



# Invisible Technologies

Making AI work

## Artificial Intelligence. Real outcomes.

Invisible makes GenAI and AgenticAI work in the enterprise through data, workflows, human expertise-in-the loop, evaluations, and agents.

### Company snapshot

2015

founded

\$130M+

revenue

350

employees

#2

fastest growing  
AI company  
(2024 Inc. 5000)

>80%

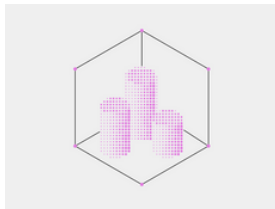
of leading LLM  
builders work  
with Invisible

60+

customers on  
our AI automation  
platform

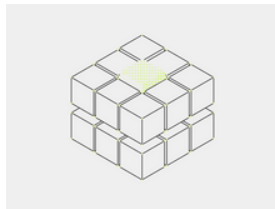
## Invisible platform

The Invisible Platform is a modular AI operating system that helps you solve challenges from messy data to agentic execution, using only the components you need.



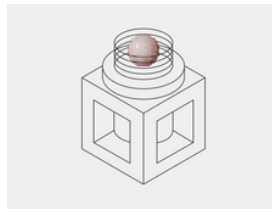
### DATA PLATFORM Neuron

Unify fragmented data from any source or format into a clean, structured layer for analysis and automation.



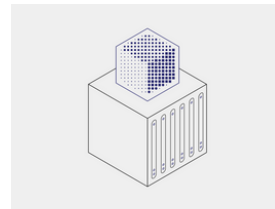
### PROCESS BUILDER Atomic

Turn manual workflows into automated processes and connect with 300+ integrations.



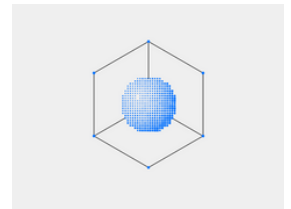
### HUMAN TRAINING Experts

Find top-tier specialists to fine-tune your models, with custom sourcing available on demand.



### EVALUATIONS Synapse

Train your model to your specifications and evaluate outputs for quality, safety, and accuracy.



### AGENTIC Axon

Build and deploy AI agents tailored to your processes with coordinated handoffs and full control over training and execution.



Engineered for  
complexity

Deeply technical team.



Built together,  
not off-the-shelf.

Customized modular platform.



Human judgement.  
Machine scale.

Global elite talent marketplace.

Ready to explore?

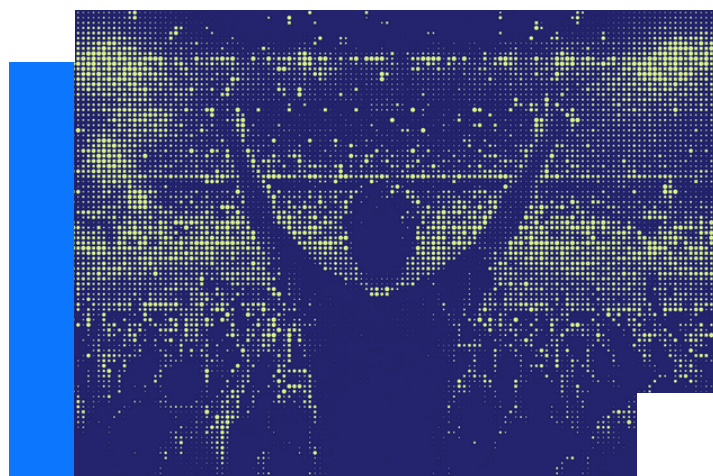
For more information, contact [sports@invisible.co](mailto:sports@invisible.co)



[invisibletech.ai/  
sports](https://invisibletech.ai/sports)

# AI in sports management

In sports, margins off the field are just as tight as on it. AI is reshaping operations—optimizing ticketing, tailoring fan experiences, and unlocking new sponsorship value. With purpose-built systems spanning data, computer vision, fine-tuned models, and GenAI, clubs and leagues are turning information into growth and stronger fan loyalty.



## Strategic challenges

01

### Scattered pilots

AI pilots often sprawl across marketing, ticketing, and sponsorship without clear ROI, leaving impact hard to prove.

02

### Data fragmentation

Customer information sits across disparate data sources – ticketing platforms, merch, streaming, social.

03

### Fan engagement

Fans expect fresh, relevant content, but generating personalized clips and insights at volume risks repetition or loss of quality.

04

### Ecosystem friction

AI success often depends on data from sponsors, broadcasters, and ticketing partners—but reluctance to share or integrate stalls progress.

05

### Funding without clarity

Without a clear line to ROI, investment in AI feels like risk rather than opportunity.

## Recommendations

### Start with low stakes

Target back-office sponsorship analytics, ticketing optimization, and content tagging—before scaling to broader fan and commercial initiatives.

### Break silos with shared data

Connect fan data into a single view to enable consistent personalization and complete insights.

### Content at scale

Use AI to automate the heavy lift—tagging, clipping, and formatting—so creative teams can focus on storytelling and differentiation.

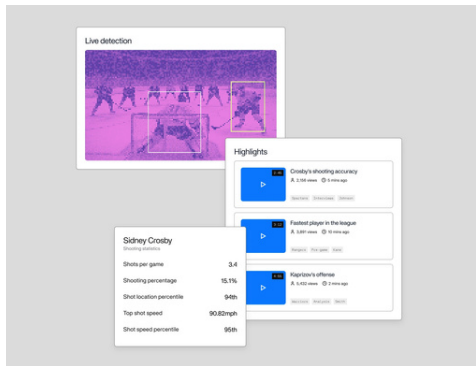
### Design for interoperability

Build interoperability into systems so partners can connect without giving up control, unlocking shared value.

### Prove revenue impact

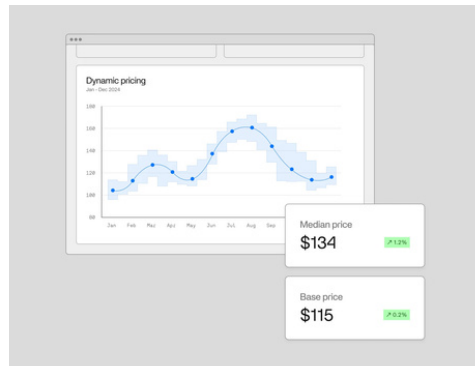
Frame AI investments around measurable growth levers—ticket yield, fan retention, and sponsorship value—so impact is clear.

## Key use cases



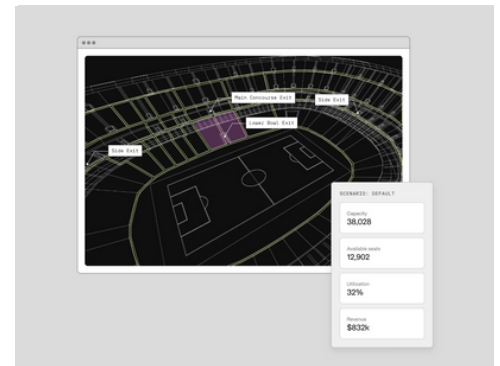
### Fan engagement

AI scene detection serves players and fans exclusive, real-time content.



### Dynamic pricing

Use AI to adjust ticketing, concessions, and merchandise pricing in real time based on demand signals.



### Venue optimization

Simulate crowd flow and emergency scenarios for planning and security.



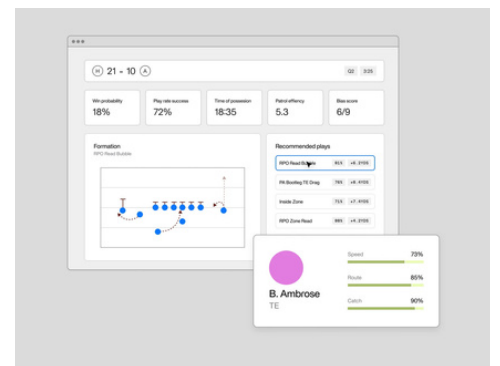
### Predictive player modeling

Assess athlete potential from game footage with computer vision, generating highly accurate prospect insights.



### Biometrics optimization

Capture mechanical movement measurements to unlock hidden performance drivers.



### AI performance optimization

Real-time systems suggest tactics based on opponent patterns and situational context.

## We make AI work

Learn why leading institutions trust Invisible to bring efficiency to their operations.

We'll walk you through what's possible.

No pressure, no jargon — just answers.

[invisibletech.ai/get-started](https://invisibletech.ai/get-started)