.

Beyond technical differentiation, the platform has a clear opportunity to gain users by solving the reliability problems that undermine established competitors. App instability (Huddle on Android, Sportido), fake content (Playo), and poor mobile UX (iSportz) are recurring sources of user frustration. A platform that delivers a consistent, lag-free experience across iOS and Android—while maintaining data integrity—can build rapid trust and organic retention in this market [12].

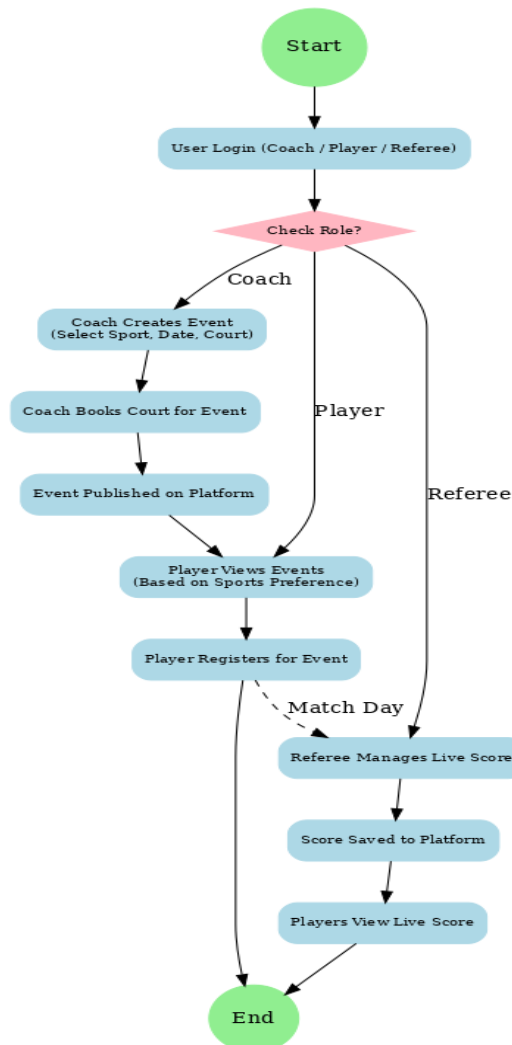


Figure 1. Flowchart of the Platform's Workflow

IV. FUTURE SCOPE AND OPPORTUNITIES

A. Emerging Technology Trends

Several converging technologies are reshaping sports platforms globally and present clear integration paths for this platform:

- **Artificial Intelligence:** AI is now actively used for performance analytics, injury-risk monitoring via wearables, and fan engagement through personalized content delivery. An IBM study (2025) found that 85% of surveyed fans see value in AI-enhanced sports experiences, with real-time updates and personalization as top priorities [15].
- **Augmented and Virtual Reality:** AR overlays enrich live viewing by displaying player statistics and game data on screen, while VR environments allow athletes to rehearse scenarios without physical risk.
- **IoT and Wearables:** Smartwatches, accelerometers, and pressure sensors generate granular performance data that coaches can use to tailor training intensity and detect injury-risk patterns early [16].



- Blockchain and Fan Economies: NFTs and fan tokens create new engagement and revenue channels, enabling digital ownership of match moments and governance participation.

B. Phased Growth Roadmap

Phase 1 – Core Stability: Prioritize reliable, cross-platform performance from launch. Invest in rigorous QA and an intuitive referee scoring interface with low-latency updates and push notifications for score changes.

Phase 2 – Data Enrichment: Add detailed per-player statistics (assists, serves, tackles), introduce basic AI coaching insights derived from match data, and offer community features such as player networking and team communication tools [17][18].

Phase 3 – Advanced Capabilities: Explore AI-assisted referee verification using computer vision, integrate fitness wearables for richer performance tracking, and implement a freemium monetization model—offering free core access with premium tiers for coaches and tournaments—designed to avoid the ad-fatigue issues observed in competitors [19][20].

V. CONCLUSION

India's sports technology market offers substantial opportunity for platforms that move beyond generic booking or community features. Established players have captured notable user bases but continue to struggle with technical instability, content integrity, and fragmented event workflows. The platform examined in this paper directly addresses these gaps through an integrated coach-player-referee architecture and a referee-centric real-time scoring system that improves both data accuracy and participant engagement.

Long-term success will depend on three pillars: maintaining a high-quality cross-platform user experience, progressively incorporating AI and IoT capabilities to deepen performance analytics, and adopting a transparent monetization strategy that reinforces—rather than erodes—user trust. With these commitments, the platform is well-positioned to establish a differentiated presence in India's expanding sports technology ecosystem.

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