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Association of Sports Performance Centres Announces Multi-Year Partnership with SprintAI to Usher in New Era of AI-Powered Athlete Development

Barcelona, Spain (October 15, 2024) – The Association of Sports Performance Centres (ASPC), which includes 114 of the world's leading Olympic, Paralympic and elite training centers, and SprintAI, the pioneering human performance platform, are excited to announce a multi-year partnership. Through this innovative alliance, SprintAI and ASPC are aiming to inspire and educate athletes and coaches worldwide to modernize their athlete performance, coaching and talent identification approaches by accelerating into the era of AI-driven athlete development.

The ASPC's mission is to elevate sports centers globally through collaboration and innovative leadership. The group's prestigious membership includes premier training centers and organizations such as the Australian Institute of Sport (AIS), INSEP (France), USOPC (United States), UK Sports Institute, and more than 100 others. Through this collaboration, the ASPC and SprintAI will increase knowledge transfer and empower industry leaders to embrace advanced analytics and AI technologies that enhance decision-making, optimize training, uncover hidden talent, and unlock new levels of achievement.

SprintAI is an industry-leading software platform that brings a unique fusion of world-class artificial intelligence developed by top-tier engineers, sports scientists, and elite performance coaches. Through rigorous data cleaning, structuring, and proprietary algorithms, SprintAI transforms raw data into insights and recommendations that help organizations maximize each athlete's potential and performance. By providing a unified, secure environment for all athlete metrics and coaching tools, SprintAI helps streamline decision-making, fosters stronger communication across departments, and modernizes the organization's day-to-day workflows.

"There is a seismic shift underway in elite sports," said Josep Escoda, Secretary General of ASPC. "The explosion of data generated by athletes in our centers is reshaping the landscape of sports performance. Artificial intelligence is set to become a game-changer, equalizing the playing field across geographic and economic borders and providing unprecedented speed, precision, and insight into how athletes train, compete, and recover. This partnership with SprintAI will increase collaboration between our membership and accelerate the journey of every one of our members to unleash the untapped potential of athletes, setting new standards for excellence across our global community."

Together with ASPC leadership, SprintAI will embark on a comprehensive research initiative into the AI-readiness of ASPC member centers, creating tailored action plans for raising the technological capabilities of its membership. By leveraging AI to streamline workflows, enhance athlete performance, identify future talent and boost coaching productivity, data will convert into a powerful driver of human performance development. The first findings from this research will be shared as part of the ASPC XII International Forum on Elite Sport in December in Hong Kong.

"We are thrilled to unite our decades of expertise in digital transformation and sports science with the ASPC's unparalleled network of elite training centers and coaching expertise," says Juha Tiihonen, SprintAI Founder and CEO. "The opportunity to engage with thousands of athletes and coaches across the full spectrum of sports is inspiring for our whole organization. Together, we are aiming to redefine the limits of athletic achievement and uncover the next generation of champions."

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For further information:

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