COMPARISON STUDY

BADGIE VS KITMAN LABS: COMPARISON STUDY

Kitman Labs 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

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.

	KITMAN LABS	BADGIE
WHO IT IS FOR	Elite and leagues: academies of professional clubs, football and rugby leagues, basketball, universities and defence.	Schools, academies, clubs and federations in any sport, especially youth, in Spain, Europe and Latin America.
PRICE	Not published (contact).	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	English (US and UK), French, Japanese and Spanish.	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	KITMAN LABS	BADGIE
PLAYER DEVELOPMENT (IDP)	**YES** Development plans with technical, tactical, physical, mental and social goals per season. Source: kitmanlabs.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** Ratings, reviews and tests compared with peers and cohorts. They do not publish reports for families. Source: kitmanlabs.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	***NOT PUBLISHED*** The athlete management system page does not mention video. Source: kitmanlabs.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	**YES** More than 150 third-party data sources; match squads, formations, performance and minutes. Source: kitmanlabs.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** Central calendar and league operations for onboarding players and staff with regulatory compliance. Source: kitmanlabs.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	***NOT PUBLISHED*** No payments published. Source: kitmanlabs.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	KITMAN LABS	BADGIE
FAMILY COMMUNICATION	**PARTIAL** Athlete app (wellbeing, RPE, calendar and feedback); no channel for families. Source: kitmanlabs.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. Source: kitmanlabs.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*** Presented as an intelligence platform with custom analytics; no assistant or AI agents published. Source: kitmanlabs.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** Match squads, results, formations and minutes; league operations. Source: kitmanlabs.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, rugby, basketball, college sport and defence. Source: kitmanlabs.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** 5 language variants. Source: kitmanlabs.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** Mobile app for the athlete. Source: kitmanlabs.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	KITMAN LABS	BADGIE
OPEN PLATFORM (MCP, CLI, INTEGRATIONS)	**PARTIAL** More than 150 third-party data sources; no MCP server or CLI published. Source: kitmanlabs.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 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.

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

Kitman Labs: Elite clubs, leagues and organisations that centralise the performance and health data of their athletes.

Badgie: Academies and grassroots clubs that manage students, families and payments and want to show each player's progression.

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