



## ViTAs: Transforming Sports Training with VR & AI

Empowering coaches and athletes with immersive,  
data-driven training experiences.



# The Problem in Sports Training

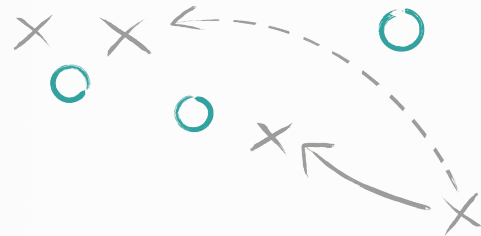
## Challenges Limiting Elite Performance:

- Limited training time: ~10 hours/week for tactical drills
- No real-game repetition: Players can't revisit critical moments
- Ineffective tools: 90% of coaches lack interactive content creation



# One Pipeline. Three Integrated Tools.

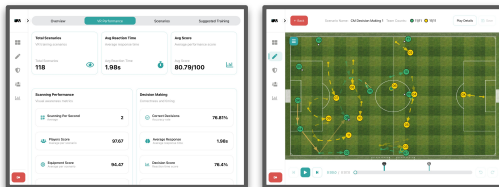
We combine **advanced AI** and **VR** to offer **unique tools** for sports training:



## Video Input

**Auto-extracts** tactical movements **from real match footage** of your club

System **auto analyzes** player positions, movements, and patterns



## Manager App

**Design, manage, and customize** tactical scenarios in minutes

**Create drills, track and compare** player performance, and **generate reports** - all from **one unified** coaching platform



## Immersive VR Experience

Coaches **publish directly to VR** and players experience the drill from **their in-game POV**

Immersive **decision-making** and **spatial awareness** training

# Our Solution – Three Breakthrough Modules



## Retrospective

Single-camera footage to  
immersive VR replays



## Tactical

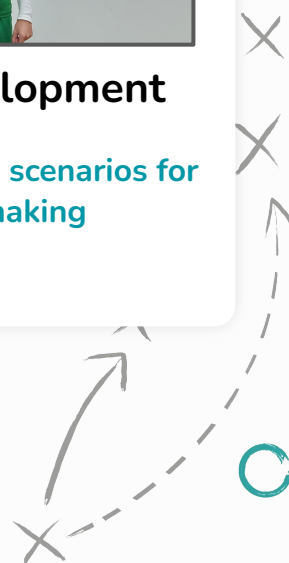
Whiteboard strategies to  
interactive VR walkthroughs



## Player Development

Coach-created VR scenarios for  
decision-making

We don't just deliver content — **we deliver control !**



# Retrospective: Re-live Critical Moments

Our new **AI tool automatically** converts **real game video** into 2D tactical scenario, and **seamlessly transforms** them into **interactive VR simulations**.

Use Cases: Post-match analysis, scouting, performance reviews.



This is not the future. It's here!







# Tactical: Whiteboard to VR

Bring **Strategies** to Life:

- **Drag-and-drop 2D editor for coaches** (familiar workflow)
- Tactics visualized in VR in real-time (**<2 seconds**)
- Ideal for set pieces, **game plans**, **situational drills**

Outcome: **Faster tactical understanding**, better execution

Traction: Advisory by Gianni Vio; pilots with Championship B team, Brantford FC, Israeli Women's team



# Player Development: Coach-Driven VR

Custom VR Drills, **No Developers Needed:**

**Immersive scenarios**  
for decision-making  
under pressure

**Coaches build drills in <10  
minutes** via intuitive platform

**Personalized tailor**  
made drills for players

**Unique:** Only platform  
with full coach control  
over VR content

**Improve spatial  
awareness and  
decision making**

**Traction:** Partnerships with FAW, Maccabi Haifa

**Users Scores:** 89 NPS, 86% of coaches found ViTAs technology to be essential coaching tool.



# Real Revenue, Real Opportunity



## Strong foundation

**Welsh FA** – Multi-year paid engagement

**Israeli FA** – Coach education & player development

**Maccabi Haifa** – Academy + First Team integration



## Revenue Model

**B2B2C** – Premium add-on within parent-funded programs – youth academies, private schools, colleges and others (\$100/player)

**B2B** – Institutional partnerships via tiered annual licenses – clubs, academies, national federations and others (\$20K-\$60K/year)



## The Broader Opportunity

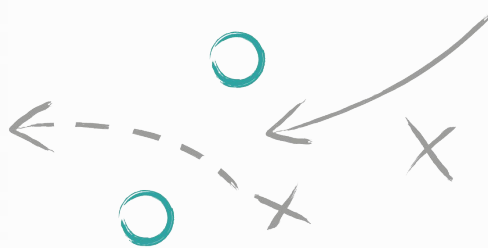
**Tens of thousands** of paid programs across US, UK & Europe

Parents **already invest** in player development

**Clubs and FAs seek scalable solutions** for cognitive & tactical development



# The Market is Ready for ViTAs



## Sports technology market:

Projected to reach **\$40 billion** by **2027**  
(**21.4% CAGR**)

## Clients (Male & Female):

Youth in Parent-Funded Programs (**20M**) , Academies  
(**500K**) , Teams (**10M**) , private coaches (**1M**)



## B2B2C:

**Direct per-player payments**  
**from youth in parent-funded**  
**programs and training facilities.**

## B2B:

**Flexible monthly and annual**  
**packages tailored for teams,**  
**academies, and FAs.**

## Collaborations:

**Revenue-sharing**  
**partnerships**



## Customer Acquisition:

**Collaborate with educators,**  
**academies, and teams;**  
**leverage targeted campaigns**  
**to boost app downloads**

## Sales Channels:

**Online platform,**  
**partnerships, outreach, and**  
**targeted marketing**

## Scaling Strategy:

**Scale rapidly via**  
**partnerships, targeted**  
**marketing, and expansion**  
**into new sports (NBA, NFL,**  
**NHL)**

# Meet The Team



Our team brings **over 50 years of combined experience in sports, tech, and training.**



## Dror Porat , CEO

9+ years as a software engineer specializing in algorithms, big data, and ML.



## Ilai Omer , CTO

4+ years in R&D management and 10 years in software development.



## Yochai Porat-Shoshani, CBO

10+ years consulting startups, including 8 years as a Boston-based consultancy director.



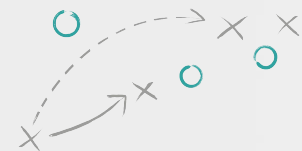
## Gianni Vio, Board Advisor

The 'godfather of free-kick training' with 30+ years of success across clubs and teams, including the USA national team and a key role in Italy's Euro 2020 victory.



## David Rose, Board Advisor

30 years leading digital consumer companies and major football projects, including as director of Chelsea FC's digital ventures division.



# Key Partnerships & Reviews



## Key Partnerships

### Welsh Football Association (FA)

Partnership in player and coach development.

### Elite Israeli Youth Academies

Youth player development

### Israeli Women's National Team

Match preparation, set pieces, and building confidence in tactical responses.



"Convert 2D models to 3D VR scenes for **impactful training** and **seamless integration** with existing tools - coaches' **top choice!**"



"**Immersing** players in **relevant** situations **enhances understanding** and **decision-making skills on the field.**"



"ViTAs provides **accurate simulations** for **effective training**, translating drills into **on-field success** with **six goals scored** from planned set pieces!"

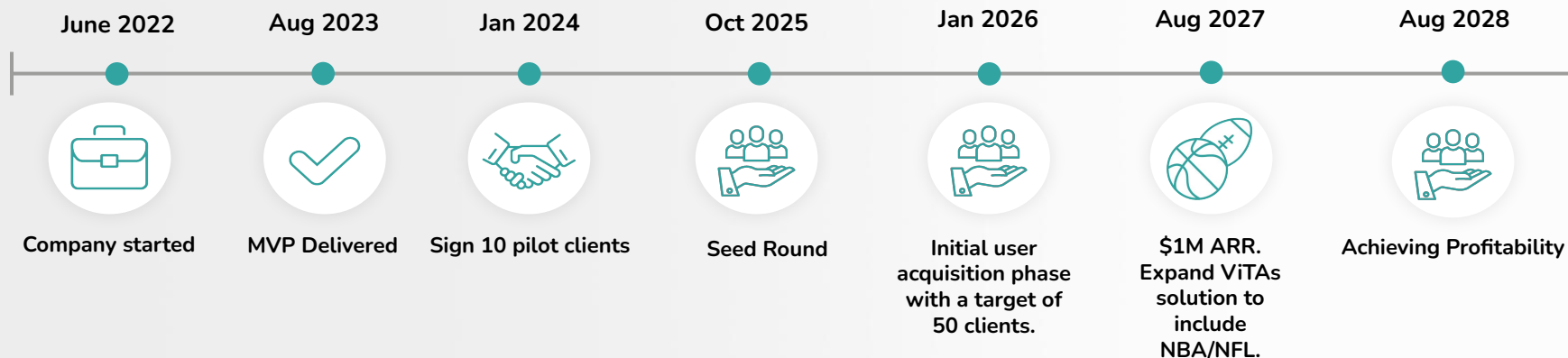
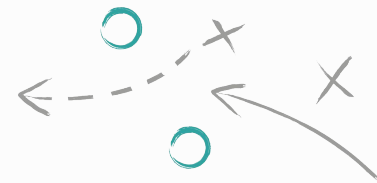


"ViTAs is a **user-friendly** system for **players of all ages**. Creating **precise, game-centric** scenarios, is giving life to your **tactical vision.**"



"This **innovative** technology would shape the future of **coaching methodologies**, offering a **unique and effective** tool for **enhancing** players' **intelligence**"

# Partner with ViTAs to Shape the Future



To initiate operations, and begin sales by August 2026, we require an initial funding of **\$1M**.

# Invest in the Future of Sports Training

## Vision:

ViTAs is starting with football and expanding to new sports and industries for **unmatched innovation and excellence**.



## Investment Opportunity:

A High-Growth market with strong traction and market leadership



Projected revenue of  
\$8 million by year 4



Key partnerships and a  
scalable business model



Leading in VR cognitive  
sports training and UGC

Are you ready to shape the future of sports with us?





## Join Us in Revolutionizing Sports Training!

**Dror Porat, CEO**

[dror.porat@vitas-labs.com](mailto:dror.porat@vitas-labs.com)

**Yochai Porat Shoshani, CBO**

[yochai.ps@vitas-labs.com](mailto:yochai.ps@vitas-labs.com)

