

MultiSenseTurf

Analysing turf conditions for fair gameplay in sports

The Project

Greenkeepers at sport clubs currently employ manual tools and hardly any digital technologies for turf management. We patented a non-invasive sensor combining an over- and underground view of the pitch.

This mobile measurement allows for a data-driven, precision management of all maintenance activities, ensuring optimal pitch conditions with the most sustainable resource usage. Simultaneously, players can benefit from the information to prevent injuries through appropriate shoe selection, while coaching staff can adapt training and gameplay to the existing conditions.

The market for turf grass management has an estimated size of €11.7 bn with a 5.5% CAGR. 77 of the 100 largest sports leagues take place on turf grass.

Fraunhofer technology has patented this unique perspective of combining over- and underground data of the turf and translate these into recommendations for distinct stakeholders in sport clubs.

The Team

Location: Fraunhofer FHR (Wachtberg, DE) & Turf Coach UG (Berlin, DE)

Members: Fernando Rial Villar (FHR), Christian Bräu (FHR)
Christian Theil (CEO), Aurimas Pabrinkis (CTO) → Contact: info@turfcoach.com

AHEAD Infos Batch: CoLab II Juli 2021 Phase: 2 Track: Spin-Off

The Business Model

Unique Selling Proposition: Combining patented Fraunhofer technology with AI pitch analytics to give unique insights for stakeholders in sports.

Unfair Advantage: Having a full view of the conditions over- and underground on the pitch to improve safety and create fair playing conditions.

Revenue Model: Hardware + Software as a Service

Venture Readiness Level



Technology Readiness Level



The Side Facts

Customer Focus: B2B

Searching For: Investors & Pilot customers

Industry Tags: Software & services; technology hardware & equipment;

Technology Tags: Agriculture innovation; Big/Smart data; Deep learning; Machine Learning; Preventive healthcare; Sensors;