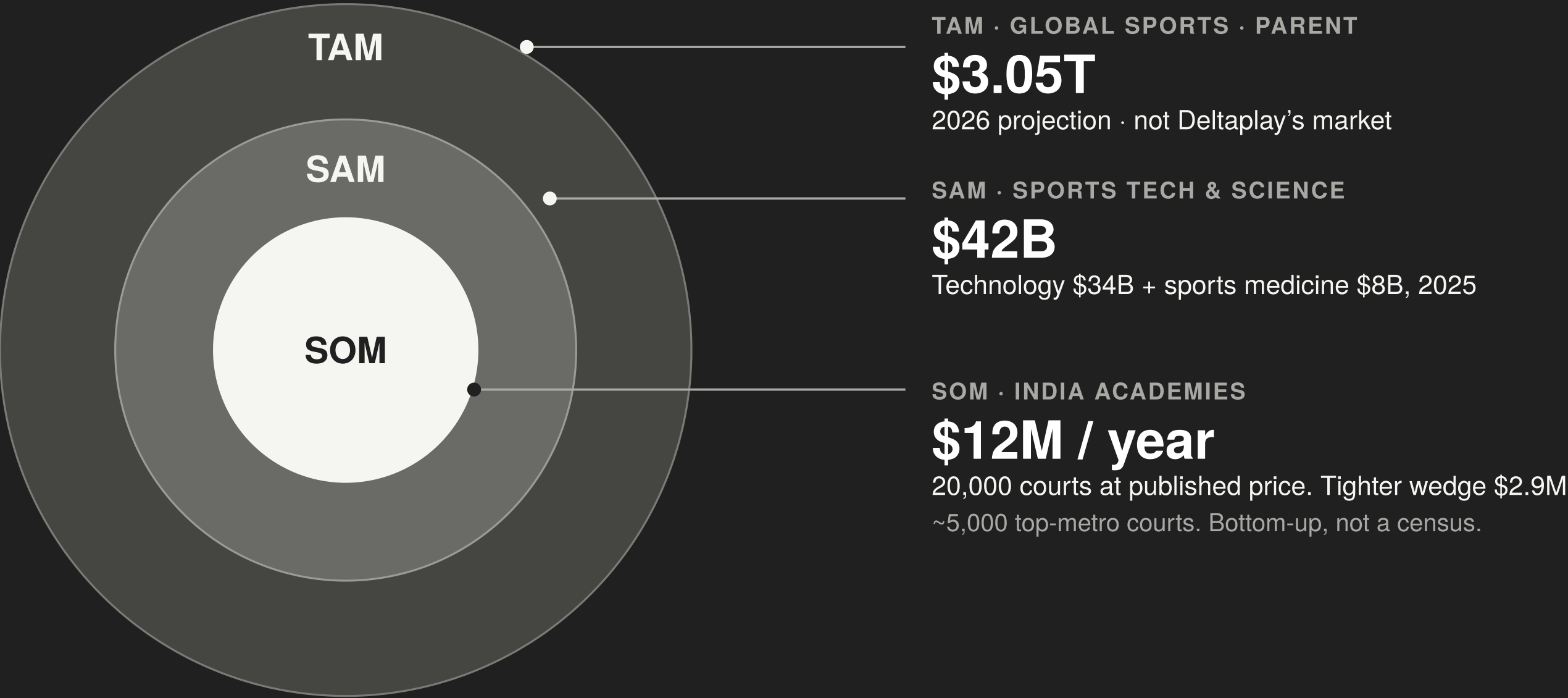


Global sport is already a \$3.05T industry. Academy coaching data is the gap.



* Parent \$3.05T is a 2026 Best-Howard projection. [Sportico](#), 19 Jun 2025: \$2.65T in 2023. Fan engagement, products, participation — not Deltaplay's market.

** SAM \$42B = MnM sports tech \$34.25B + FBI sports medicine \$8.01B (2025). SOM at ₹83.5 / USD. Bottom-up. AI coaching data barely exists at academy level.