PADEL WORLD SUMMIT

ONE YEAR ON

THE START-UP STORIES

padelytics

Insights from Barcelona

An independent publication by Sweetspot Communications

SWEETSPOT COMMUNICATIONS

BACKGROUND

The Padel World Summit 2025 in Barcelona saw a new take on the start-up zone following the inaugural event in Malaga.

Featuring just 20 selected companies, over the course of the three days, they were the focal point of the Innovation Arena.

Each was given 15 minutes to present their business and its potential game-changing product, that would deliver real impact to padel as it grows across the globe.

But what happened next?

The One Year On project, from Sweetspot Communications, is an opportunity for those companies to tell their story in their own words of the past 12 months – ahead of the third Padel World Summit, again in Barcelona.

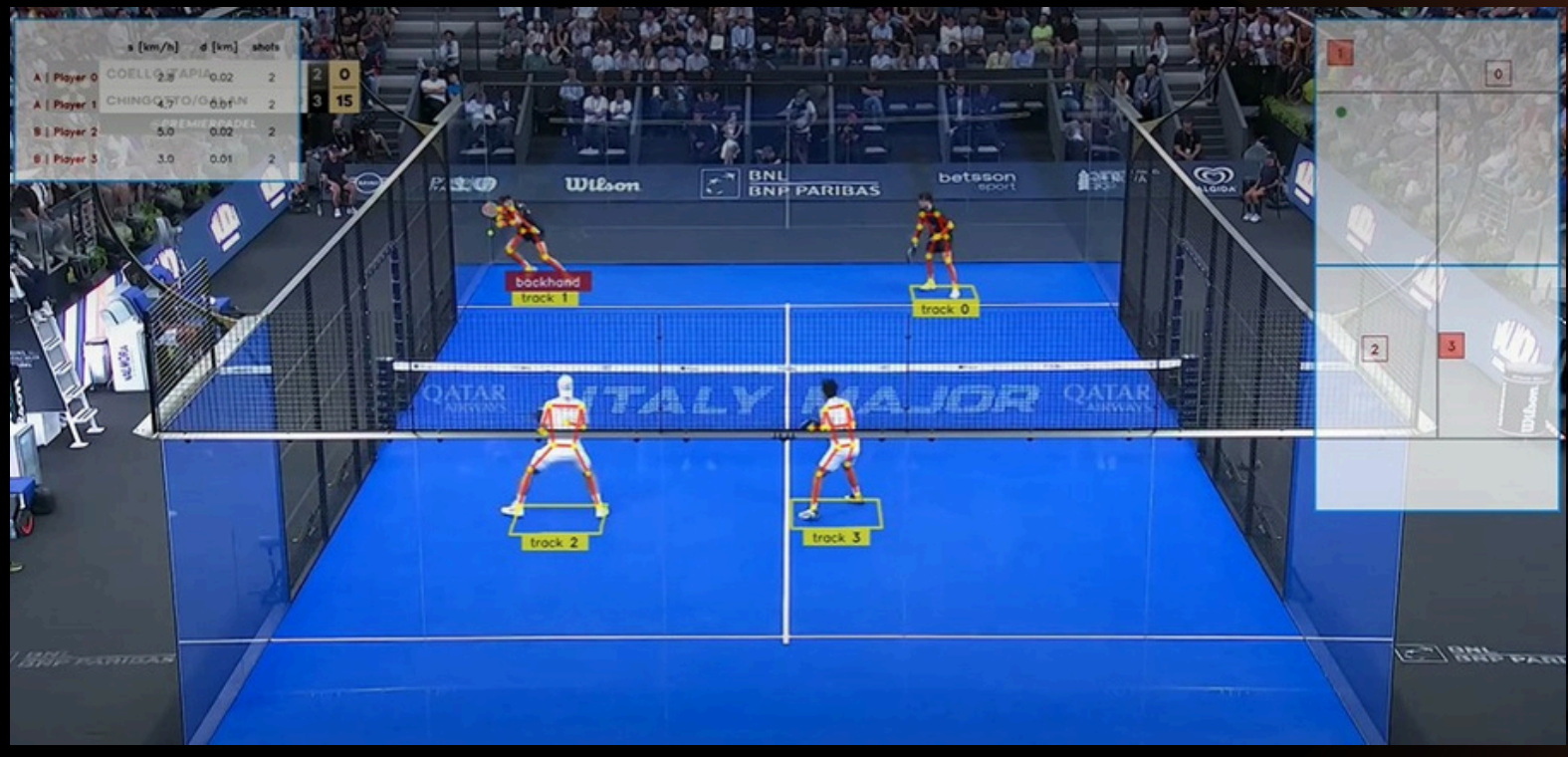


THE START UP STORY

BY PADELYTICS CO-FOUNDER & COO IGOR MILENKOVIC

Padelytics is an AI-powered platform that transforms video footage from padel courts into actionable, fun, and engaging insights to elevate your game.

Leveraging advanced Machine Learning and Computer Vision, we provide a comprehensive understanding of your game, offering fresh perspectives on your strengths, weaknesses, and progress.



THE SUMMIT 2025

The Padel World Summit was extremely valuable for us. Beyond visibility, it gave us the opportunity to build meaningful relationships across the padel ecosystem — clubs, distributors, technology companies, and strategic partners.



One of the collaborations we are particularly proud of is our partnership with Rackety, which started through conversations at the Summit.

It is a great example of how the Padel World Summit can create real business outcomes, bringing together complementary technologies and shared visions for the future of the sport.

Several other discussions have also evolved into active partnerships and business opportunities.

OVERVIEW

The last year has been an exciting one for Padelytics. We evolved from an early-stage smart court concept into a more mature AI-powered video analytics platform focused on improving the player experience and creating new monetization opportunities for clubs and partners.

We expanded our footprint across multiple markets and strengthened our distribution and partnership network internationally and are now deployed across 150+ courts worldwide.

INVESTMENT

We completed our second funding round in the third quarter of last year, which secured the resources needed to support strong and stable growth through 2026.



EMPLOYEES

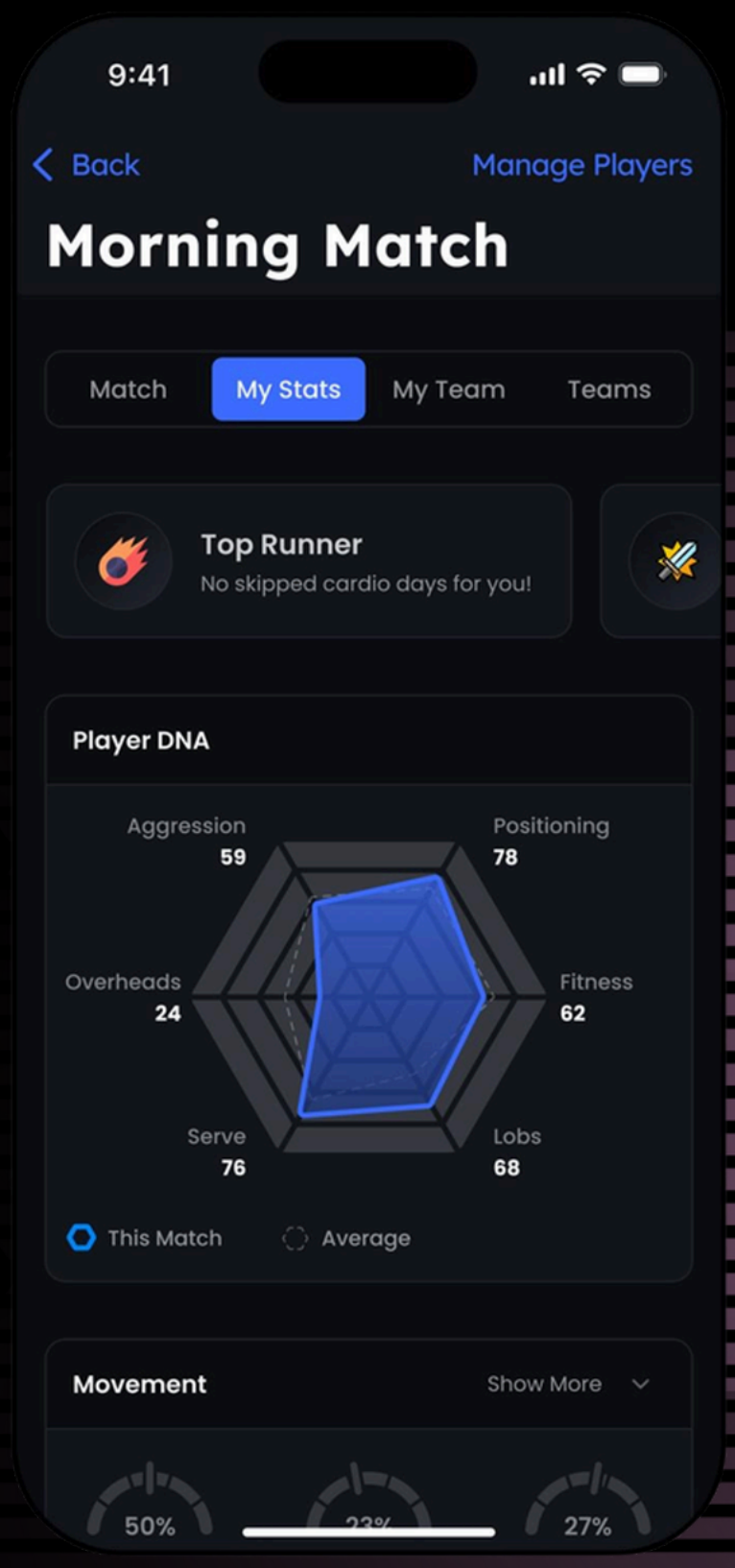
EXPANSION



During the last year we expanded our activities into multiple international markets across Europe, the United States, Latin America and Asia.

PRODUCT DEVELOPMENT

Padelytics significantly expanded the analytics capabilities of the platform. Today Padelytics offers:



- Full match recordings
- Automated highlights
- Tactical and positioning analytics
- Heat maps and court coverage insights
- Physical metrics: distance covered and player speed
- Rally and shot analysis
- Team synchronization insights
- App-based player experience

AI generated image

CONTACT

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Sweetspot Communications has been at the forefront of the padel media industry since 2023. It benefits from 27 years of sports communications experience by founder Lee McLaughlan, a CIPR Accredited PR Practitioner.

The company offers the sector a refreshing and personal approach to padel communications and has worked with numerous padel clients across the world.

Sweetspot Communications is a member of the well-respected International Padel Media Association and Padel Relations.

The One Year On project is independent of the Padel World Summit.
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