

STARTUPS. INNOVATION. IMPACT.

The State of African Sports Technology

EDITION 2 - 2026

Insights. Trends.
Opportunities for
Africa's Sports Tech
Ecosystem.

ANALYZE.
UNDERSTAND.
PERFORM.



African
Sports Technology
Network



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Foreword

Sport is what brought us together and what created friendships long into adulthood. It will forever be that for me: a way to connect, learn and grow.

At the age of 9, I watched the 1995 Rugby World Cup final in Johannesburg and ran out into the street to celebrate with people of every heritage and colour. Bafana Bafana's AFCON victory the following year, Penny Heyns and Josia Thugwane winning gold in Atlanta, football at Bedford Gardens with whoever turned up. Education and sport went hand in hand at Leicester Road Primary, Jeppe High School for Boys and the University of Johannesburg.

Experiencing the 2010 World Cup in South Africa created further belief in what we as Africans can achieve when given the chance. That is partly why I created the African Sports Technology Network: to support those building and using technology, to explore what is taking place across the continent, and to be part of the growth of an industry that touches performance, education and opportunity.

I have spent eleven years in the United Kingdom, including time at Catapult Sports, the Australian-listed company that provides performance analytics to more than 5,500 elite teams across over 100 countries. That experience, sitting at the intersection of elite sport, hardware, data and global commercial operations, shaped my understanding of what sports technology can do when properly resourced. More recently, through STZA, I have been supporting early stage ventures including Feldspar Sport and Formula Africa, where the challenges are different but the potential is no less significant.

Passion to build is a phenomenal motivator, but it is not by itself a reason for someone to invest or commit. We cannot regulate an industry, but we can support it. This report is my attempt at a starting point: identifying who is building, where, and in what conditions. If it connects like-minded individuals across the continent who are interested in how technology can unlock performance, education and opportunity in African sport, it will have done its job.

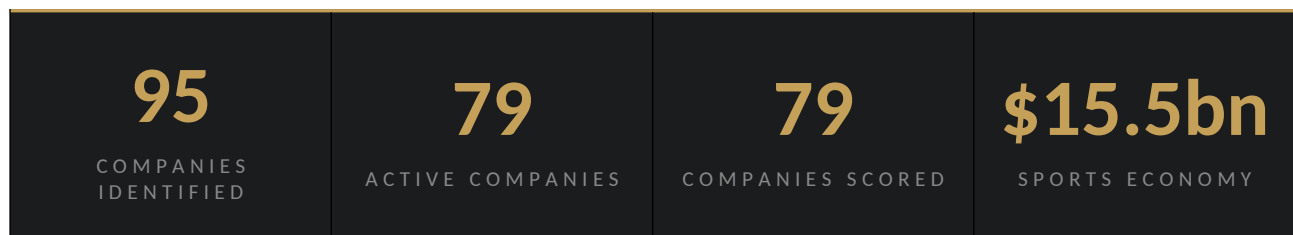
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Director, Sports Tech Africa Ltd (STZA)

October 2026

01 Executive Summary



This report is the second edition of our attempt to document the African sports technology landscape. It is not a market report in the traditional sense. There is no single data provider, no licensing authority, and no registry of sports technology companies operating on the continent. We built one.

The AfricanSTN Registry now contains 7,079 verified African sports organisations across 54 countries and 81 sports. Within that registry, we identified 95 companies building technology products or platforms for sport. Of those, 79 are active and 16 have ceased operations. We scored each on a five-point scale across product maturity, market traction, funding, team credibility, and ecosystem contribution.

The findings are clear. African sports technology is not an empty category waiting to be filled. It is a functioning, fragmented, underfunded market with real companies solving real problems. South Africa, Nigeria, Egypt, Rwanda, and Morocco account for over 75% of active companies. Performance and Elite Sport is the dominant vertical, but the commercial layer (fan engagement, ticketing, wagering, and media) is where the revenue sits. The gap between the two is one of the defining features of this landscape.

The underlying African sports economy is substantial. We estimate it at USD 7.5 to 23.5 billion, with a central estimate of USD 15.5 billion. Of that economy, only 3 to 5% of revenue currently flows through technology platforms or products, compared with 15 to 20% in mature markets. Africa does not need to create a sports economy. It needs to build the technology layer around one that already exists.

We publish this report because the alternative is silence. The companies in this report are, for the most part, invisible to international capital, under-represented in continental sports strategy, and unknown to each other. That has to change, and it starts with a document that names them.

02 About the African Sports Technology Network

The African Sports Technology Network (AfricanSTN) is an independent research and intelligence initiative focused on mapping, verifying, and connecting the sports technology ecosystem across the African continent. We are not a trade body, a lobby group, or an accelerator. We are a registry and a research function.

Our work is built on three principles. First, every claim in our publications must be sourced. Second, every organisation in our database must be verified through at least one independent channel. Third, our methodology must be transparent enough that others can challenge, replicate, or extend it.

AfricanSTN is a project of Sports Tech Africa Ltd, trading as STZA, a UK-registered entity providing fractional finance director and operational services with a focus on the sports technology sector. The AfricanSTN database, this report, and all associated research outputs are produced by STZA.

We welcome corrections. If you believe any data in this report is inaccurate, or if your organisation should be included, contact us at hello@africanstn.com.

03 What Is Sports Technology?

Sports technology is any technology product, platform, or service designed primarily for use in sport. That includes hardware, software, and data services. It does not include general-purpose technology that happens to be used in a sporting context. We organise the landscape into four verticals, each with its own economics, buyer profile, and growth trajectory.

Code	Description
P&ES	Performance and Elite Sport: Wearables, video analysis, athlete management, scouting, timing systems. Buyer: clubs, federations, HPis. Model: B2B subscription.
BoS	Business of Sport: Fan engagement, ticketing, betting infrastructure, broadcast tech, sponsorship analytics, competitive gaming (esports). Buyer: leagues, broadcasters, operators. Model: transaction fees, licensing.
MPAL	Mass Participation and Active Living: Fitness apps, recreational league management, school sport platforms, mass-event timing. Buyer: consumers, schools. Model: freemium, D2C subscription.
G&D	Grassroots and Development: Sport-for-development, gender equity, disability sport, youth pathways. Distinguished by development mandate. Funded by DFIs, NGOs, government.

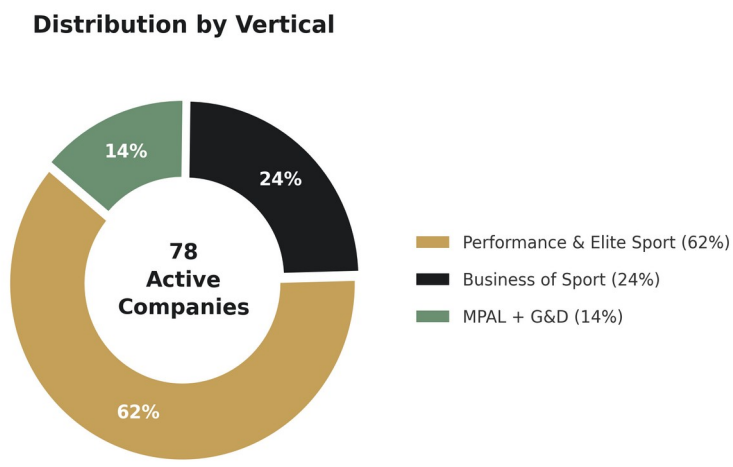


Figure 1: Distribution of African Sports Tech Companies by Vertical

04 THE AFRICAN SPORTS-TECH ECOSYSTEM

APPLICATIONS. TECHNOLOGIES. IMPACT.



MARKET APPLICATION VERTICALS

THREE AREAS. A STRONGER, MORE ACTIVE AFRICA.

01 BUSINESS OF SPORT & ENTERTAINMENT

COMMERCIAL · MEDIA · EXPERIENCE



- Stadiums & venues
- Broadcasting & streaming
- Fan engagement
- Social media & content
- Ticketing & access
- Sponsorship & partnerships
- eSports & gaming
- Digital commerce
- Data & CRM

02 PROFESSIONAL & ELITE SPORT

PERFORMANCE · HEALTH · INTELLIGENCE



- Athlete performance & tracking
- Wearables & sensors
- Video analysis
- AI performance analytics
- Sports science
- Injury prevention & recovery
- Scouting & recruitment
- Coaching technology
- Talent development

03 MASS PARTICIPATION & ACTIVE LIVING

FITNESS · WELLNESS · ACCESS



- Fitness technology
- Consumer wearables
- Coaching & training
- Health & wellbeing
- Nutrition
- Community sport
- Grassroots development
- Youth sport
- Active living & inclusion

ENABLED BY



THE TECHNOLOGY STACK

FOUR PILLARS. A WIDER POSSIBLE AFRICA.



INFORMATION & COMMUNICATIONS TECHNOLOGIES

- AI & machine learning
- Data & analytics
- Cloud infrastructure
- 5G & connectivity
- Blockchain
- Cybersecurity
- Software & platforms



ADVANCED MATERIALS

- High-performance textiles
- Surfaces & flooring
- Composites
- Smart apparel
- Footwear technology
- Equipment materials
- Sustainable materials



MEDICAL, HEALTH & BIOTECH

- Sports medicine
- Biomechanics
- Nutrition science
- Recovery & rehabilitation
- Diagnostics & monitoring
- Mental health & wellbeing
- Mobile health (mHealth)



SENSORS & DEVICES

- Wearables
- GPS & tracking
- IoT sensors
- Smart equipment
- Robotics & automation
- Computer vision
- AR/VR/XR devices

DRIVING OUTCOMES ACROSS THE ECOSYSTEM

FROM INNOVATION TO REAL-WORLD IMPACT.



GREATER INVESTMENT



STRONGER INDUSTRY GROWTH



IMPROVED PERFORMANCE



MORE ACTIVE AND HEALTHIER COMMUNITIES

THE AFRICAN SPORTS-TECH LANDSCAPE

OUR RESEARCH. A CONTINENTAL VIEW.



7,079

ORGANISATIONS
in the AfricanSTN registry

Spanning the wider sports ecosystem across Africa.



54

AFRICAN COUNTRIES
represented in our research

A truly continental view of the sports ecosystem.



95

SPORTS-TECH STARTUPS
identified in Africa

Building solutions for African sport.



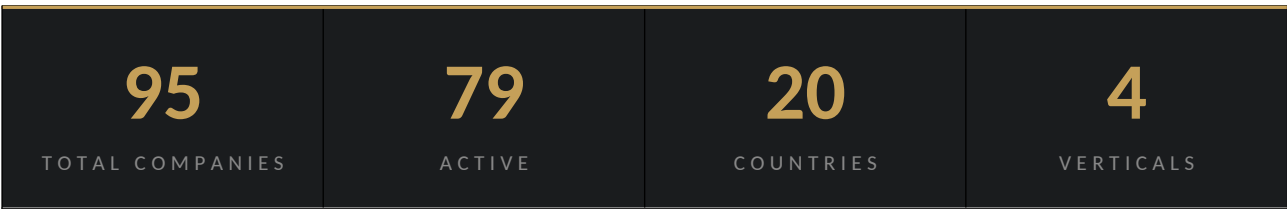
131

ECOSYSTEM PARTNERS
mapped internationally

Global organisations shaping African sport.

05 The Ecosystem at a Glance

Three commercial application verticals; Grassroots & Development is treated separately due to its development mandate. See Section 03.



We identified 95 companies building sports technology products or platforms with a meaningful connection to the African continent. Of these, 79 are currently active and 16 have ceased operations.

Where they are

South Africa leads with 21 active companies, followed by Nigeria (18), Egypt (8), Rwanda (7), and Morocco (4). These five countries account for nearly three quarters of active companies. Fifteen other countries have between one and four companies each. Thirty-four African nations have no identifiable sports technology company.

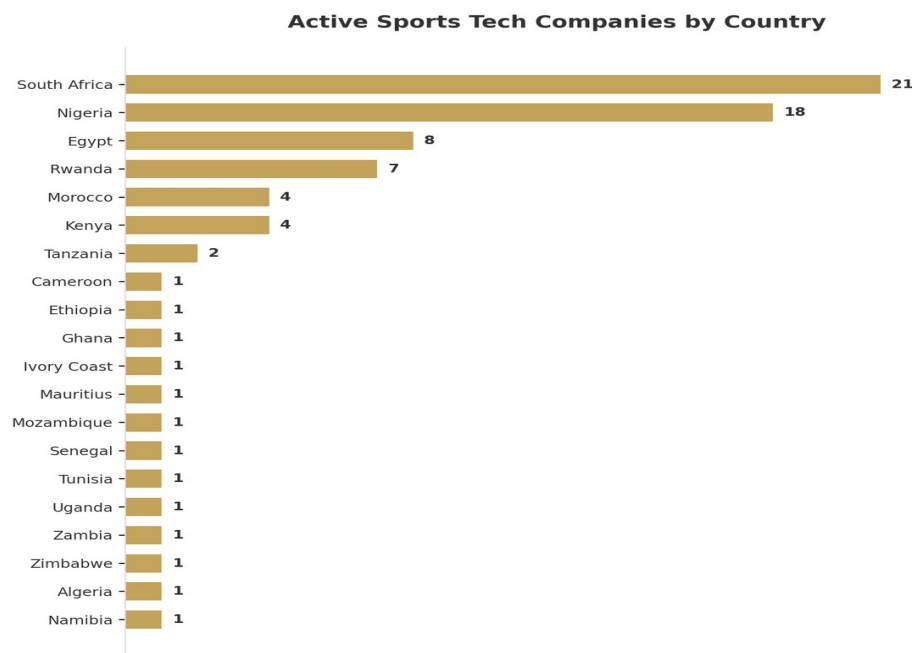


Figure 2: Active Sports Tech Companies by Country

Country	Active Companies	% of Total
 South Africa	22	27.8%
 Nigeria	18	22.8%
 Egypt	8	10.1%
 Rwanda	7	8.9%

Country	Active Companies	% of Total
 Morocco	4	5.1%
 Kenya	4	5.1%
 Tanzania	2	2.5%
Others (13 countries)	14	17.7%

What they do

Performance and Elite Sport accounts for 46 of 79 active companies (58.2%). Business of Sport follows with 22 companies (27.8%). Mass Participation and Active Living and Grassroots and Development together account for the remaining 11 companies (13.9%).

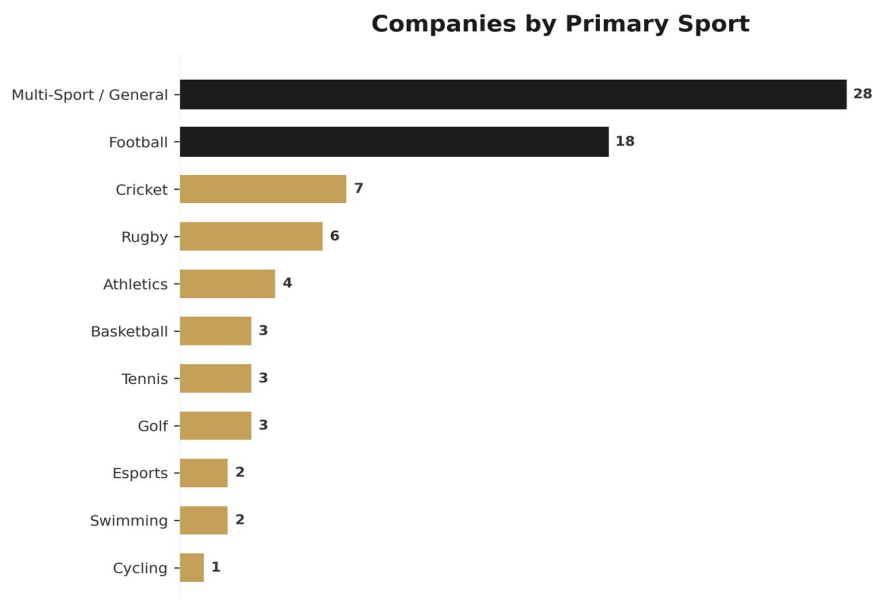


Figure 3: Companies by Primary Sport

06 The Opportunity

The African sports economy is large, growing, and structurally under-penetrated by technology. We estimate the addressable sports economy at USD 7.5 to 23.5 billion, with a central estimate of USD 15.5 billion. This figure is built bottom-up from seven verified sub-sector estimates. Technology penetration across these sub-sectors sits between 3% and 5%, indicating a sports-tech opportunity that remains substantially under-penetrated.

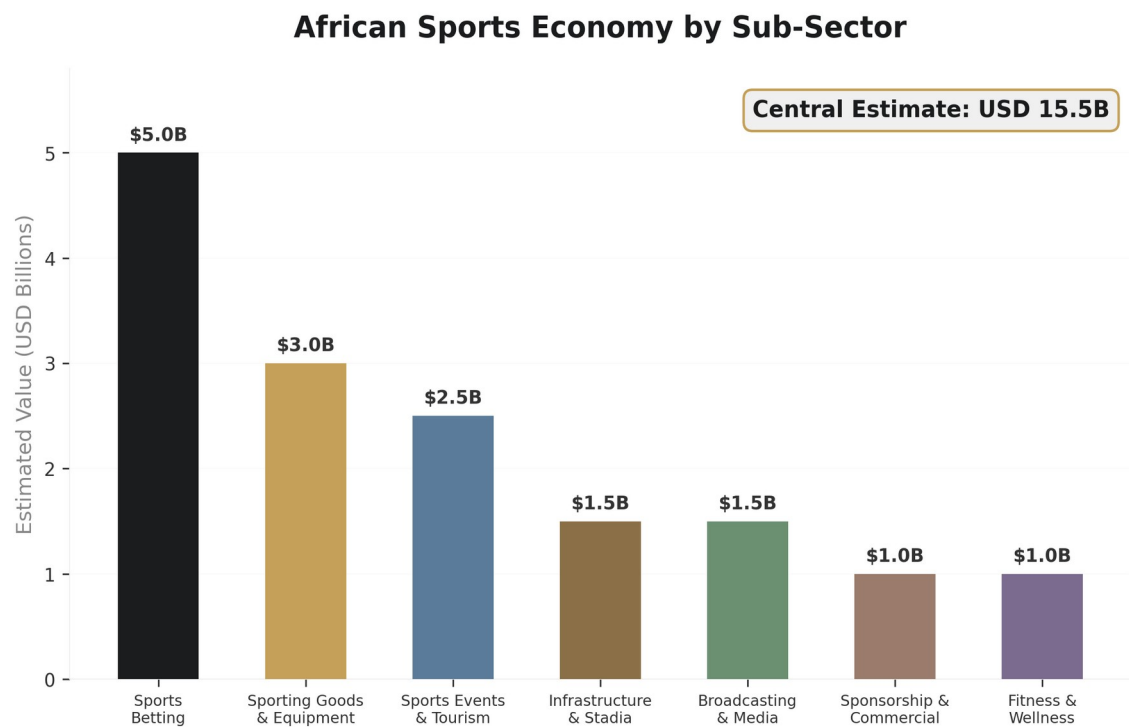


Figure 4: African Sports Market Sizing by Sub-Sector

Sub-sector	Low estimate (USD)	Central (USD)	High estimate (USD)
Sports betting	\$3.0bn	\$5.0bn	\$7.0bn
Sporting goods & equipment	\$1.5bn	\$3.0bn	\$4.5bn
Sports events & tourism	\$1.0bn	\$2.5bn	\$4.0bn
Infrastructure & stadia	\$0.5bn	\$1.5bn	\$2.5bn
Broadcasting & media	\$0.5bn	\$1.5bn	\$2.5bn
Sponsorship & commercial	\$0.5bn	\$1.0bn	\$1.5bn
Fitness & wellness	\$0.5bn	\$1.0bn	\$1.5bn
Total	\$7.5bn	\$15.5bn	\$23.5bn

In mature markets such as the United States, United Kingdom, and Australia, 15 to 20% of sports economy revenue flows through technology platforms. In Africa, that figure is 3 to 5%. The gap represents both the difficulty of the market and the scale of the opportunity.

Three structural tailwinds support growth. First, the African sports calendar is denser than at any point in history: Morocco will host the 2030 FIFA World Cup, Nairobi has been awarded the 2029 World Athletics Championships (the first time the event will be held in Africa), Rwanda will host the Formula 1 African Grand Prix from the early 2030s (the first F1 race in Africa since 1993), the African Games, AFCON, and the CAF Champions League are all expanding. Second, mobile and internet penetration continue to grow, particularly in markets where fixed infrastructure is weak. Third, a generation of African founders with technical skills and domain knowledge is now building for the continent rather than leaving it.

Tailwinds	Headwinds
Dense events calendar (2030 World Cup, 2029 World Athletics, AFCON)	Capital concentration in 5 countries
Growing mobile/internet penetration	Low institutional buyer maturity
African founder generation building locally	Informal economy unmeasured
DFI interest in sport (IFC, Proparco)	Anglophone bias in coverage

THE OPPORTUNITY IN NUMBERS

Africa's sports economy is estimated at USD 7.5 to 23.5 billion. Technology penetration is 3 to 5%, compared with 15 to 20% in mature markets. With 95 sports tech companies identified, including 79 active companies across 20 countries, the ecosystem is small but growing. The 2030 FIFA World Cup in Morocco, the 2029 World Athletics Championships in Nairobi, the Formula 1 African Grand Prix in Rwanda, and expanding continental competitions create a structural demand signal for technology solutions.

07 Companies to Know

We assessed 79 companies across five dimensions: product maturity, market traction, funding, team credibility, and ecosystem contribution. The profiles below represent the companies we believe are defining the African sports technology landscape. If you believe we have overlooked a company or mischaracterised one, we want to hear from you.

Top Performers by Vertical

Performance and Elite Sport



Tagmarshal (South Africa): Golf course optimisation platform processing over 95 million rounds of data. Used by 600+ courses globally including PGA Tour venues. The most commercially advanced company in our database, with genuine international scale achieved from an African base.



IPICO (South Africa): RFID timing and identification systems used in mass-participation events globally. Listed company with established international distribution. One of the few African sports tech companies to build genuine manufacturing capability.



Laduma Analytics (South Africa): Football analytics platform providing video and data analysis to professional clubs. Growing presence across African leagues and federations. Named after the isiZulu word for goal.



Enda Athletic (Kenya): Running shoe company designed for and manufactured in Kenya, targeting the running capital of the world. Combines performance footwear with local manufacturing, a model that challenges the assumption that sports products must be imported.

Business of Sport



Superbru (South Africa): Fantasy sports and prediction platform with over a million registered users. Consistently the highest-traffic African-built sports engagement platform. Covers rugby, cricket, football, and tennis with genuine retention mechanics.



Tix Africa (Nigeria): Events ticketing platform focused on African events, including sports. Winner of the 2024 NBA Africa Accelerator (\$50K prize). Growing beyond Nigeria into pan-African coverage.



KingMakers (Nigeria): Sports data and content platform providing services to betting operators across West Africa. Revenue-generating with B2B model that does not depend on consumer acquisition costs.

Ones to Watch

These companies are earlier-stage but show strong signals:



REBORN SportsTech (Morocco): Winner of the 2025 NBA Africa Accelerator Grand Prize. Smart equipment and performance technology with a North African base, a region historically under-represented in the ecosystem.

 **Fives Futbol (South Africa):** Five-a-side football platform combining league management with social features. Growing user base in Johannesburg and Cape Town with a model that could scale across urban Africa.

 **SamaCoach (Senegal):** AI-powered coaching platform for grassroots football development. Francophone Africa's most visible sports tech startup, operating in a market where almost no other companies exist.

 **Irawoai (Nigeria):** Data-driven talent identification platform using AI to evaluate young footballers. Addresses the scouting gap that leaves most African football talent invisible to professional pathways.

 **AfriSportPro (Nigeria):** *afrisportpro.com* Youth football league platform running structured state-to-national competitions across Nigeria with a digital talent hub. Partners with Eyeball for match data, records on standard cameras and hosts footage accessible to scouts and clubs. 10 conferences covering over 120 teams and 3,000+ U-19 players, building a competitive pathway from grassroots to professional visibility in West Africa.

 **WeMove (Tunisia):** Fitness and wellness platform operating in North Africa. One of the few companies addressing the mass participation vertical, which remains underserved despite being the largest addressable market by user count.

 **ZimboFit (Zimbabwe):** Fitness platform from Zimbabwe, one of the few sports tech companies operating in Southern Africa outside South Africa. Demonstrates that the market is not limited to the five dominant countries.

 **Podium Pursuit (South Africa, Pan-African):** The operating system of the Athlete Economy, architected by ProTouch Sports and powered by its proprietary intelligence engine, BuntuAI. Covers 6,000+ elite African athletes across 62 nations and 47 disciplines. Built on the thesis that African sport faces an infrastructure problem rather than a talent problem, it is one of the few platforms building a direct-to-athlete commercial layer at continental scale.

 **Sports Reels (Nigeria):** Talent discovery and video analytics platform for African athletes. Combines AI-backed video highlights with licensed scout verification to address the gap that leaves grassroots African talent invisible to professional pathways. Early stage but targeting a real and persistent market failure.

 **Afriskaut (Nigeria):** Football scouting platform built to eliminate guesswork in African talent identification. Processes match video to extract performance data and maintains a growing database of over 20,000 player profiles with verified video evidence. Partnered with the Prof. Akin Oyeboade Cup in 2026 as scouting partner, connecting grassroots talent with clubs, scouts and academies internationally.

 **TopSport (South Africa):** Wearable technology company developing a performance vest made from a patented sports fabric shaped by more than 3,000 body studies, alongside the TopSport XB health band for athletes in team sport. One of the few African companies building hardware for athlete monitoring rather than licensing foreign platforms. Based in the Western Cape.

 **REE (Egypt):** Originally Athlon Technology, REE pivoted into padel, one of the fastest growing sports in Africa. Rather than abandoning technology entirely, REE developed a companion app and court recording

system for padel clubs: remote camera alignment, live match capture monitoring and hardware management. As padel infrastructure expands rapidly across the continent, REE sits at the intersection of that buildout and the sports technology layer that follows it.

08 Lessons from the Ecosystem

Sixteen companies in our database have ceased operations. That is a 16.8% non-operational rate against the 95 identified companies. The patterns in how they failed are more instructive than the headline number.

Five patterns emerged:

1

Runway Exhaustion

Single-founder, self-funded ventures that ran out of resources before the market was ready. This is the most common failure mode. The founder built a product, could not raise funding, and ran out of personal runway. The product may have been viable. The capital environment was not.

2

Post-COVID Correction

Esports platforms that launched during the COVID-19 period and did not survive the return to in-person activity. Three of the sixteen cessations follow this pattern. The pandemic created a temporary demand spike for digital-first sports entertainment. When it receded, the companies built for that moment went with it.

3

Pivot Away from Sport

Companies that pivoted away from sport entirely. These organisations started with a sports thesis but found that the adjacent market (fitness, entertainment, general tech) was more commercially viable. We do not count a successful pivot as a failure, but we note it because it says something about the depth of demand in African sports technology specifically.

4

Digital Disappearance

Companies where the website is down, LinkedIn is inactive, and no recent digital footprint exists. These are the hardest to classify. They may still be operating informally, or they may have ceased without public announcement. We classify them conservatively and revisit in subsequent editions.

5

The Egypt Concentration

Five of the sixteen cessations are Egyptian companies. Egypt has the highest concentration of ceased companies in the database. The concentration warrants further investigation. Possible contributing factors include the narrow institutional buyer base for sports technology, regulatory complexity, and longer commercialisation cycles relative to South Africa or Nigeria.

The 16.8% non-operational rate is not inherently alarming. The available evidence points more strongly toward capital and runway constraints than product failure, although the dataset is too small to establish causality with confidence. What the data does suggest is that the infrastructure around early-stage sports technology in Africa, particularly funding and commercial pathways, remains underdeveloped.

09 Where Capital Is Moving

Capital in African sports technology is scarce, concentrated, and largely non-institutional. Most companies in our database are self-funded. The few that have raised institutional capital cluster in South Africa, and the rounds are small by global standards.

Company	Country	Round	Amount	Lead investor
Sportable	 United Kingdom	Series A	\$15M	HAVAIC
Tagmarshal	 South Africa	Growth	Undisclosed	Private
IPICO	 South Africa	Public	Listed	JSE
Tix Africa	 Nigeria	Accelerator	\$50K	NBA Africa
REBORN SportsTech	 Morocco	Accelerator	Prize	NBA Africa

The most significant recent development is the Helios Sports and Entertainment Group (HSEG) launch: a \$75M dedicated sports fund backed by Helios Investment Partners, with IFC and Proparco as anchor LPs. This is the first Africa-focused private equity fund with a ring-fenced sports mandate. It will not invest exclusively in technology, but its existence changes the capital landscape for companies at the intersection of sport and technology on the continent.

Outside HSEG, the pipeline is thin. HAVAIC has demonstrated that an African VC can lead a meaningful sports tech round. The NBA Africa Accelerator provides \$25-50K and network access to a handful of companies annually. Flat6Labs in Cairo supports sports-adjacent companies. Beyond these, institutional capital specifically targeting African sports technology effectively does not exist.

10 Ten Structural Changes

Based on our research, we identify ten structural changes that will shape the next five years of African sports technology:

01

The events calendar will be the single largest catalyst.

The 2030 FIFA World Cup, co-hosted by Morocco, Spain, and Portugal (the first FIFA World Cup held in North Africa), the 2029 World Athletics Championships in Nairobi, and the Formula 1 African Grand Prix in Kigali, Rwanda (the first F1 race on the continent since 1993, under a 10-year deal announced in October 2026) will drive infrastructure investment, broadcasting upgrades, and technology procurement at a scale the continent has not seen. Our assessment is that companies positioned for these procurement cycles have a three-year window.

02

The Performance-to-Commercial pipeline will determine winners.

Companies that can bridge performance data into commercial applications (fan engagement, broadcasting, sponsorship activation) will capture disproportionate value. Pure performance analytics without a commercial layer will struggle to sustain.

03

Mobile-first will be a prerequisite, not a differentiator.

Any platform that requires desktop access or enterprise IT infrastructure will face adoption ceilings in most African markets. The companies that win will be those that assume a smartphone is the only device.

04

Francophone Africa is positioned to emerge.

The current anglophone dominance of the landscape is a function of visibility, not capability. Morocco, Senegal, Ivory Coast, and Cameroon have the sporting infrastructure and the technical talent. They lack the startup ecosystem connective tissue that South Africa and Nigeria built a decade ago. That is closing.

05

The federation buyer will modernise.

African sports federations are the largest potential buyers of sports technology on the continent, but most operate without technology procurement budgets. As FIFA Forward funding, continental broadcasting revenue, and government investment increase, federations will become buyers rather than spectators.

06

Betting will remain the revenue anchor.

Sports betting is the largest and most commercially mature sub-sector of the African sports economy.

Technology companies that serve betting operators (data feeds, KYC, fraud detection, content) will continue to have the clearest path to revenue.

07

Data standards will become a competitive advantage.

The absence of standardised sports data across African leagues and federations is a barrier to technology adoption. Companies that can define and populate data standards will build defensible positions.

08

The diaspora layer will thicken.

African professionals working in global sports technology companies are beginning to build for the continent. Sportable (founded by two South Africans, now London-headquartered with a Cape Town office, \$15M Series A), PT SportSuite (United Kingdom, operating globally from Portugal, SAFA digital partner), and Sports Reels (Nigeria, AI-powered talent discovery) are early examples. This will accelerate as remote work, dual-base models, and diaspora networks normalise.

09

Consolidation will start.

The market has too many small companies doing similar things in adjacent geographies. We expect the first acquisitions and mergers within 18 to 24 months, likely in ticketing, fan engagement, or scouting.

10

The infrastructure gap will persist.

One accelerator (NBA Africa), one dedicated fund (HSEG), no dedicated incubator, no shared data infrastructure, no continental standards body. The support ecosystem for sports technology founders in Africa is thinner than for almost any comparable technology vertical. That will not change quickly.

The Diaspora Effect

A growing number of African-origin professionals are building sports technology companies that operate globally but maintain a connection to the continent. This diaspora layer is distinct from foreign companies entering African markets. These are founders and teams with lived African experience, building products that work at the highest level of global sport while keeping an eye on African applications.

 **Sportable (United Kingdom / South Africa):** Founded by two South Africans (school friends from Cape Town), Sportable is headquartered in London and deploys micro-tracking technology in rugby, football, and American football. The company raised \$15M in a Series A backed by HAVAIC (a South African VC), operates from London with offices in Melbourne and Cape Town, and its smart ball technology is used in the Six Nations and Premiership Rugby. An example of African talent building at the global frontier of sports technology.

 **Kotcha (Kenya / France):** AI running coaching platform co-founded by Eliud Kipchoge, headquartered in Paris with Kenyan roots. Secured a €3.5M pre-seed round in October 2025. Built in partnership with the NN

Running Team. A rare example of elite athletic credibility combined with venture-backed technology, and one of the few diaspora companies building specifically around African athletic heritage.

 **PT SportSuite (United Kingdom / Portugal):** SaaS provider delivering digital media ecosystems for sports organisations. Clients include the South African Football Association (SAFA), the Professional Squash Association, and Ultimate Sevens rugby. Operates from the United Kingdom and Portugal, serving federations and clubs across multiple continents. Demonstrates that African companies can compete for global federation contracts.

 **KingMakers / BetKing (Nigeria / Mauritius):** The platform behind BetKing and SuperSportBet. MultiChoice invested \$377M for a 49% stake. Revenue reached \$106M in FY March 2025, up 76% year on year. Corporate structure in Mauritius, operations in Lagos. The single largest disclosed venture investment in African sports technology, and a textbook diaspora structure: African founders, African markets, incorporation where capital markets are more accommodating.

 **SpatialCoach360 / RugbyIQ (South Africa / Japan):** An Apple Vision Pro and iPad coaching application built by Gary Gold, a South African rugby coach who served as Springbok assistant coach (2008–2011, including the 2009 British & Irish Lions series victory), and has held senior positions with Western Province, the Sharks, USA Rugby (head coach 2018–2022), and is currently defence coach with Japan under Eddie Jones. The apps offer 360-degree immersive film review for coaches and players. Published under the trading name RugbyIQ with no registered company entity in any jurisdiction. Free to download with no data collection. A diaspora example at the intersection of elite coaching experience and spatial computing, with a roadmap that includes Meta Quest 3/3S support.

The pattern across these companies is consistent: African founders, African markets, African talent, but incorporation outside the continent. This is not an anomaly. It reveals where the continent's startup infrastructure falls short, particularly in capital markets, corporate law, and investor confidence. The diaspora effect matters because it creates a two-way bridge: global experience flowing back to the continent, and African market knowledge informing global product design. Whether the diaspora flow begins to reverse is one of the open questions for Edition 3.

11 Africa in Global Context

Two independent ecosystem reports published in 2026 provide useful benchmarks. The Australian Sports Technologies Network (ASTN) released its 5th annual Landscape Report, drawing on 14 years of systematic tracking. Norwegian Sport Tech (NST) published its Founding Edition, the first systematic mapping of Norway's sports technology sector. We have no relationship with either organisation, but the three reports cover comparable ground and the comparison is instructive.

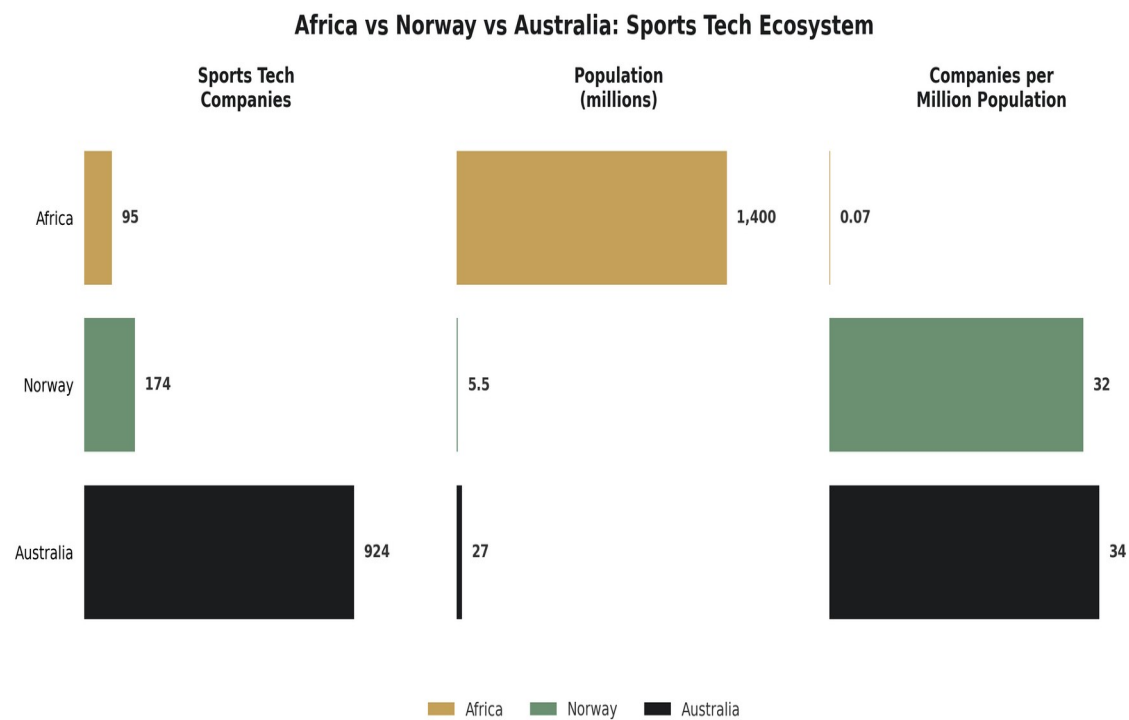


Figure 5: Africa, Norway and Australia, Sports Tech Ecosystem Comparison

Metric	Africa	Norway	Australia
Report edition	2nd (2026)	1st (2026)	5th (2026)
Sports tech companies	95	174	924
Ecosystem organisations	7,079	275 (raw)	Not tracked
Top-tier revenue	Not disclosed	~\$230M (top 28)	A\$7.11B
Population	1.4bn	5.5m	27m
Companies per million	0.07	32	34
Dedicated VC funds	0	0	Multiple
Dedicated accelerators	1	0	3+
Govt sports tech programmes	0	0	Several (federal + state)
Years of tracking	2	1	14

Sources: AfricanSTN Edition 2 (2026). NST Founding Edition (May 2026). ASTN Sports Innovation Report 2026 (5th Edition). Definitions and inclusion criteria differ across the three underlying reports; figures are presented as ecosystem benchmarks rather than directly equivalent datasets.

The comparison reveals substantial differences in ecosystem density and institutional maturity. Australia represents the established benchmark: 14 years of institutional support, dedicated venture capital, government-backed trade missions, and a sector generating A\$7.11 billion in annual revenue. Norway sits at an intermediate stage. Its ecosystem density (32 companies per million) matches where Australia was a decade ago, and its founding report explicitly sets out to compress Australia's 13-year journey into eight. Africa is at the earliest stage of that same arc, but with fundamentally different characteristics: continental scale, 54 national jurisdictions, and a total sports economy we estimate at \$7.5 to \$23.5 billion.

Two parallels are worth noting. Both Africa and Norway have zero dedicated sports technology venture capital funds. NST identifies this as the single biggest vulnerability in its ecosystem and recommends a Nordic Sport Tech Fund of \$50 to \$65 million by 2028. Africa faces the same capital gap at a larger scale. Both ecosystems also published their first systematic mappings in 2026, which means both are building the evidence base that precedes institutional investment.

The per-capita density figures tell the structural story. Australia has 34 sports tech companies per million people. Norway has 32. Africa has 0.07. That ratio does not measure capability. It measures ecosystem maturity, institutional support, and capital availability. The companies in our database are not qualitatively inferior to their Australian or Norwegian counterparts. They operate in a structurally different environment with fewer resources, fewer buyers, and less institutional support.

The gap is also the opportunity. If Africa reached even one-tenth of Australia's per-capita density, the continent would have over 4,700 sports technology companies. With only 3 to 5% of African sports economy revenue currently flowing through technology platforms, there is room for significant growth before the market approaches saturation. Norway's ambition to compress Australia's timeline offers a useful reference point. Africa's timeline will be different again, shaped by the realities of a continent rather than a single country, but the direction of travel is the same.

12 Our Research Agenda

This report is built on publicly available information, supplemented by direct company verification. It has limitations we state openly.

Francophone Africa is under-represented. Our research methods favour English-language sources, and the anglophone startup ecosystems of South Africa, Nigeria, and Kenya are better documented than their francophone counterparts. Morocco is the partial exception, but Senegal, Ivory Coast, Cameroon, and the DRC are almost certainly under-counted.

Revenue data is unavailable for most companies. We can assess product maturity and market traction from public evidence, but actual revenue figures are available for fewer than ten companies in our database. Employment figures are similarly sparse.

The informal sports economy is unmeasured. Grassroots sport, community leagues, school sport, and recreational participation generate economic activity that no current data source captures. Our market sizing addresses the formal and semi-formal economy only.

Federation technology adoption is unknown. We know that most African sports federations operate without meaningful technology infrastructure. We do not know, with any precision, what they spend, what they need, or what they would buy.

For Edition 3, we will prioritise:

- Francophone Africa research: dedicated French-language platform research across Senegal, Ivory Coast, Cameroon, DRC, and Tunisia.
- Revenue and employment data: direct outreach to companies in our database requesting voluntarily disclosed revenue bands and headcount. This report can only improve with company participation.
- Federation technology audit: structured assessment of technology use across the top 20 African sports federations by budget.
- Investor landscape mapping: comprehensive mapping of every fund, family office, and DFI with a stated or demonstrated interest in African sport.
- Event technology procurement: tracking technology tenders and contracts associated with AFCON 2025 legacy, the 2030 FIFA World Cup (co-hosted by Morocco, Spain, and Portugal), the Formula 1 African Grand Prix (Rwanda, from early 2030s), and continental tournament hosting.

13 Company Directory

The following directory lists all 79 active sports technology companies in the AfricanSTN database. Companies are sorted by country and then alphabetically. An asterisk (*) denotes a diaspora company listed by founder nationality rather than place of incorporation.

P&ES	Performance and Elite Sport
BoS	Business of Sport
MPAL	Mass Participation and Active Living
G&D	Grassroots and Development

Company	Country	Vertical
 MyFootConnect	Benin	P&ES
 AfriqFootScout	Cameroon	P&ES
 3BL Esports	Egypt	BoS
 ArqamFC	Egypt	P&ES
 Eksab	Egypt	BoS
 Fantasy 24 Club	Egypt	P&ES
 FitXpert	Egypt	P&ES
 GBarena	Egypt	BoS
 Scout4Star	Egypt	P&ES
 Vizrr	Egypt	P&ES
 Fisher Talent Group	Eswatini	P&ES
 R&D Group FDA	Ethiopia	P&ES
 SOCALOCA	Ghana	P&ES
 Enda Athletic	Kenya	P&ES
 Kotcha	Kenya	P&ES
 PredictLix	Kenya	P&ES
 Sporting Chance Fund	Kenya	P&ES

Company	Country	Vertical
 Rebound Liberia	Liberia	P&ES
 Mubarti	Libya	MPAL
 King of The Grid	Malawi	BoS
 Proballers	Mauritius	P&ES
 Africa Scores	Morocco	BoS
 andaplay	Morocco	P&ES
 Moroccan Gaming Evolution	Morocco	BoS
 REBORN SportsTech	Morocco	P&ES
 AfriPro	Nigeria	P&ES
 AfriSportPro	Nigeria	G&D
 Afriskaut	Nigeria	P&ES
 ALLONDECK HUB	Nigeria	MPAL
 FutbolConect	Nigeria	P&ES
 Hersport	Nigeria	G&D
 Irawoai	Nigeria	G&D
 KingMakers	Nigeria	BoS
 Mars Leisure	Nigeria	P&ES
 Orbital (OrbitBet)	Nigeria	P&ES
 ScoutIQ Africa	Nigeria	P&ES
 ScoutNova	Nigeria	P&ES
 Skoutia	Nigeria	P&ES
 SportsBook Engine	Nigeria	BoS
 Swimpro	Nigeria	P&ES
 Tix Africa	Nigeria	BoS

Company	Country	Vertical
 Turf Season	Nigeria	P&ES
 Zilobet	Nigeria	BoS
 Autre	Rwanda	P&ES
 Digital Realm Entertainment	Rwanda	BoS
 League OS	Rwanda	BoS
 PawaTech	Rwanda	BoS
 SearchYourTeam	Rwanda	P&ES
 SplitFair	Rwanda	BoS
 The Sports Lab	Rwanda	BoS
 Cuberfit	Senegal	MPAL
 SamaCoach	Senegal	G&D
 PlayMeTech Group	Seychelles	BoS
 Afrecon	South Africa	P&ES
 booknplay	South Africa	P&ES
 Champions Link	South Africa	P&ES
 Fives Futbol	South Africa	P&ES
 Groovi Movements	South Africa	P&ES
 Ideation St8tion	South Africa	BoS
 Inqaku	South Africa	MPAL
 IPICO	South Africa	P&ES
 Laduma Analytics	South Africa	P&ES
 Many Worlds	South Africa	P&ES
 Pro'Tech Rugby	South Africa	P&ES
 Podium Pursuit	South Africa	BoS

Company	Country	Vertical
 Pulse	South Africa	BoS
 Range Studios	South Africa	P&ES
 SpatialCoach360 *	South Africa	P&ES
 Sportivo	South Africa	P&ES
 Superbru	South Africa	BoS
 Tagmarshal	South Africa	P&ES
 TicketPro	South Africa	BoS
 TopSport	South Africa	P&ES
 Turfsport	South Africa	BoS
 UNAFFI	South Africa	G&D
 Live Ball	Tanzania	P&ES
 Soka Football Central	Tanzania	P&ES
 WeMove	Tunisia	G&D
 ZimboFit	Zimbabwe	MPAL

14 Ecosystem Support: Hubs, Accelerators, and Partners

Roughly one in six companies in our database is no longer operational. In Pattern 5 of the cessation analysis, we documented single-founder ventures that ran out of resources before the market was ready. The infrastructure that exists to prevent that outcome is listed below. It is short.

NBA Africa Accelerator

The only dedicated sports technology accelerator on the continent. The 2025 cohort attracted 700+ applications. REBORN SportsTech (Morocco) won the Grand Prize. Tix Africa (Nigeria) was the 2024 winner (\$50K). The programme provides \$25-50K in funding, mentorship, and NBA network access. It runs once a year and supports a handful of companies. For 95 companies and the dozens more we have not yet identified, one annual programme is closer to a competition than an ecosystem.

HAVAIC

South African VC that led Sportable's \$15M Series A. HAVAIC matters because it demonstrates that an African VC can underwrite a sportstech company at institutional scale. There are very few others with an explicit sports thesis.

Helios Investment Partners / HSEG

Launched a \$75M dedicated sports fund in 2025. The first Africa-focused PE firm to create a ring-fenced sports vehicle. HSEG's strategic partnership with PFL Africa, combined with the IFC and Proparco equity, positions it as the closest thing to a dedicated sports infrastructure investor on the continent. The gap between HSEG and the next investor down is wide.

Flat6Labs

Cairo-based regional accelerator with sports-adjacent alumni in our database. Generalist, not sports-specific, but operating in Egypt where five of sixteen cessations occurred. Within our limited sample, the companies that went through Flat6Labs appear to have higher survival rates than those that did not, although the sample size is too small to draw firm conclusions. The pattern warrants further investigation.

ArCa Ventures Studio

Sports-focused venture studio operating from Kigali, Rwanda. ArCa builds companies and backs founders with a sports technology thesis. It is early-stage itself, which underlines the point: the organisations trying to support sportstech founders are operating with similar constraints to the founders they serve.

Sportiva Ventures Studio

Sports venture studio working with founders in West Africa. Like ArCa, Sportiva is building from the ground up, providing both capital and operational support to sports technology founders in an environment where neither is readily available.

ArCa and Sportiva represent the closest thing to sports technology incubation on the continent. Both are venture studios rather than traditional incubators, but the function is similar: identifying founders, providing resources, and reducing the isolation that contributes to the 16.8% non-operational rate documented in this report. The NBA Africa Accelerator supports fewer than ten companies per year. Most founders building sports technology in Africa still operate without institutional support. They find generalist programmes, or they build alone. That is, at least in part, a support infrastructure problem.

15 Glossary

Term	Definition
AFCON	Africa Cup of Nations. Continental football championship organised by CAF.
AfricanSTN	African Sports Technology Network. The research initiative and database behind this report.
ASTN	Australian Sports Technologies Network. Used in this report for international benchmarking.
NST	Norwegian Sport Tech. Norway's sports technology industry body, which published its Founding Edition ecosystem report in May 2026.
BoS	Business of Sport. One of the four AfricanSTN verticals, covering broadcasting, sponsorship, fan engagement, ticketing, and wagering technology.
CAF	Confederation of African Football. The governing body for football on the continent.
DFI	Development Finance Institution. Includes IFC, Proparco, BII, and similar multilateral or bilateral investors.
G&D	Grassroots and Development. AfricanSTN vertical covering community sport, talent identification, and sport-for-development technology.
HSEG	Helios Sports and Entertainment Group. A \$75M Africa-focused sports fund.
IFC	International Finance Corporation. The private-sector arm of the World Bank Group.
MPAL	Mass Participation and Active Living. AfricanSTN vertical covering fitness, wellness, and recreational technology.
P&ES	Performance and Elite Sport. AfricanSTN vertical covering professional teams, elite athletes, and federation technology.
STZA	Sports Tech Africa Ltd. The UK-based parent entity of AfricanSTN.
SWF	Sovereign Wealth Fund.

16 Sources and Methodology

Data Collection

The AfricanSTN database is built through systematic multi-platform research across publicly available sources including Tracxn, Crunchbase, StartupList Africa, LinkedIn, national federation registries, sports body directories, accelerator portfolios, and direct company websites. Each record undergoes a structured verification process with dated entries and named sources.

Verification

Every organisation record carries a verification source, verification date, and confidence band (High, Medium-High, Medium, Medium-Low, Low). We use multi-source cross-referencing: a company discovered on Tracxn is verified against its website, LinkedIn presence, and available press coverage before receiving a confidence band.

Market Sizing

The \$15.5 billion central estimate refers to the addressable African sports economy, not the technology market itself. It is built bottom-up from seven verified sub-sector estimates, each from named industry reports. We publish ranges rather than point estimates. The technology penetration rate (3-5% of sports economy revenue flowing through technology platforms) is derived from comparing African sportstech activity against that total sports economy, benchmarked against mature markets where the equivalent figure is 15-20%.

Limitations

This report has an anglophone bias. Francophone Africa is under-represented. We lack revenue data for most companies. Employment figures are available for fewer than ten companies. The informal sports economy is unmeasured. Federation technology adoption rates are unknown. We state these because understating uncertainty would undermine the credibility of everything else we publish.

Key Sources

SCCG Management (betting). TechSci Research 2024 (sporting goods). SA Tourism and Future Market Insights (events). AGBI and Morocco 2030 WC (infrastructure). SuperSport/Canal+ and CAF financial statements (broadcasting). PwC Sports Outlook 2025 (sponsorship). Bonafide Research (fitness). SA Cultural Observatory (SA sports economy). FIFA Forward reports. IFC press releases. CAF commercial reports. AFCON 2025 financial disclosures. ASTN 2026 report (Australian benchmarking). NST Founding Edition 2026 (Norwegian benchmarking).

17 About This Report

About AfricanSTN

The African Sports Technology Network (AfricanSTN) is a research initiative dedicated to mapping, understanding, and developing the sports technology ecosystem across the African continent. AfricanSTN is a project of Sports Tech Africa Ltd (STZA), a UK-based entity providing Fractional Finance and Operations services with a focus on the intersection of sport, technology, and Africa.

About This Edition

The State of African Sports Technology 2026, Edition 2, is the second publication in this series. Edition 1 was published in March 2026 as an online article. This edition significantly expands the research scope, database coverage, and analytical depth. It is published in October 2026.

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Citation

When citing this report, please use: AfricanSTN (2026). The State of African Sports Technology 2026, Edition 2. Sports Tech Africa Ltd / African Sports Technology Network. October 2026.

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