COMPARISON STUDY

BADGIE COMPARED WITH OTHER SPORTS PLATFORMS: COMPARISON STUDY

Functional comparisons axis by axis, with the source of each data point. No stars or scores: what each company publishes and what Badgie does in production.

Updated on 1 October 2026

METHODOLOGY

Functional comparison based on each company's public information as of 1 October 2026 and on Badgie features in production. "Not published" means the company does not describe it on its pages, not that it does not exist. If something has changed, write to us at hello@badgie.com and we will correct it.

PRICE

Badgie: Public monthly price by number of students: Starter 99 € · Pro 249 € · Business 399 € · Network 799 €. Annual billing is 25% cheaper; above 1,000 students, custom pricing.

WHAT BADGIE DOES NOT HAVE TODAY

- No individual goals (IDP) per player with a progress bar.
- No integration with Veo or Hudl cameras and no event tagging on match video.
- No GPS or team wearables such as Catapult or STATSports.
- Web video analysis is for golf only; in the app it works for all sports.

SUMMARY: ALL PLATFORMS BY AXIS

Status of each axis according to each company's public information. The note and source for each cell are in each study.

AXIS	Badgie	360Player	Teamworks	TAKA Sports	Kitman Labs	SoccerLAB	Playermaker	Clupik	SportEasy	Playtomic
Player development (IDP)	**Partial**	**Yes**	**Yes**	Not published	**Yes**	**Yes**	Partial	Not published	Not published	Not published
Evaluations	**Yes**	Partial	Partial	Partial	Partial	Partial	Partial	Partial	Partial	Not published
Video	**Yes**	**Yes**	Partial	**Yes**	Not published	**Yes**	Not published	Partial	Not published	Not published
Performance data	**Partial**	Partial	**Yes**	Partial	**Yes**	**Yes**	**Yes**	Partial	Partial	Partial
Academy management	**Yes**	**Yes**	Partial	Not published	**Yes**	Partial	Not published	**Yes**	**Yes**	**Yes**
Finance and payments	**Yes**	**Yes**	Partial	Not published	Not published	Not published	Not published	**Yes**	**Yes**	**Yes**
Family communication	**Yes**	**Yes**	Partial	Partial	Partial	Not published	Not published	**Yes**	**Yes**	Partial
Motivation and gamification	**Yes**	Not published	Not published	Not published	Not published	Not published	**Yes**	Not published	Not published	Partial
Artificial intelligence	**Yes**	Not published	**Yes**	Not published	Not published	Not published	Partial	Not published	Not published	Not published
Competition, match reports and squad call-ups	**Yes**	Partial	Partial	Not published	Partial	Partial	Not published	**Yes**	**Yes**	Partial
Multi-sport	**Yes**	**Yes**	**Yes**	Not published	**Yes**	Not published	Not published	**Yes**	**Yes**	Partial
Languages	**Yes**	**Yes**	**Yes**	Partial	**Yes**	Partial	**Yes**	Partial	**Yes**	**Yes**
Native apps	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**
Open platform (MCP, CLI, integrations)	**Yes**	Partial	Partial	Not published	Partial	Partial	Not published	Not published	Not published	Not published

BADGIE VS 360PLAYER

Who it is for: Team-sport clubs and academies, from grassroots to elite. Swedish company.

Price: Not published: custom price based on the number of members and modules.

360Player and Badgie overlap in the day-to-day running of a club: calendar, attendance, payments, communication and video. 360Player publishes individual goals per player with a progress bar and tagging on match video imported from Veo, which Badgie does not have. Badgie adds reports that the family receives, motivation badges, an AI agent that works with the club's data, match reports and Spanish football federations, SEPA batches and VeriFactu. 360Player does not publish its price; Badgie does.

WHERE 360PLAYER IS STRONGER

- Individual goals (IDP) per player with a progress bar.
- Match video imported from Veo with clips, tagging and drawing on the frame.
- App in 10 languages, for clubs from grassroots to elite.

WHERE BADGIE IS STRONGER

- Sports reports that the family receives, with the comment written with AI in their language.
- Badges, collections and a sticker album for player motivation.
- AI agent with more than 270 tools, MCP server and CLI.
- Match reports read by AI, Spanish football federations, SEPA batches and VeriFactu.

BADGIE VS TEAMWORKS

Who it is for: Elite sport: professional teams, US college sport, Olympic federations and the military. They do not publish an offer for grassroots academies.

Price: Not published.

Teamworks is an athlete management system for high performance: wearable data, tests, nutrition, individual development plans and AI over that data. Badgie is a platform for academies and grassroots clubs: payments from families, reports, badges, squad call-ups and communication. They overlap in planning, AI and apps; they differ in who they serve. Teamworks does not publish a price or an offer for grassroots schools.

WHERE TEAMWORKS IS STRONGER

- More than 100 integrations with performance data sources, including wearables.
- Individual development plans built on the athlete's data.
- AI applied to medical data, nutrition and high-performance metrics.

WHERE BADGIE IS STRONGER

- Collection of fees from families with Stripe and SEPA, and VeriFactu invoicing.
- Reports, badges and an app designed so that the family sees progression.
- Squad call-ups, match reports and federations for grassroots football.
- Public price based on the number of students.

BADGIE VS TAKA SPORTS

Who it is for: Competitive youth football in the US: video highlights, data and a showcase for college recruiting.

Price: Free app with season or event packages for the player ($45 to $115); for clubs, by agreement.

TAKA turns a club's match video into highlights and per-player statistics for US youth football. Badgie is the academy management platform: students, payments, communication, reports, badges and training video. They overlap only in video and statistics. TAKA needs the club's video or its camera; Badgie does not generate automatic highlights.

WHERE TAKA SPORTS IS STRONGER

- Automatic highlights per player from match video.
- Statistics per analysed match.
- Showcase for college recruiting in the US.

WHERE BADGIE IS STRONGER

- Full academy management: students, calendar, attendance and payments.
- Communication with families by app, WhatsApp and email.
- Reports, badges and video analysis of training in the app.
- Any sport and six languages.

BADGIE VS KITMAN LABS

Who it is for: Elite and leagues: academies of professional clubs, football and rugby leagues, basketball, universities and defence.

Price: Not published (contact).

Kitman Labs is a performance intelligence platform for the elite: more than 150 data sources, individual development plans, health and league operations. Badgie is a management platform for academies and grassroots clubs. They overlap in player development, evaluations and calendar; Badgie adds payments, families, badges and operational AI, and Kitman Labs adds high-level performance and health data.

WHERE KITMAN LABS IS STRONGER

- More than 150 performance and health data integrations.
- Individual development plans with goals by dimension.
- League operations with regulatory compliance.

WHERE BADGIE IS STRONGER

- Payments from families, SEPA, VeriFactu, shop and bookings.
- Reports, badges and a family app.
- AI agent that works with the club's data, with MCP and CLI.
- Public price.

BADGIE VS SOCCERLAB

Who it is for: Professional football, federations and academies. Belgian company of the EDGE10 group.

Price: Not published (demo).

SoccerLAB is a performance platform for football: GPS, tests, match events, a video library and development plans. Badgie is an academy management platform for any sport, with payments, communication with families, reports, badges and AI. They overlap in development, evaluations and video; SoccerLAB goes further in physical data and Badgie in the relationship with families and operations.

WHERE SOCCERLAB IS STRONGER

- Physical data with integrated GPS and tests.
- Match tagging and video library.
- Development plans that combine objective and subjective data.

WHERE BADGIE IS STRONGER

- Club payments, invoicing and shop.
- App and notices for families, with reports and badges.
- Squad call-ups, match reports and Spanish football federations.
- Any sport and six languages.

BADGIE VS PLAYERMAKER

Who it is for: Foot sensor for football: individual players from age 8 and elite clubs and federations.

Price: Device from $199 to $229 per player; club pricing not published.

Playermaker is a sensor that measures touches, passes, speed and distance for each football player. Badgie does not make hardware: it is the academy's management and progression platform. They overlap in motivation (challenges and rankings versus badges) and in per-player metrics, but they solve different problems.

WHERE PLAYERMAKER IS STRONGER

- Technical data measured by sensor: touches, passes, shots and sprints.
- Challenges and a global ranking for the player.
- A product for the individual player, independent of the club.

WHERE BADGIE IS STRONGER

- Academy management, payments and communication with families.
- Reports, badges and video analysis of training.
- Operational AI over the club's data.
- Any sport, no hardware.

BADGIE VS CLUPIK

Who it is for: Clubs, federations and organisers of leagues and tournaments in Spain and Latin America, grassroots and federated.

Price: Free €0; Pro €39/month (€35 annual); Elite €99/month (€89 annual); Custom on request; custom app +€49/month; Clupik Pay fees depending on the plan.

Clupik and Badgie are very similar for a club in Spain: both handle registrations, payments, communication, squad call-ups and match reports. Clupik publishes referee management and league organisation; Badgie adds player progression (attributes, reports, badges), video analysis, operational AI with agents, an MCP server and six languages.

WHERE CLUPIK IS STRONGER

- League and tournament organisation with referee management.
- Free plan and low entry prices.
- Integrated club website.

WHERE BADGIE IS STRONGER

- Player progression: attributes, reports for families, badges and collections.
- Video analysis in the app for any sport.
- AI agent with approval, MCP server and CLI.
- SEPA batches, VeriFactu and six languages.

BADGIE VS SPORTEASY

Who it is for: Amateur sport: teams, clubs, groups of friends and companies. French company.

Price: Club Classic €0.45/member/month (€0.33 annual); Sponsors €0.48/member/month; Premium team €9.99/month.

SportEasy organises amateur teams and clubs: squad call-ups with availability, match sheets, payments with SEPA and messaging, priced per member. Badgie covers that management and adds player progression (reports, attributes, badges), video analysis and AI. SportEasy publishes more languages (7 versus 6).

WHERE SPORTEASY IS STRONGER

- Per-member price, affordable for amateur teams.
- Squad call-ups with availability and match sheets.
- Seven languages.

WHERE BADGIE IS STRONGER

- Reports for families, attributes and progression badges.
- Video analysis in the app.
- AI agent that executes tasks with approval, MCP server and CLI.
- VeriFactu, shop, court bookings and equipment rental.

BADGIE VS PLAYTOMIC

Who it is for: Padel and racket-sport clubs connected to the Playtomic player marketplace.

Price: Standard €59/month, Professional €89/month, Champion €139/month and Master €279/month (excluding VAT).

Playtomic Manager runs the facility of a racket-sport club: court bookings, open matches, courses and visibility in its player marketplace. Badgie focuses on the school: students, progression, reports, badges, video and communication with families, with court bookings included. If the main business is filling courts with outside players, the marketplace is Playtomic's advantage.

WHERE PLAYTOMIC IS STRONGER

- Player marketplace that fills courts.
- Bookings, open matches and playing level.
- POS and wallet for the facility.

WHERE BADGIE IS STRONGER

- Student progression: reports, badges and video analysis.
- Communication with families by app and WhatsApp.
- AI agent, MCP server and CLI.
- Any sport, not only racket sports.

BADGIE VS THEGRINT

Who it is for: Amateur golfers, mostly in the US (95% of its users in 2021), also the UK, Canada and South Africa. Miami company.

Price: Free with GPS, scorecard and basic games. Pro: $59.99/year ($39 in 2023) or monthly by country, with a 7-day trial. USGA handicap in the US at each association's price; elsewhere, GHAP at $9.99/year or included in Pro.

TheGrint is a golf app for the player with ten years of network: GPS on 40,000+ courses, linked scorecards with friends, leaderboards, 11 games, Insights against players of your level and a celebration loop (King of the Course, Ghost Mode, Trophy Room). Badgie Golf overlaps on the live scorecard, games with guests, the social feed and badges, and adds what TheGrint does not publish: the official RFEG handicap updated daily, Morris (AI swing analysis and caddie), Strokes Gained, AI reading of the paper scorecard, six languages and the link to the club and the coach. TheGrint wins on course coverage outside Spain, Green Maps and a watch app on Wear OS too.

WHERE THEGRINT IS STRONGER

- GPS on 40,000+ courses and Green Maps with slope on 25,000 (Pro).
- A network of millions of golfers: leaderboards across groups, Groups, Teams Cup and an in-person Tour.
- Insights against players of your level, built on millions of rounds.
- Watch app on Apple Watch and also on Wear OS (Android).

WHERE BADGIE IS STRONGER

- Official RFEG handicap updated every day; TheGrint's GHAP outside the US is not WHS.
- Morris: AI swing analysis in a minute, a caddie in the chat and on WhatsApp.
- Strokes Gained on the scorecard and a paper scorecard read by AI.
- Six languages and the link to the club and the coach: TrackMan, video analysis, reports.

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