COMPARISON STUDY

BADGIE VS 360PLAYER: COMPARISON STUDY

360Player and Badgie, axis by axis: what each one publishes, with the source of each data point, and who each tool is for.

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.

30-SECOND SUMMARY

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.

	360PLAYER	BADGIE
WHO IT IS FOR	Team-sport clubs and academies, from grassroots to elite. Swedish company.	Schools, academies, clubs and federations in any sport, especially youth, in Spain, Europe and Latin America.
PRICE	Not published: custom price based on the number of members and modules.	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.
LANGUAGES	App in 10 languages; website in English, Spanish and Swedish.	6 languages: Spanish, English, Catalan, Italian, French and Portuguese.

AXIS-BY-AXIS COMPARISON

Each cell shows the status, a short note and its source. For Badgie, the production features that prove it.

AXIS	360PLAYER	BADGIE
PLAYER DEVELOPMENT (IDP)	**YES** Individual goals per player with a topic, description and progress bar; structured reviews. Source: 360player.com · checked 1 Oct 2026	**PARTIAL** Attributes from 1 to 99 with radar and history, player file, multi-season career, level-based pathways, personal bests, belts and ski progression. No individual goals (IDP) with a progress bar per player. Features: FIFA-style attributes · Player file · Multi-season history · Level-based pathway · Drills with personal bests · Belts and grades · Ski and snowboard progression
EVALUATIONS	**PARTIAL** Evaluation by positional profiles (football) and review templates; they do not publish reports aimed at families. Source: 360player.com · checked 1 Oct 2026	**YES** Sports reports with custom templates that the family receives, team matrix, scanned paper evaluation, comments written with AI, trial class report and player diary. Features: Sport reports · Evaluation matrix · Evaluate on paper and scan · AI-written comments · Trial session report · Behaviour per session · Training diary
VIDEO	**YES** Video embedded from Veo, Vimeo or YouTube, clips, player tagging, drawing on the frame and playlists. Upload from the phone is not published. Source: 360player.com · checked 1 Oct 2026	**YES** Video analysis in the app (drawing, angles and voice note) for any sport, upload from the phone, video courses and an exercise library. Web video analysis for golf only; no integration with Veo or Hudl cameras and no tagging on match video. Features: In-app video analysis · Photo and video uploads · Coach notes with video · Drill library with video · Video courses · Full-screen video analysis · AI swing analysis
PERFORMANCE DATA	**PARTIAL** Live match statistics, minutes, attendance and perceived exertion (RPE). No mention of GPS or wearables. Source: 360player.com · checked 1 Oct 2026	**PARTIAL** Per-player statistics in football; TrackMan, Strokes Gained and handicap in golf; Strava and Garmin; session intensity and dropout risk. No GPS or team wearables such as Catapult. Features: Player stats · TrackMan · Strokes Gained · Daily RFEG handicap · Strava and Garmin · Session intensity and timing · Dropout risk · Injury reports · Daily medical status and treatment table
ACADEMY MANAGEMENT	**YES** Registrations, season planning and attendance with absence reason. Source: help.360player.com · checked 1 Oct 2026	**YES** Teams and staff, session planner, calendar and attendance from the app, student records with Smart Tags, recruitment with trial classes and staff time tracking. Features: Teams and coaching staff · Session planner · Calendar and attendance · Student profiles and Smart Tags · Lead capture and trials · Staff time tracking
FINANCE AND PAYMENTS	**YES** Card, bank transfer, ACH and Swish; recurring fees, instalments, invoices and products. SEPA not mentioned. Source: help.360player.com · checked 1 Oct 2026	**YES** Recurring fees through the club's own Stripe account, SEPA batches, VeriFactu invoices, shop, court bookings, equipment rental and coach payouts. Features: Fees and payments with Stripe · SEPA direct debits · VeriFactu invoicing · Online shop · Court bookings · Coach assignments · Equipment rental

AXIS	360PLAYER	BADGIE
FAMILY COMMUNICATION	**YES** Posts with push and email, moderated chat and parent visibility in chats with minors. WhatsApp not mentioned. Source: 360player.com · checked 1 Oct 2026	**YES** Family app, bulk WhatsApp and email with templates, club chat and squad call-up notices. Features: Family app · WhatsApp and email · Club chat · Call-up notifications
MOTIVATION AND GAMIFICATION	*NOT PUBLISHED* No mention of badges, achievements or rewards. Source: 360player.com · checked 1 Oct 2026	**YES** Digital badges with rarity, collections with a progress matrix, a youth-academy sticker album and a shareable card. Features: Digital badges · Collections · Academy sticker album · Shareable player card
ARTIFICIAL INTELLIGENCE	*NOT PUBLISHED* No AI features on its product pages. Source: 360player.com · checked 1 Oct 2026	**YES** Badgie Agentic, with more than 270 tools, proposes and executes with your approval; a team of agents, paper to digital with AI, video summaries, Content Studio and swing analysis. Features: Badgie Agentic · AI agent team · Paper to digital with AI · AI-written comments · AI video summaries · Content Studio · AI swing analysis
COMPETITION, MATCH REPORTS AND SQUAD CALL-UPS	**PARTIAL** Line-ups with formations, match statistics, opponents and history. Official match reports are not published. Source: help.360player.com · checked 1 Oct 2026	**YES** Squad call-ups, live match, match plan, paper match report read by AI, synchronisation with football federations, PDF report, tournaments and standings. Features: Call-ups · Live match · Match plan and starting XI · Paper match sheet read by AI · Federation sync · PDF match report · Tournaments and leagues · Standings and form
MULTI-SPORT	**YES** Football, futsal, basketball, volleyball, handball, floorball, ice hockey, tennis, padel, rugby and American football. Source: 360player.com · checked 1 Oct 2026	**YES** A common base for any sport and dedicated modules: belts (martial arts), skiing, golf with TrackMan, tennis ranking, court bookings and equipment rental. Features: Belts and grades · Ski and snowboard progression · TrackMan · Tennis federation ranking · Court bookings · Equipment rental
LANGUAGES	**YES** 10 languages in the app. Source: apps.apple.com · checked 1 Oct 2026	**YES** Platform and apps in 6 languages: Spanish, English, Catalan, Italian, French and Portuguese. Features: Six languages
NATIVE APPS	**YES** App for iOS and Android. Source: apps.apple.com · checked 1 Oct 2026	**YES** Badgie app for coaches, players and families (iOS and Android), club-branded app, Badgie Golf with Apple Watch, Badgie Ski and Badgie Agents. Features: Badgie app · Club-branded app · Badgie Golf app with Apple Watch · Badgie Ski app · Badgie Agents app

AXIS	360PLAYER	BADGIE
OPEN PLATFORM (MCP, CLI, INTEGRATIONS)	**PARTIAL** Video integration with Veo, Vimeo and YouTube; no MCP server or CLI published. Source: 360player.com · checked 1 Oct 2026	**YES** MCP server to connect Claude, ChatGPT or Cursor, CLI, integrations (Stripe, WhatsApp, TrackMan, Strava, federations…) and club website. No public REST API with keys. Features: MCP server · Badgie CLI · Integrations · Club website

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.

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.

WHO EACH ONE IS FOR

360Player: Team-sport clubs that prioritise each player's individual plan and analysis of match video recorded with Veo.

Badgie: Academies and schools in any sport that want families to see progression (reports, badges, video) and to automate payments and communication with AI, with a public price.

Contact: hello@badgie.com · www.badgie.com