COMPARISON STUDY

BADGIE VS SOCCERLAB: COMPARISON STUDY

SoccerLAB 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

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.

	SOCCERLAB	BADGIE
WHO IT IS FOR	Professional football, federations and academies. Belgian company of the EDGE10 group.	Schools, academies, clubs and federations in any sport, especially youth, in Spain, Europe and Latin America.
PRICE	Not published (demo).	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	Player app in English; languages of the web platform not published.	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	SOCCERLAB	BADGIE
PLAYER DEVELOPMENT (IDP)	**YES** Personalised development plans with objective and subjective data; tasks and goals in the app. Source: edge10group.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** Physical, personality, attitude and cognitive tests. They do not publish reports for families. Source: edge10group.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** Integrated video library and match tagging; the player sees in the app the videos the staff shares. Source: soccerlab.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** GPS tracking, match events and physical tests; visualisation with Power BI. Source: edge10group.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	**PARTIAL** Calendar, documents and daily wellbeing in the app; no registrations published. Source: apps.apple.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: soccerlab.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	SOCCERLAB	BADGIE
FAMILY COMMUNICATION	*NOT PUBLISHED* The app is designed for players and staff; no channel for families published. Source: apps.apple.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: soccerlab.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* The official website does not mention AI. Source: soccerlab.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 tagging, events and match reports; they do not publish squad call-ups or match reports. Source: soccerlab.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	*NOT PUBLISHED* Football-only product (the EDGE10 group has another product for other sports). Source: soccerlab.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	**PARTIAL** The player app is only in English. 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** SoccerLAB Player app. 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	SOCCERLAB	BADGIE
OPEN PLATFORM (MCP, CLI, INTEGRATIONS)	**PARTIAL** GPS data and visualisation with Power BI; no MCP server or CLI published. Source: edge10group.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 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.

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

SoccerLAB: Professional football clubs and elite academies with a performance department.

Badgie: Grassroots football schools and academies (and those in other sports) that want to organise management, payments and communication with families.

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