



## ATRIA INSTITUTE OF TECHNOLOGY

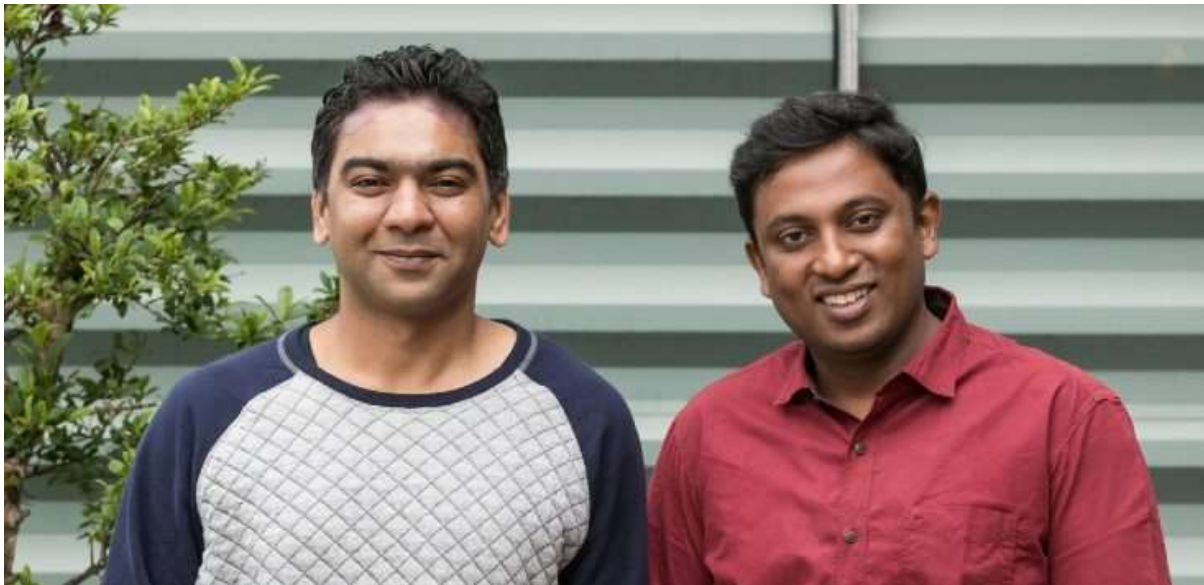
Anand Nagar, Bengaluru – 560 024

Atria Institute of Technology felicitated First Batch students of Computer Science & Engineering on 17<sup>th</sup> feb 2022 for the success in Business as Aussie AI sport analytics start-up Gameface.AI has been acquired by listed sports equipment giant Slinger Bags, in a deal worth almost \$33 million.

Students of Computer Science Branch interacted with the Alumni and got insights about how to start business and be more job gives than job seekers.

### Guests:

Dr T N Sreenivasa, Mr. Shaheem Rahiman CEO, Dr. Aishwarya HOD CS, Pallavi N Alumni Co-ordinator, Gameface.Ai Co-Founders Jalal Shaik And James Melvin Ebenezer



GAMEFACE.AI CO-FOUNDERS JALAL SHAIK AND JAMES MELVIN EBENEZER

First Batch of Computer science and Engineering Department

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## **Department of Computer Science and Engineering**

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Gameface.AI co-founder and chief executive Jalal Shaik and CTO James Melvin When first started the company they did not plan to build AI for sports analytics. It was more of a media, entertainment and shopping app. After pitching every VC and investor they could get onto, they finally secured a small amount of funding, and honed the product offering. From then on they started make something in the sports analytics space. They were in niche industry and especially when AI was just getting started.

Gameface.AI was founded in 2015, the start-up has been solely focused on finding new uses for AI in sports technology. GAMEFACE will perform instant video footage analysis to bring you key events and insights from the match. Track every aspect of the match for any sport, including player tracking, ball tracking and match events such as goals, assists, shot on goals, passing patterns and team formations all in real time. Slinger will now take the software built to new levels and help Gameface.AI expand to meet the huge growth opportunities. The business has been seeing steady progress.

Gameface.AI hone your preparation for upcoming opponents with rapid AI-assisted team drills and individual player technique analysis. Enable critical half-time tweaks during the game with near real time analysis for intelligent data-driven insights. Provide Customized post-game analysis and automatic clips and shareable playlist for every player - available instantly after the game. Using machine learning and computer vision, app track player movement, patterns and actions in the context of the game, gives actionable insights to make the best offensive and defensive decisions in every game scenario.

US sports technology and accessories brand Slinger Bag has acquired local sports data and analytics company Gameface.AI, as part of a move into software ahead of its upcoming NASDAQ listing.

Gameface.AI has already developed the AI capabilities for Slinger's soon-to-be-released app, offering instant analysis of players' techniques and offering technical and tactical insights and tips. The business plans to build AI tech into some of its other software products for other sports. Gameface.AI's core capabilities are delivered through any camera or phone, which allows us to build consumer-friendly and scalable solutions for the sports market. Today In total, the transaction values of Gameface.AI is at US\$24 million (\$32.9 million). Aussie AI sport analytics start-up Gameface.AI has been acquired by listed sports equipment giant Slinger Bags, in a deal worth almost \$33 million.

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