

startup  
**radar**  
madri+ed

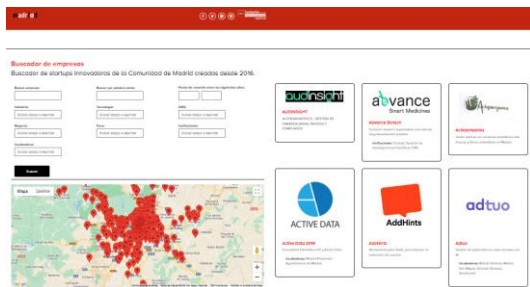
# SPORTSTECH

 fundación para el  
**conocimiento**  
madri+ed

# Plataforma del Ecosistema de Emprendimiento Innovador de la Comunidad de Madrid



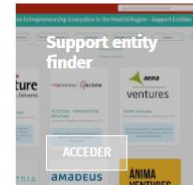
## Ecosystem Platforms: Tools, Maps and Databases



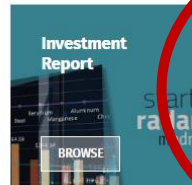
Platform on Dealroom

name	sector	type	employees	annual sales	valuation	stage	location
FullStack	Software	Startup	10	€1M	€5M	Seed	Madrid
Cardinal Group	Healthcare	Startup	10	€1M	€2M	Seed	Madrid
aiMed	Healthcare	Startup	10	€1M	€2M	Seed	Madrid
Artur Frisach	Software	Startup	10	€1M	€2M	Seed	Madrid
Mugford SA	Software	Startup	10	€1M	€2M	Seed	Madrid
Enel	Energy	Startup	10	€1M	€2M	Seed	Madrid

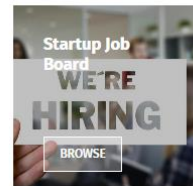
### Ecosystem Platforms



### Reports



### Startup Tools



## 2 Annual reports:

- [Ecosystem Report](#) (sectors, technologies,...)
- [Investment Report](#) + [Sector Reports](#)

## Tools for startups:

- [Job search](#)
- [Investors](#)
- [Public Financing](#)

# SPORTSTECH STARTUPS

Startups que transforman la industria del deporte



**IMPACTO**

Mejora del rendimiento, la salud y la experiencia del deportista y del fan



**CRECIMIENTO**

Sector en expansión con alto potencial de inversión y escalabilidad



**TRANSFORMACIÓN**

El deporte se reinventa gracias a la innovación y la tecnología



**FUTURO**

Hacia un ecosistema deportivo más conectado, inteligente y sostenible



# Análisis PESTEL – SPORTSTECH

## Político

- Apoyo institucional al deporte como palanca de salud pública
- Estrategias de digitalización (smart cities + deporte)
- Apuesta por eventos internacionales (Madrid como hub)
- Regulación creciente en datos biométricos

## Económico

- Industria global del deporte >500B€
- Crecimiento del fitness digital post-COVID
- Nuevos modelos de monetización (OTT, suscripción)
- Dependencia de:
  - derechos audiovisuales
  - Patrocinio
  - ticketing

## Sociocultural

- Fuerte tendencia hacia vida saludable
- Aumento del deporte amateur y semiprofesional
- Crecimiento del deporte femenino
- Fan engagement como eje clave

## Tecnología

- IA aplicada a rendimiento y análisis
- Wearables y biometría
- Computer visión
- Plataformas OTT deportivas
- Web3 (fan tokens, NFTs)


## Medio Ambiente


- Eventos sostenibles
- Infraestructuras deportivas eficientes
- Reducción huella de carbono
- Economía circular en equipamiento

## Legal


- Regulación de datos biométricos
- Derechos audiovisuales
- Normativa de apuestas deportivas
- Legislación laboral en deporte profesional

# RETOS – SPORTSTECH

- ➕  **1. INTEGRACIÓN DE DATOS Y TECNOLOGÍA**
  - **Rendimiento deportivo y salud**  
Integración de datos biométricos (wearables, sensores, v)  
Predicción de lesiones aún limitada
  - **Fragmentación del dato**  
Falta de estándares entre clubes, ligas y plataformas  
Baja interoperabilidad
  - **Digitalización de infraestructuras**  
Transformación hacia smart stadiums  
Alta inversión y complejidad tecnológica

- ➕  **2. TRANSFORMACIÓN DE MODELOS DE NEGOCIO**
  - **Monetización del deporte**
  - Dependencia de derechos audiovisuales
  - Necesidad de ingresos recurrentes
  - **Saturación del fitness digital**
  - Alta competencia
  - Dificultad de retención de usuarios

*El sector Sports evoluciona hacia un modelo basado en datos, experiencias digitales y escalabilidad global, condicionado por regulación, sostenibilidad y nuevas dinámicas de consumo.*






- ➕  **3. CAMBIO EN EL COMPORTAMIENTO DEL USUARIO**
  - **Engagement del fan**  
Consumo digital y móvil dominante  
Necesidad de experiencias personalizadas
  - **Nuevas expectativas**  
Contenido corto, interactivo e inmediato  
Experiencia omnicanal (físico + digital)

- ➕  **4. ENTORNO GLOBAL, REGULATORIO Y SOSTENIBLE (Condicionantes estructurales del sector)**
  - **Regulación y privacidad**
  - Protección de datos biométricos
  - Uso de IA en decisiones deportivas
  - **Globalización**
  - Competencia internacional entre ligas
  - Captación de talento global
  - **Sostenibilidad**
  - Reducción de huella de carbono
  - Eventos e infraestructuras sostenibles

## Drivers de crecimiento del sector

- + Digitalización del deporte
  - Paso del deporte físico a ecosistemas digitales
  - Plataformas, datos y experiencias conectadas
- + Explosión del dato
  - Wearables, sensores y tracking
  - Necesidad de análisis avanzado
- + Cambio en el comportamiento del fan
  - Consumo digital, móvil y en tiempo real
  - Demanda de experiencias personalizadas
- + Convergencia con salud y bienestar
  - Deporte como palanca de salud
  - Crecimiento del fitness y prevención
- + Globalización del deporte
  - Expansión internacional de ligas y marcas
  - Nuevos mercados y audiencias

# OPORTUNIDADES PARA STARTUPS

- +  **Performance & Health Tech** IA para rendimiento
  - recuperación digital
  - fisioterapia inteligente
- +  **Data & Analytics**
  - scouting basado en datos
  - análisis táctico
  - plataformas de rendimiento
- +  **Fan Engagement**
  - OTT deportivas
  - experiencias inmersivas
  - Gamificación
- +  **Fitness & Wellness**
  - apps de entrenamiento
  - marketplaces de entrenadores
  - nutrición personalizada
- +  **Smart Infrastructure**
  - ticketing inteligente
  - gestión de estadios
  - optimización energética

# ENTIDADES DE APOYO A STARTUPS DEL SECTOR SPORTS EN MADRID

TALENTO • INVESTIGACIÓN • INNOVACIÓN • ACELERACIÓN • INVERSIÓN • ESCALADO



## UNIVERSIDADES Y CENTROS ACADÉMICOS



## CENTROS DE INVESTIGACIÓN Y TRANSFERENCIA



## CORPORACIONES Y ACTORES TRACTORES (OPEN INNOVATION)



## ACELERADORAS, INCUBADORAS Y HUBS ESPECIALIZADOS



## PROGRAMAS, INICIATIVAS Y EVENTOS CLAVE



### CADENA DE VALOR DEL ECOSISTEMA



**TALENTO**  
Formación y generación  
de conocimiento



**TECNOLOGÍA**  
Investigación e innovación  
aplicada



**PILOTO**  
Validación con corporaciones  
y entidades del sector



**ESCALADO**  
Aceleración y acceso  
a inversión



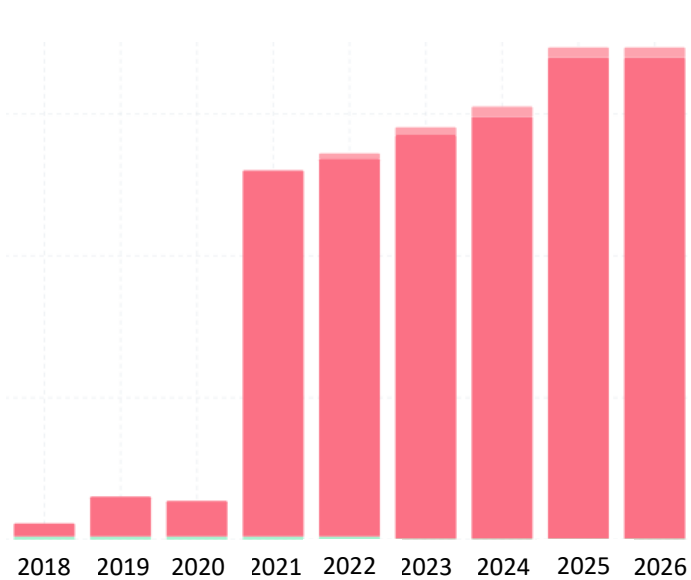
**INTERNACIONALIZACIÓN**  
Expansión global  
y nuevos mercados

Madrid cuenta con un ecosistema completo que conecta talento, investigación, corporaciones, aceleradoras e inversión para impulsar el crecimiento y escalado global de startups sportstech.

Un entorno único para innovar en deporte, salud, datos, fan engagement y sostenibilidad.

# Valoración y empleos en las Startups Sportstech

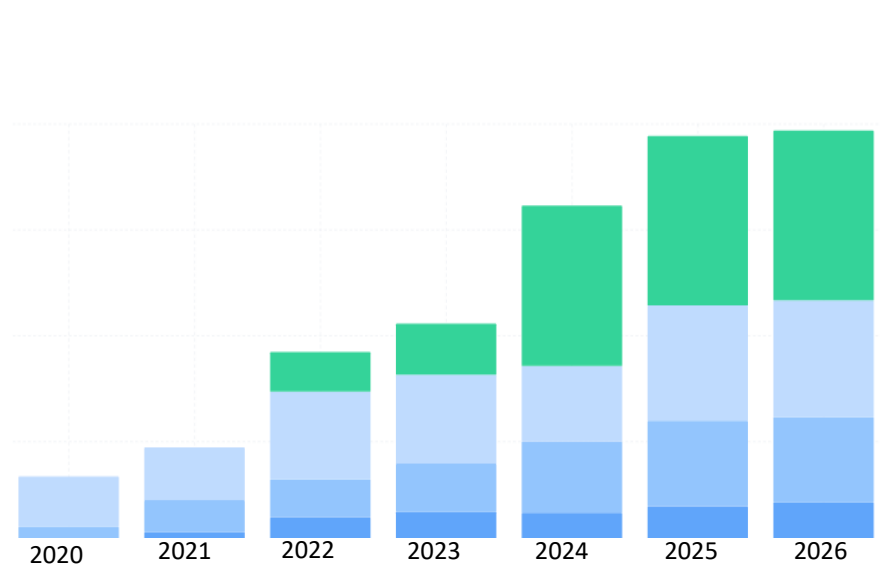
## VALORACIÓN Por año de creación



- 10,9 M€ 2020 - 2026
- 509 M€ 2015 - 2019
- 1,1 M€ 2010 - 2014

**TOTAL 521 M€**

## EMPLEOS Por tamaño de equipo



- 961 200 - 500
- 663 50 - 200
- 483 10 - 50
- 256 2 - 10

**TOTAL 2.363**

# Comparativa datos Ecosistemas de Sportstech

## Comunidad de Madrid

## ESPAÑA

## EUROPA

Nº startups:

**153 Startups** (26,5 % de España)

**576 Startups** (7 % de Europa)

**8.493 Startups**

Startups invertidas VC:

**25 Startups** (21,2% de España)

**118 Startups** (7,5% de Europa)

**1.593 Startups**

Total Rondas VC:

**80 Rondas** (23% de España)

**347 Rondas** (9% de Europa)

**3.824 Rondas**

Total Inversión VC:

**160 M€** (41,1% de España)

**389 M€** (4,5% de Europa)

**8,6 B€**

Valoración:

**521 M€** (20% de España)

**2,6 B€** (2,7% de Europa)

**98,2 B€**

Empleos creados:

**2.363** (20% de España)

**11.870** (6,3% de Europa)

**189.000**

Madurez media:

**10,1 años**

**10,9 años**

**11,2 años**

Tamaño promedio:

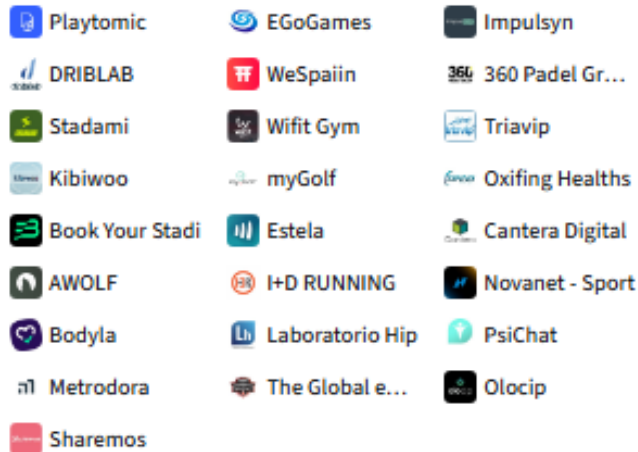
**15 empleados**

**19 empleados**

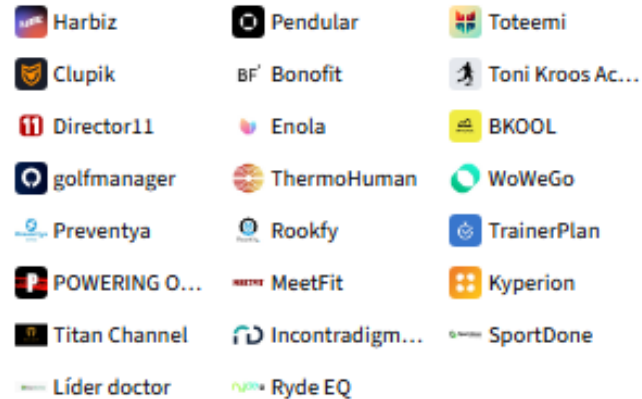
**22 empleados**

# Madrid Sport Startups - [por modelo de ingresos](#)

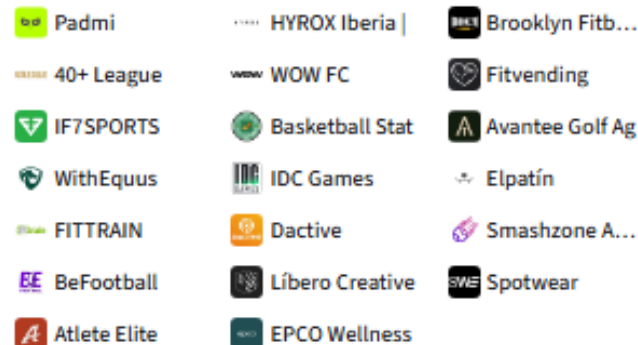
## commission



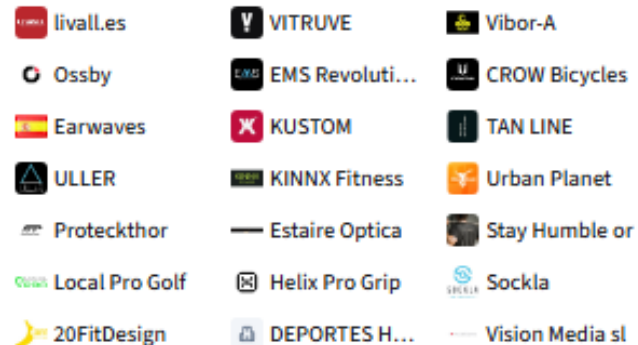
## subscription















































## advertising



## selling own inventory



# 153 Sport Startups creadas en la Comunidad de Madrid

 <b>Playtomic</b> ☆ Global platform connecting racket sports players and clubs for easy court booking...	 <b>Toteemi</b> ☆ ♥ Toteemi is an app where users compete to claim the land with their sports activities	 <b>Vibor-A</b> Providing the market with the best technical and textile products	 <b>Action Live</b> ☆ PAINTBALL MADRID   Action Live®
 <b>EGoGames</b> ☆ ♥ The leading eSports platform for mobile games in Europe	 <b>Badgie.com Digital Badges for Sporting Excellence</b> We help sport schools develop world-class Events, Classes and Badges for students...	 <b>Mpala</b> Customizable care packages for tennis and padel clubs to enhance player experienc...	 <b>Wifit Gym</b> Low-cost, digitized fitness centers for urban users
 <b>Yerba Buena VR</b> ☆ Immersive XR streaming platform for live events.	 <b>Clupik</b> Personalized app, web and management tool for sports clubs	 <b>BK00L</b> A virtual cycling and fitness platform that connects thousands of athletes from all...	 <b>Triavip</b> Offering great discounts on top brands of triathlon, cycling, athletics, and swimming
 <b>Impulsyn</b> ☆ 🌐 Social media platform connecting sports professionals with career opportunities...	 <b>WeSpaiin</b> We connect our clients with sports events and experiences through technology	 <b>40+ League</b> ☆ 🌐 Co-ed sports leagues and social events for adults	 <b>WOW FC</b> Spanish mixed martial arts event promotion company
 <b>UNIT 1</b> ☆ Innovation company for action sports	 <b>Bonofit</b> ☆ Enjoy the best fitness studios. Look for studios around you and book easily...	 <b>Ossby</b> 🌐 Sustainable, lightweight, and patented-folding electric bicycles	 <b>Kibiwoo</b> A place to rent skis, surf boards and bikes from trusted shops
 <b>Harbiz</b> ☆ All-in-one productivity software for fitness professionals designed to digitize and...	 <b>Toni Kroos Academy</b> 🌐	 <b>360 Padel Group</b> Europe's leading, fast-growing and profitable sports commerce and tech...	 <b>Fuertafit</b> 🌐 Subscription-based online gym offering 1500+ workouts, nutritional advice,...
 <b>TIMPIK</b> ☆ Social network that enables athletes to communicate with one another and...	 <b>Brooklyn Fitboxing</b> ☆ Join Brooklyn Fitboxing for addictive group workouts, professional trainers, and...	 <b>golfmanager</b> 🌐 Golfmanager - All in one Golf Club Management Software	 <b>myGolf</b> 🌐 Digital platform for booking golf courses and tournaments
 <b>Padmi</b> An app that offers statistics, highlights and tips for your padel matches	 <b>Director11</b> ☆ An online sport management software that facilitates the centralization of data...	 <b>ThermoHuman</b> 🌐 AI-powered thermal imaging for athlete injury prevention	 <b>Oxifing Healths Sport</b> Technological development applied to sports
 <b>Pendular</b> AI-powered platform for automated sports content creation	 <b>Enola</b> ☆ 100% personalized fitness plans for a healthier lifestyle, featuring customized...	 <b>EMS Revolution</b> ☆ 🌐	 <b>SoloPerformance</b> Centralized platform for prescribing strength training programs.
 <b>HYROX Iberia   Victum Sports</b> 🌐	 <b>lival.es</b> ☆ 🌐 Smart cycling helmets with integrated safety and connectivity	 <b>WoWeGo</b> ♥ Digital fitness and health club offering an enhanced, cloud-based body and mind...	 <b>CROW Bicycles</b> 🌐 Game changer, it's an egravel bike that doesn't look like an egravel bike
 <b>DRIBLAB</b> ☆ Provides simple and complex performance information of more than 180,000 player...	 <b>VITRUBE</b> Develops software and hardware applied to the sport of weightlifting, powerlifting...	 <b>Stadami</b> 🌐 Mobile application connecting clients with personal trainers	 <b>Earwaves</b> 🌐

# Startups del sector Sports y constituidas en la Comunidad de Madrid, invertidas por VC



## Playtomic ☆ ♥

Global platform connecting racket sports players and clubs for easy court booking...



## EGoGames ☆

The leading eSports platform for mobile games in Europe



## Yerba Buena VR ☆

Immersive XR streaming platform for live events.



## Impulsyn ☆ 🌐

Social media platform connecting sports professionals with career opportunities...



## UNIT 1 ☆

Innovation company for action sports



## Harbiz ☆

All-in-one productivity software for fitness professionals designed to digitize and...



## TIMPIK ☆

Social network that enables athletes to communicate with one another and...



## Padmi

An app that offers statistics, highlights and tips for your padel matches



## Toteemi ☆

Toteemi is an app where users compete to claim the land with their sports activities



## Clupik

Personalized app, web and management tool for sports clubs



## Bonofit ☆

Enjoy the best fitness studios. Look for studios around you and book easily...



## VITRUBE

Develops software and hardware applied to the sport of weightlifting, powerlifting...



## Ossby 🌐

Sustainable, lightweight, and patented-folding electric bicycles



## WoWeGo

Digital fitness and health club offering an enhanced, cloud-based body and mind...



## Triavip

Offering great discounts on top brands of triathlon, cycling, athletics, and swimming



## myGolf 🌐

Digital platform for booking golf courses and tournaments



## CROW Bicycles 🌐

Game changer, it's an egravel bike that doesn't look like an egravel bike



## Book Your Stadium

Marketplace of new sports experiences for fans that combines match tickets and to...



## Kyperion

Allows to create trainings and access client's activities to give personal train...



## Bodyla

A booking Web App for any fitness activity such as yoga, CrossFit, running, dancing...



## Urban Planet

Designing and producing innovative leisure products linked to physical activity



## Aomm.tv

The leading yoga and pilates online platform in Spanish offering +500...



## Golfee

Platform for reservation and golf game



## birdiefy ☆

We are building a platform that allows every golfer to get instant, accurate and...

# Startups del sector Sports, agrupadas por subsector

## Sport Platform&Application

## Sporting Equipment

## Fitness

## Sports Media

## Sport League&Club

**Playtomic** ☆  
Global platform connecting racket sports players and clubs for easy court booking...

**Impulsyn** ☆ 📌 ❤️  
Social media platform connecting sports professionals with career opportunities...

**Harbiz** ☆  
All-in-one productivity software for fitness professionals designed to digitize and...

**TIMPIK** ☆  
Social network that enables athletes to communicate with one another and...

**Toteemi** ☆  
Toteemi is an app where users compete to claim the land with their sports activities

**Clupik**  
Personalized app, web and management tool for sports clubs

**VITRUE**  
Develops software and hardware applied to the sport of weightlifting, powerlifting...

**WoWeGo**  
Digital fitness and health club offering an enhanced, cloud-based body and mind...

**Book Your Stadium**  
Marketplace of new sports experiences for fans that combines match tickets and to...

**Kyperion**  
Allows to create trainings and access client's activities to give personal trainin...

**Bodyla**  
A booking Web App for any fitness activity such as yoga, CrossFit, running, dancing...

**Golfee**  
Platform for reservation and golf game

**livall.es** ☆ 📌  
Smart cycling helmets with integrated safety and connectivity

**VITRUE** ♥️  
Develops software and hardware applied to the sport of weightlifting, powerlifting...

**Vibor-A**  
Providing the market with the best technical and textile products

**Triavip**  
Offering great discounts on top brands of triathlon, cycling, athletics, and swimming

**Kibiwoo**  
A place to rent skis, surf boards and bikes from trusted shops

**Oxifing Healths Sport**  
Technological development applied to sports

**ULLER**  
Lifestyle fashion brand focused in ski, snow, skate, surf and nonconformist urb...

**Sharemos**  
Sharemos is a rental platform for bikes, skis, sound equipment and much more

**Sportyuz**  
A platform to buy and sell clothing, footwear and sports equipment

**Runin**  
First specialized platform that allows users to enjoy, from any device a new way to...

**Stay Humble or not**  
Manufacturing sporting clothes and equipment for men and women

**Sockla** 📌  
Technical sports socks for every occasion

**Bonofit** ☆  
Enjoy the best fitness studios. Look for studios around you and book easily...

**Enola** ☆ ❤️  
100% personalized fitness plans for a healthier lifestyle, featuring customized...

**WoWeGo**  
Digital fitness and health club offering an enhanced, cloud-based body and mind...

**Fitvending**  
Vending operator specialized in sports nutrition

**Preventya**  
Creating prevention tools through technology to prevent, detect and treat...

**POWERING OFFROAD**  
Personalized fitness training app for off-road riders

**PsiChat**  
PsiChat is a technological platform for communication of psychological care

**SportDone**  
New app that allows anyone, anywhere, at any time, at any age to find a partner or a...

**Mikadi.Golf**  
Golf Watch with fitness tracker and Free Golf app

**Aomm.tv**  
The leading yoga and pilates online platform in Spanish offering +500...

**Trip2Balance**  
The revolution of sports nutrition at your fingertips 📱

**TheRock5**  
TheRock5 dedicated to the sports sector with a desire to change the lives of people

**Pendular**  
AI-powered platform for automated sports content creation

**POWERING OFFROAD**  
Personalized fitness training app for off-road riders

**Elpatín**  
Elpatín is a webzine focused on skateboarding and everything related to ...

**Ryde EQ**  
Taking equestrian events to the next level

**Bplus**  
B+ is the new video application that allows you to express yourself and participate in...

**TheRock5**  
TheRock5 dedicated to the sports sector with a desire to change the lives of people

**DRIBLAB** ☆  
Provides simple and complex performance information of more than 180,000 player...

**Clupik**  
Personalized app, web and management tool for sports clubs

**Bonofit** ☆  
Enjoy the best fitness studios. Look for studios around you and book easily...

**ThermoHuman** 📌 ❤️  
AI-powered thermal imaging for athlete injury prevention

**SportDone**  
New app that allows anyone, anywhere, at any time, at any age to find a partner or a...

**Do League**  
Online sports management tool

**Virtual Web & Sports**  
Allows the organization of leagues, tournaments and races in any sport, of...

*Explora el panorama de la innovación en Madrid por sectores y tecnologías. La sección ofrece una visión completa del ecosistema empresarial y de innovación de la Comunidad de Madrid, estructurada en torno a sectores estratégicos y tecnologías emergentes.*

## INDUSTRIES

- Healthtech
- Fintech
- Transportation
- Food
- Energy
- Real Estate
- Education
- Semiconductors
- Space
- Circular Economy / Impact
- Defence
- Gaming

## TECHNOLOGIES

- Artificial Intelligence
- IoT & Autonomous Sensors
- Big Data
- Blockchain
- Quantum Technologies
- Biotechnology
- 3d Technology
- Nanotechnology
- Deep Tech

startup  
radar  
madrí+d

 fundación para el  
conocimiento  
madrí+d

<https://www.madrimasd.org/emprendedores/startup-radar-madrid>