COMPARISON STUDY

# BADGIE VS PLAYERMAKER: COMPARISON STUDY

Playermaker 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

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.

| | PLAYERMAKER | BADGIE |
|---|---|---|
| WHO IT IS FOR | Foot sensor for football: individual players from age 8 and elite clubs and federations. | Schools, academies, clubs and federations in any sport, especially youth, in Spain, Europe and Latin America. |
| PRICE | Device from $199 to $229 per player; club pricing not published. | 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 6 languages. | 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 | PLAYERMAKER | BADGIE |
|---|---|---|
| **PLAYER DEVELOPMENT (IDP)** | **PARTIAL**<br>Weekly goals personalised to the player's optimal actions; there is no club development plan.<br>Source: playermaker.com · checked 1 Oct 2026 | **PARTIAL**<br>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.<br>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**<br>Six technical-physical skills and 25 metrics, compared with academy and professional players.<br>Source: playermaker.com · checked 1 Oct 2026 | **YES**<br>Sports reports with custom templates that the family receives, team matrix, scanned paper evaluation, comments written with AI, trial class report and player diary.<br>Features: Sport reports · Evaluation matrix · Evaluate on paper and scan · AI-written comments · Trial session report · Behaviour per session · Training diary |
| **VIDEO** | ***NOT PUBLISHED***<br>No video features published.<br>Source: playermaker.com · checked 1 Oct 2026 | **YES**<br>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.<br>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**<br>6-axis sensors: touches, passes, shots, speed, sprints and distance; coach dashboard. Does not use GPS.<br>Source: playermaker.com · checked 1 Oct 2026 | **PARTIAL**<br>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.<br>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** | ***NOT PUBLISHED***<br>No registrations, calendar or attendance published.<br>Source: playermaker.com · checked 1 Oct 2026 | **YES**<br>Teams and staff, session planner, calendar and attendance from the app, student records with Smart Tags, recruitment with trial classes and staff time tracking.<br>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***<br>Device sales only; no payments for the club.<br>Source: playermaker.com · checked 1 Oct 2026 | **YES**<br>Recurring fees through the club's own Stripe account, SEPA batches, VeriFactu invoices, shop, court bookings, equipment rental and coach payouts.<br>Features: Fees and payments with Stripe · SEPA direct debits · VeriFactu invoicing · Online shop · Court bookings · Coach assignments · Equipment rental |

| AXIS | PLAYERMAKER | BADGIE |
|---|---|---|
| **FAMILY COMMUNICATION** | *NOT PUBLISHED*<br>Data can be shared with coaches and teammates; no messaging with families.<br>Source: playermaker.com · checked 1 Oct 2026 | **YES**<br>Family app, bulk WhatsApp and email with templates, club chat and squad call-up notices.<br>Features: Family app · WhatsApp and email · Club chat · Call-up notifications |
| **MOTIVATION AND GAMIFICATION** | **YES**<br>Global ranking, weekly challenges and a card to share achievements.<br>Source: playermaker.com · checked 1 Oct 2026 | **YES**<br>Digital badges with rarity, collections with a progress matrix, a youth-academy sticker album and a shareable card.<br>Features: Digital badges · Collections · Academy sticker album · Shareable player card |
| **ARTIFICIAL INTELLIGENCE** | **PARTIAL**<br>AI that classifies every step and touch and gives personalised recommendations; no assistant or agents.<br>Source: playermaker.com · checked 1 Oct 2026 | **YES**<br>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.<br>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** | *NOT PUBLISHED*<br>No mention.<br>Source: playermaker.com · checked 1 Oct 2026 | **YES**<br>Squad call-ups, live match, match plan, paper match report read by AI, synchronisation with football federations, PDF report, tournaments and standings.<br>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** | *NOT PUBLISHED*<br>Football-only product.<br>Source: playermaker.com · checked 1 Oct 2026 | **YES**<br>A common base for any sport and dedicated modules: belts (martial arts), skiing, golf with TrackMan, tennis ranking, court bookings and equipment rental.<br>Features: Belts and grades · Ski and snowboard progression · TrackMan · Tennis federation ranking · Court bookings · Equipment rental |
| **LANGUAGES** | **YES**<br>6 languages in the app.<br>Source: apps.apple.com · checked 1 Oct 2026 | **YES**<br>Platform and apps in 6 languages: Spanish, English, Catalan, Italian, French and Portuguese.<br>Features: Six languages |
| **NATIVE APPS** | **YES**<br>Playermaker 2.0 app.<br>Source: apps.apple.com · checked 1 Oct 2026 | **YES**<br>Badgie app for coaches, players and families (iOS and Android), club-branded app, Badgie Golf with Apple Watch, Badgie Ski and Badgie Agents.<br>Features: Badgie app · Club-branded app · Badgie Golf app with Apple Watch · Badgie Ski app · Badgie Agents app |

| AXIS | PLAYERMAKER | BADGIE |
|---|---|---|
| **OPEN PLATFORM (MCP, CLI, INTEGRATIONS)** | *NOT PUBLISHED*<br>No MCP server, CLI or integrations published.<br>Source: playermaker.com · checked 1 Oct 2026 | **YES**<br>MCP server to connect Claude, ChatGPT or Cursor, CLI, integrations (Stripe, WhatsApp, TrackMan, Strava, federations…) and club website. No public REST API with keys.<br>Features: MCP server · Badgie CLI · Integrations · Club website |

## 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.

## 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

**Playermaker:** Football players and clubs that want to measure technique and load with a sensor.

**Badgie:** Academies and clubs that need a day-to-day management and progression platform.

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