

One Platform. Uncapped Growth.

Intelligence built to transform
the Indian sports ecosystem.



Why We Exist

India doesn't have a talent problem.

It has a sports ecosystem waiting to be connected. **AthElite.tech** brings the science, the business, and the community onto one platform, so grassroots talent has a clear path to elite performance.



The Science

Data-driven growth and smart analysis for every sport.



The Business

AI-enabled tools for every operational and commercial challenge.

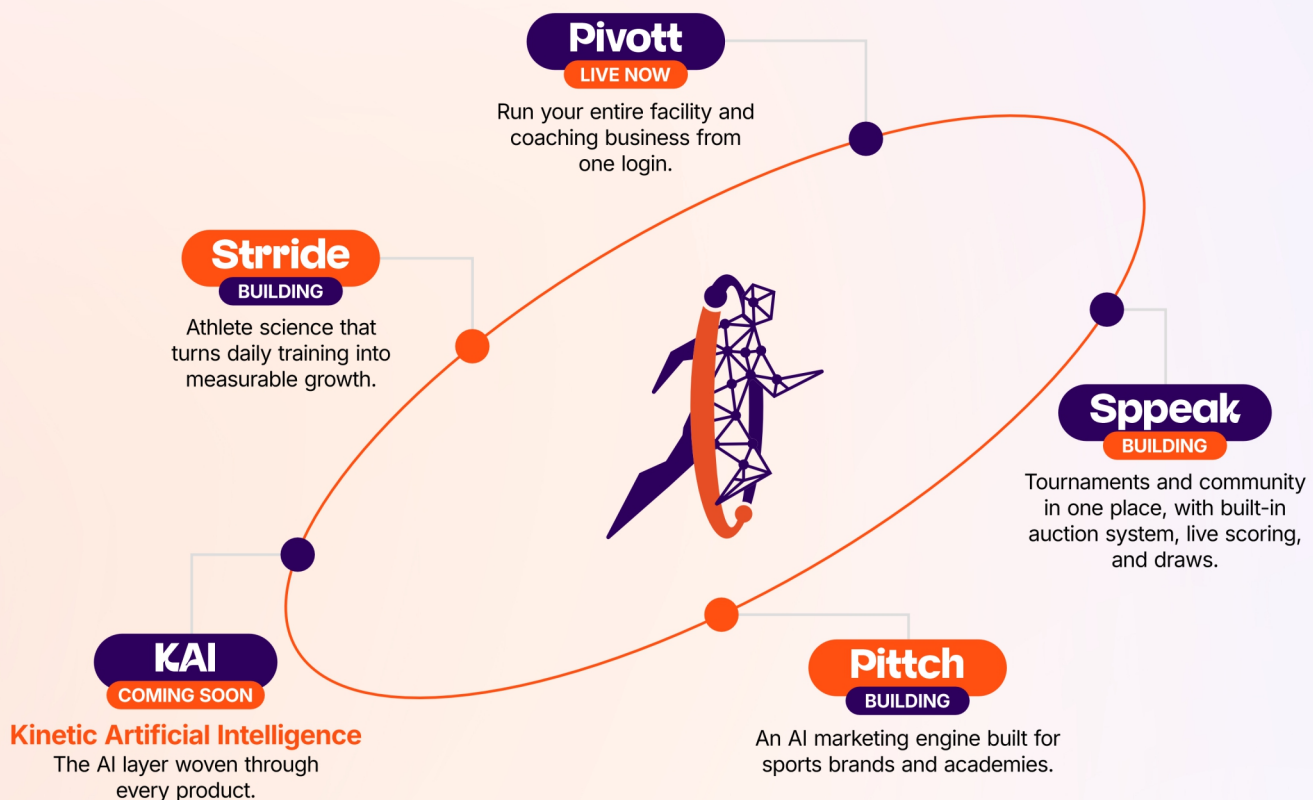


The Community

One home for athletes, parents, managers, and academies.

The ecosystem: AthElite.Verse

The central nervous system of Indian sports. Every product connects to the next, and it works across all sports.



Pivott

(Live Now)

Everything your facility needs, in one login.

Run your entire facility and manage your coaching business with our AthElite Relationship Management software.

Key Features:



Built-in India-First Finance

Automatic bookkeeping that is GST and TDS ready and works with your CA. A private ledger for every customer, and a separate book for every facility.



Bookings and Scheduling

Court slots, recurring coaching batches, and multi-sport calendars in real time, from tennis and padel to cricket and badminton.



Dynamic Pricing

Set rates by coach, court type, time of day, or player skill level. No more rigid price sheets.



Lifelong Player Profiles

Every athlete automatically builds a sports CV, with match history and career stats tracked across sports.



Customized Brand-specific Dashboards

Your logo, your colours, your login, with data kept private at the row level for every academy.

Sppeak (Building)

Bridges tournament management with deep community building. Turning your sports arena or facility from a physical venue into an active, custom-branded digital community.

Key Features:



Tournament & Fixture Management

Automated registrations, draws, brackets, and scheduling.



Built-in Auction System

Conduct seamless auctions for your leagues, including player categorization, profiling, bidding, and database management.



Live Scoring

Point-by-point updates with shareable match links.



Leaderboards & Stats

Standings, top performers, sport-specific stats.



Social & Discovery

Following players, eliminates WhatsApp groups for your facility, profile creation, unique player handles. A social network for sports.



Create & Manage Communities

Create your own communities to interact, engage, and share individual profiles and match records with your peers and other players.

Stride

(Building)

Turn daily training into measurable, uncapped growth with real data through our AthElite Management System. Designed for grassroots and driven by data, Stride is the sports science backbone of the AthElite.tech ecosystem. It tracks long-term physical development, monitors workloads, and replaces subjective opinions with objective, data-backed suggestions.

Key Features:



Long-term Athlete Development

One profile per athlete. Training history, assessment scores, and progress over time that follows the athlete across academies, sports, and seasons



Standardized Testing

Combine-style testing for physical fitness and sport-specific skill drills. Scores are automatically calculated and benchmarked against age, peer, and position norms. Translating raw performance metrics into clear, meaningful benchmarks for coaches and parents.



Training Programs & Periodization

Design, assign, and manage training programs for individual athletes or entire squads using a comprehensive drill library. Map out complete season periodization, from macrocycles down to daily tapering, and auto-sync with Pivott coaching batches and attendance records to ensure "What was planned" seamlessly aligns with "What actually happened".



Load & Wellness Monitoring

Protect athletes from injury using Acute:Chronic Workload Ratio (ACWR) tracking to flag dangerous training spikes before they cause harm. Combine workload analytics with daily athlete check-ins, monitoring sleep, soreness, fatigue, and stress, to give coaches a real-time window into player readiness.

Stride

(Building)



Injury, Medical, and Return to Play

Injury logs, physio notes, and rehab protocols along with graded return-to-play readiness so that athlete returns at the right time.



Video & Technique Analysis

Upload match/training clips, AI-form and technique scoring from a single phone and objective technique feedback.



Performance Data Collection

Mobile-first, on-field capture via coach app, offline-capable. Wearable & sensor-sync interlinked with match data flowing from Sppeak.



Talent ID, Report Cards, Dashboards

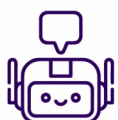
Flagging high-potential athletes, verified exports to stakeholders, and auto-generated report cards which are easy to understand.

Pittch

(Building)

Takes the guesswork out of sports brand growth. An intelligent marketing engine built for sports organizations, academies, and athletic brands.

Key Features:



Create Your Agent

Upload brand guidelines, strategy docs, colours, and template designs to have your own agent to run your marketing campaigns.



Strategy & Content Calendar

Feed in your goals, vision, and brief for a comprehensive marketing strategy and monthly content calendars benchmarked against the current trends in your market.



Automated Content Generation

Create high-converting videos, graphics, templates, and social media posts according to your brand's identity.



Social Media Management

Publish and schedule content on your social channels. Generate real-time reports to optimize performance.

Meet The Founder

Shreya Panchal Kotak

Founder and CEO

A former national-circuit athlete who left the court to fix the system she competed in. Academies were losing bookings, and players had thousands of hours of hard work with no digital proof of it. AthElite is the connected platform she wished she had.



Let's Talk

Whether you run an academy, coach, play, or cheer from the stands, there is a place for you in the ecosystem.

Book a demo for your academy

[Join the waitlist](#)



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