



PRESS RELEASES

KITMAN LABS SECURES INVESTMENT TO FURTHER ACCELERATE PACE OF INNOVATION

Funding to support new solutions for the COVID-19 era of sports

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Menlo Park, CA and Dublin, Ireland — July 22, 2020 — Kitman Labs, the provider of **Performance Intelligence (/platform/)** Solutions to elite sports teams around the globe, today announced a new investment from QVIDTVM, an investment holding company. With the investment, Kitman Labs will accelerate development of its core Performance Intelligence Platform and deliver new solutions to address COVID-driven priorities. Driven by the pandemic, the industry has new and evolving requirements for safe return to play, including increasing the efficacy of mitigating the impact of the virus at much lower costs. Teams and leagues are also facing new challenges related to managing the cost of talent and planning in a world of new seasonal complexities.

The investment brings the total raised in the last six months to \$10.5M and over \$30M since the company's founding. The investments have fuelled unique advancements in performance analytics, visualizations, user experience, security, and the overall customer success experience. Additionally, the company has further solidified its position as market leaders in the performance technology space through the recent acquisition and integration of The Sports Office, a provider of performance data management solutions. Over 500 teams across the globe now rely on the company's solutions.

“Kitman Labs has an extraordinary vision for the market and combined with the ability to consistently deliver on their innovation and growth goals, even in these difficult times,” said Burak Alici, CEO of QVIDTVM. “By facilitating the new strategic requirements of COVID-era sports, Kitman Labs has taken the lead in helping teams and leagues safely return to play. They are developing the most advanced offering to help teams optimize talent and deliver strong week-to-week performances for their fans.”

The company is launching additions to its award-winning Performance Intelligence Platform. Innovations will focus on:

- Talent Development, to help teams build sustainable success by systemizing in-house talent development system and accelerating talent trajectory
- Player Value Assessment, to address the urgent need for management to make objective post-season player decisions based on cost, team fit, and overall performance/value
- Strategic Planning, to empower coaches to better prepare their athletes to perform and stay healthy across shortened preseasons, highly congested schedules, and fewer breaks
- Advanced COVID Symptom Monitoring and Testing, to enhance the scale and agility of managing COVID-19 risk, while reducing costs and overhead

“We see teams and leagues evaluating everything through a new lens and operating at a new level of urgency. They have to understand what success looks like and be more aligned than ever on how to achieve it. They have to move fast and adapt to a more complex and high risk environment with even less room for error than they’ve ever had,” said Stephen Smith, Founder and CEO of Kitman Labs. “Our goal is to continue to invest in the development of advanced solutions that address these acute needs and help teams build sustainable performance and operational excellence.”

Continued Alici, “Kitman Labs has the right strategy, people, customer base, data, and approach to win in the sports market. We are excited to support their efforts to deliver high value solutions that solve real challenges and fundamentally transform how sports organizations operate and achieve success.”

To learn more about how Kitman helps elite sports teams worldwide succeed, visit the Kitman Labs Knowledge Center, follow The Game Changer podcast, or read about Kitman in the news.

About Kitman Labs

Kitman Labs is the leader in **performance intelligence (/platform/)** solutions for elite sports teams. Founded in 2012 with the vision to fundamentally change how the sports industry uses data to achieve on-field success, Kitman Labs has consistently set the standard for innovation and the next generation high performance solutions. With over 200 years of performance, coaching, medical, sports science, and data science expertise, Kitman Labs delivers immediate and ongoing performance and business results. Kitman Labs powers over 500 elite teams across the NFL, NHL, MLB, UFC, NCAA, English Premier League, Bundesliga, Pro14, Premiership Rugby, NRL, Chinese Super League and more. The company has a presence in the US, Ireland, United Kingdom, and Australia.

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