



20 |
20 |

THE COMPANY

Raw Stadia was created to help elite football clubs to gain insights in to how the pitch is affecting their players performance and welfare.

Our team of Sports Performance experts, Turf Professionals and Data Scientists have developed an end to end solution that enables Sports, Medical and Coaching staff to understand how surface parameters, such as hardness, energy restitution, shock absorption and traction, affect their athletes and how these metrics can be analysed to minimise injury risk and maximise performance potential.

The surface changes daily, so it is not enough to have external companies testing 1 to 4 times a year to provide a true representation of the pitch conditions and the players' predicted interaction with the surface.

Raw Stadia introduces, for the first time, testing technology, data analytics software and staff training, to enable Club staff to test, monitor and adapt pitches, player routines and equipment before each session of play



WHY MONITOR?

The surface should no longer be seen as an infrastructure asset and instead used as a performance tool.

- **96%** of Managers and Coaches believe the surface influences the players performance and welfare.
- **91%** of elite players agree the surface influences their performance and welfare.
- **60%** of injuries are non-contact injuries.
- The average cost for each injury in the EPL last season was £290,000 in wages alone.
- The surface is now proven to affect the players mechanical and internal loads.
- Enable predictive analysis to adjust training drills, boots and studs prior to training and match day sessions

Our first-to-market software platform, visualises the conditions instantly; and our adaptive advice, enables Sports Performance and Grounds teams to make player and pitch adjustments to minimise injury risks and maximise performance potential.

Clubs are provided with the software platform, testing technology and support, so they can build knowledge on their surfaces and use them to their advantage.

Integrating with GPS and Medical software, Raw Player surface metrics can be used to assess performance and injury risk parameters on an individual player level.

The system is also designed specifically for Grounds Managers, to act as a central hub for the agronomic data they collect, from multiple sites and pitches, bringing it all together on one easy to understand platform.

GOALS & OBJECTIVES

- 1 Minimising injuries and maximising performance
- 2 Lessen waste to improve the departments carbon footprint
- 3 Empower the surface as a critical performance tool
- 4 Gain player/surface interaction knowledge, to use the surface to the clubs' advantage

Raw Player License

REDUCING THE RISK OF PLAYER INJURY AND AIDING PERFORMANCE IMPROVEMENT

Stadium Surface and training ground pitches should no longer be seen purely as an infrastructure asset and instead be used as a player performance tool.

PLAYER SOLUTION

We offer a solution to enable club staff to measure and monitor their stadium and training pitches and to combine those surface metrics with their performance and medical data to better inform training, injury recovery and matchday decision making.

KEY BENEFITS

- Protect your key assets
- Informed decisions on training loads
- Guidance and data analysis from our RAW performance team
- Customize surfaces for recovery
- Missing piece of the data puzzle
- Surface choice and location of drills
- Optimise return to pitch/play
- Monitor locations of injuries

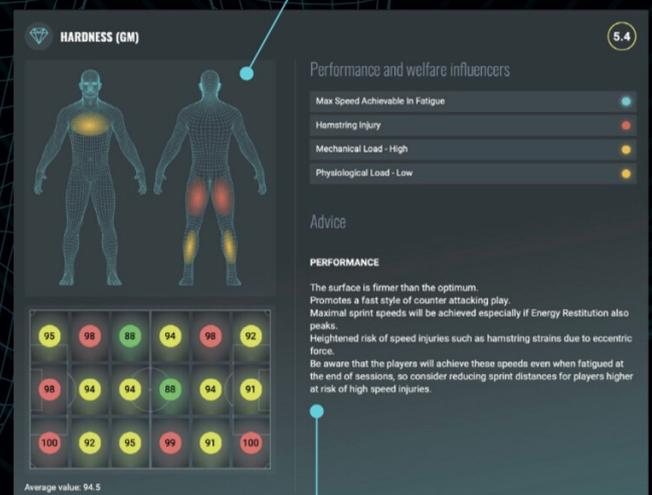
Injury risks relating to player/surface interactions, are visualised on a virtual player in the dashboard, to inform matchday, training and injury recovery decisions.



MAXIMISE PERFORMANCE MINIMISE INJURY RISK

Our testing tools and software analytics provide insights into how the surface will influence players' performance and welfare before they step on to the field. This enables performance and medical staff to adapt training drills and adjust boot choice, prior to each session; optimising performance potential and reducing injury risk, based on the surface metrics for all areas of the pitch.

Easy visualisation



The system provides advice based on the test results

TESTS



HARDNESS



STUD FORCE



TRACTION



SHOCK ABSORPTION



SURFACE DEFORMATION



ENERGY RESTITUTION

EQUIPMENT

- Clegg Hammer
- Deltec Field Tester
- RAW stadia Rational Traction + Stud Force Penetration Tester

PERFORMANCE INFLUENCERS

Surface conditions are instantly visualised and the influences on the player are displayed, including mechanical and physiological load, inertial movement, comfort feeling and ability to reach maximum speeds in fatigue.

HIGHLIGHTING INJURY RISK

Injury risks relating to player/surface interactions, are visualised on a virtual player in the dashboard, to inform matchday, training and injury recovery decisions.

REPORTING



CALENDAR FEATURE

Any injuries that do occur during a session or game can be logged in the Raw Injury Monitoring system, capturing details on injury type, severity, where on the pitch the injury occurred and what the surface conditions were at the time of occurrence.

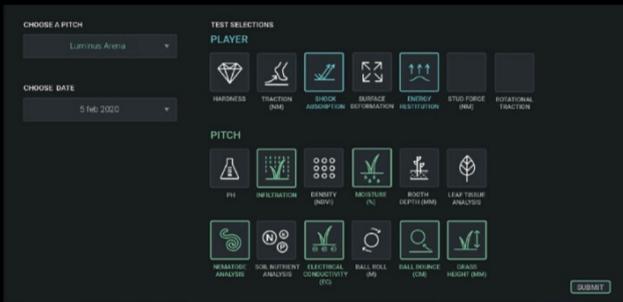
The 'CALENDAR / ADD INJURY' form includes the following fields and options:

- DATE OF INJURY: [Dropdown]
- MEASURE THE SEVERNESS OF INJURY: [1] [2] [3] [4] [5]
- RETURN DATE: [Dropdown]
- REASON OF INJURY: [Dropdown]
- PLAYER NUMBER: [99]
- MARK THE POSITION OF INJURY: [Pitch diagram]
- MARK THE POSITION OF INJURY: [Pitch diagram]

LEARNING FROM THE RIGHT DATA WILL ACCELERATE YOUR KNOWLEDGE ON THE UNKNOWN OF GROUNDS MANAGEMENT

Enables Club staff to test the agronomic conditions of all pitches regularly and gain insights into how to adapt maintenance programmes, basing decisions on frequent, standardised geponic data.

Start basing your decisions on facts rather than relying solely on feeling.



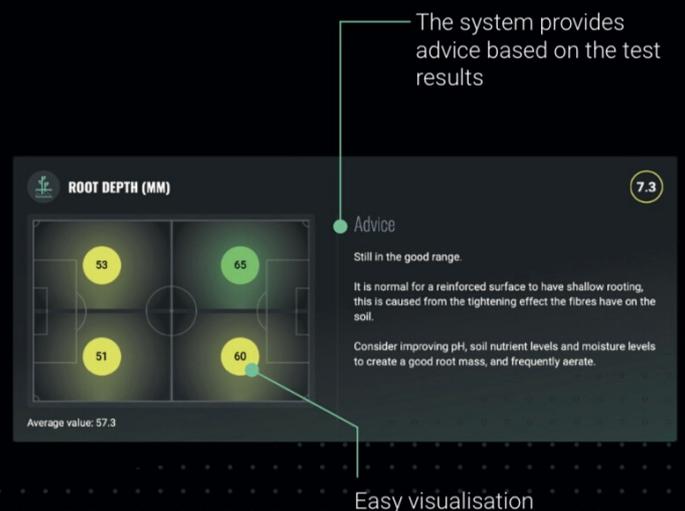
KEY BENEFITS

- Improve surface knowledge
- Learn from historical data
- Monitor data of all surfaces in one place
- More sustainability approach
- Improve reporting to management
- Comparison from past months/years
- Log all maintenance practises, usage and disease locations on the calendar feature

IMPROVE COMMUNICATION TO MANAGEMENT

Objectivise investments in infrastructure, such as artificial lighting, machinery, irrigation, drainage and reconstructions; by easily generating reports from the Raw Pitch portal to engage Management with facts.

Test data also reveals the surface impacts of extra events, providing management with the information to align commercial objectives with competitive goals.



TESTS



DENSITY



MOISTURE



ELECTRICAL
CONDUCTIVITY



ROOTH
DEPTH



PH



SOIL NUTRIENT
ANALYSIS



LEAF TISSUE
ANALYSIS



NEMATODE
ANALYSIS



INFILTRATION



GRASS
HEIGHT

EQUIPMENT

- Infiltrometer
- Moisture Probe
- PH Reader
- Trimble Cropseeker
- Soil Corer
- Tablet & Wristband
- Travel Casing (Pitch)

REPORTING

ANALYSES TRENDS

OVERALL SCORES



PITCH SCORES



PLAYER SCORES



MOISTURE (%)

31 JAN 2020

29.2 average

6.6



29 JAN 2020

25.1 average

7.6



27 JAN 2020

26.3 average

7.3



20 JAN 2020

24.9 average

7.6



6 JAN 2020

27.2 average

7.1



SCORES



MEASUREMENT AVERAGES



EVENTS / LUMINUS ARENA

< FEBRUARY 2020 >

MONTH WEEK

Choose Pitch

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

- MOWING
- DIVOTING
- ACTIVITY
- FERTILISING
- AERATION
- SEEDING
- IRRIGATION
- HEATING
- DISEASE
- MATCH
- TRAINING

CALENDAR FEATURE

Easily log all maintenance practices in detail along with usages, fertiliser inputs and disease outbreaks with an easy to use drag and drop system.

Trend analysis

Historical data

"It is a long time past that pitches just needed to look good, the effect on player performance is often underestimated due to the lack of knowledge. We believe in data correlation offering the customer on important piece of the puzzle."

Jan Stryckers

"Frequent testing and data collection helps Grounds Managers make informed decisions. We are leaving behind the generation of feeling the surface and driving the industry forward by learning with numbers'

Reece Watson.

GET THINGS STARTED

Please reach out to us today to arrange a quick call, or better still, we would love to come and show the system live.

CONTACT

Reece Watson - CTO
Reece@rawstadia.com
+447894446475

Jan Stryckers - CEO
Jan@rawstadia.com
+32484979160

info@rawstadia.com

www.rawstadia.com