CELTIC-NEXT
Proposers Brokerage Day
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Pitch of the Project Proposal
OPTIMUS

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Teaser

OPTIMUS – Injury and Performance Analysis for Athletes

What is the Main Benefit of the Idea/Proposal?

- OPTIMUS provides a cutting-edge, AI-powered platform for real-time injury prevention, performance optimization, and recovery tracking for athletes. It transforms how sports professionals, clubs, and medical teams assess physical readiness and minimize injury risks — using data-driven intelligence rather than subjective evaluation.

Teaser

OPTIMUS – Injury and Performance Analysis for Athletes

What makes the added value?

- AI-Powered Decision Support: Leverages machine learning for personalized insights into athlete health and workload capacity.
- Modular & Use-Case Driven: Designed for diverse domains — soccer, basketball, field hockey , winter sports — with configurable tools.
- Cross-disciplinary Fusion: Bridges sports science, AI, wearable tech, and medical diagnostics in a single ecosystem.
- Societal Impact: Reduces long-term health costs and supports safer, longer athletic careers.
- Scalability Beyond Sports: While focused on athletes, the same technology can later support broader fitness, rehabilitation, and health-monitoring sectors.

Teaser

OPTIMUS – Injury and Performance Analysis for Athletes

Why should I participate in the project?

- Access a growing health-tech market through pioneering use cases in performance AI.
- Collaborate with a strong, cross-national consortium (Turkey, Korea, Portugal, GB) that includes SMEs, hospitals, and software leaders.
- Co-shape the AI models and be among the first to validate and adopt them in real environments.
- Develop new commercial and research opportunities, from device integration to digital twins and athlete avatars.

Organisation Profile

VBT Software – Company Snapshot

Founded: 1993 | **Headquarters:** Istanbul, Türkiye

Listed on BIST: VBTYZ since 2021

Employees: 300+ | Offices in Türkiye, USA, UK, EU, UAE

Core Competencies:
- AI-powered software development
- Legacy system modernization (IBM Z, Mainframe)
- Cloud-native enterprise platforms
- IT automation & service management

Key Markets: Finance, Telecom, Aviation, Public Sector, Retail

Strategic Partners: IBM (Platinum), BMC Software (Elite)

Edge: End-to-end digital transformation with strong R&D and real-world delivery capabilities

Proposal Introduction (1)

Vision: OPTIMUS envisions a future where AI-powered performance and injury analytics become standard in sports, enabling athletes to compete longer, recover smarter, and train safer. By fusing biomedical data, sensor tech, and machine learning, it will deliver actionable, personalized guidance to athletes, coaches, and health professionals.

Motivation:

- Injury prevention is still reactive and lacks proactive digital tools.
- Athlete burnout and early retirement are rising due to training load mismanagement.
- Health data is fragmented across wearables, hospitals, and coaching teams.
- Current systems fail to adapt personalized thresholds for risk and recovery.

Content

OPTIMUS will develop an AI-based multi-modal analytics platform integrating:
- Physiological and biomechanical data from wearables and smart devices
- AI-driven risk detection and prediction engines
- Real-time performance optimization dashboards
  - Use-case specific implementations for:
  - Men's and women's soccer
  - Basketball (injury and load monitoring)
  - Winter sports and emergency medical services (with Korean partners)
  - Recovery and rehabilitation assistance

The project includes validation pilots and stakeholder co-design activities to ensure impact and usability across sports disciplines.

Proposal Introduction (2)

Expected Outcomes:
- AI-Powered Injury Risk Estimation
- Real-time risk detection using integrated data from wearables, medical history, movement, and recovery feedback
- Performance Optimization Dashboards
- Personalized insights for training load, fatigue, and readiness tailored to each sport and individual
- Modular & Adaptable Platform
- Configurable for:
  - Men's Basketball and Women's Soccer (Turkey)
  - Women's Field Hockey (Netherlands)
  - Winter Sports (Korea)
- Emergency & Rehabilitation Support
- Integration with first-aid and hospital services for immediate post-injury care and monitored return-to-play

Proposal Introduction (2)

Impact:
- Health & Safety: Proactive prevention, improved rehabilitation timelines
- Cost Efficiency: Fewer severe injuries, lower insurance and rehab costs
- Smart Sports: Encourages data-driven coaching and clinical workflows
- Market Expansion: Opens new commercial pathways in female sports and smart sports tech ecosystems

Schedule
- Duration: 36 months

Partners

Existing Consortium & Involved Countries:

- Türkiye: VBT Software, Do-it-sports
- Country Representation: The Netherlands, Great Britain, Portugal and Estonia.
- Need for Partners: Seeking project partners from all countries (excluding Türkiye).

Partners

Expertise & Profiles Sought:

- **Sports Science & Athletic Monitoring**
  - Researchers or labs focusing on injury biomechanics, physical performance, or movement science
- **AI & Machine Learning in Health**
  - SMEs or startups with expertise in predictive analytics, deep learning, and multimodal signal processing
- **Wearables & Sensor Technology**
  - Companies producing or integrating smart garments, IMUs, heart rate monitors, EMG sensors, etc.
- **Sports Medicine & Rehabilitation Clinics**
  - Medical institutions or networks providing physiotherapy, orthopedics, and recovery expertise
- **User Experience & Gamification**
  - Designers with a background in athlete-facing applications, dashboards, or motivational systems
- **Mentoring & Coaching Organizations**
  - Federations, clubs, or training centers interested in digital mentoring or remote athlete support

Contact Info

For more information and for interest to participate please contact:

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Presentation is available via:

Join the Consortium Building Sessions

16. September
from 13:00-13:45 CET

Connection details:
Via
www.celticnext.eu/new-ideas