Cognisess

Predictive People Analytics

Cognisess **Sport**

The Human Analytics Platform for Elite Sport

Understand the brain to unlock elite sports performance

Uncover the power of human analytics

Cognisess is a cloud-based application that transforms our understanding of people's talent and their potential to perform.

The roots of Cognisess' innovative approach to understanding elite performance in sport and other demanding high performance fields, was borne out of extensive work carried out analysing cognition and mental performance under Sir Clive Woodward and England Rugby during 2002-2003.

Since then, we have continued to pioneer bringing together breakthroughs in cognitive neuroscience, with state of the art technology, data science and predictive AI analytics to create a new elite coaching paradigm for the sports industry in the 21st century.

Elite athlete monitoring

Cognisess Sport brings together seasoned performance expertise with cutting edge technology and data science to provide coaches, athletes and organisations clear and unambiguous insight into performance levels, potential and progress during training, preparation or rehabilitation across the performance cycle.

Cognisess Sport is designed to help athletes, sports people, coaches and administrators gain an edge over the competition by helping them to make better informed decisions about their training, peak performance and potential.

Cognisess sport allows you to benchmark the best performing athletes using cognitive assessments to measure all your athletes.

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A revolution in brain science

Transforming the understanding and approach to elite sports performance

Every elite sporting discipline puts more and more pressure on the athlete's brain to excel in the following cognitive functions

- Decision making
- Thinking under pressure
- Processing speed
- Situational awareness
- Tactical adherence
- Risk assessment

However, the majority of brain activity is not a conscious effort, taking place deep within the subconscious. That is why, until recently, the brain has been a relative mystery within sports science.

Advances in human analytics and understanding of brain function mean it is now possible to practically understand, develop and predict areas of mental performance that separate the very best from the rest.
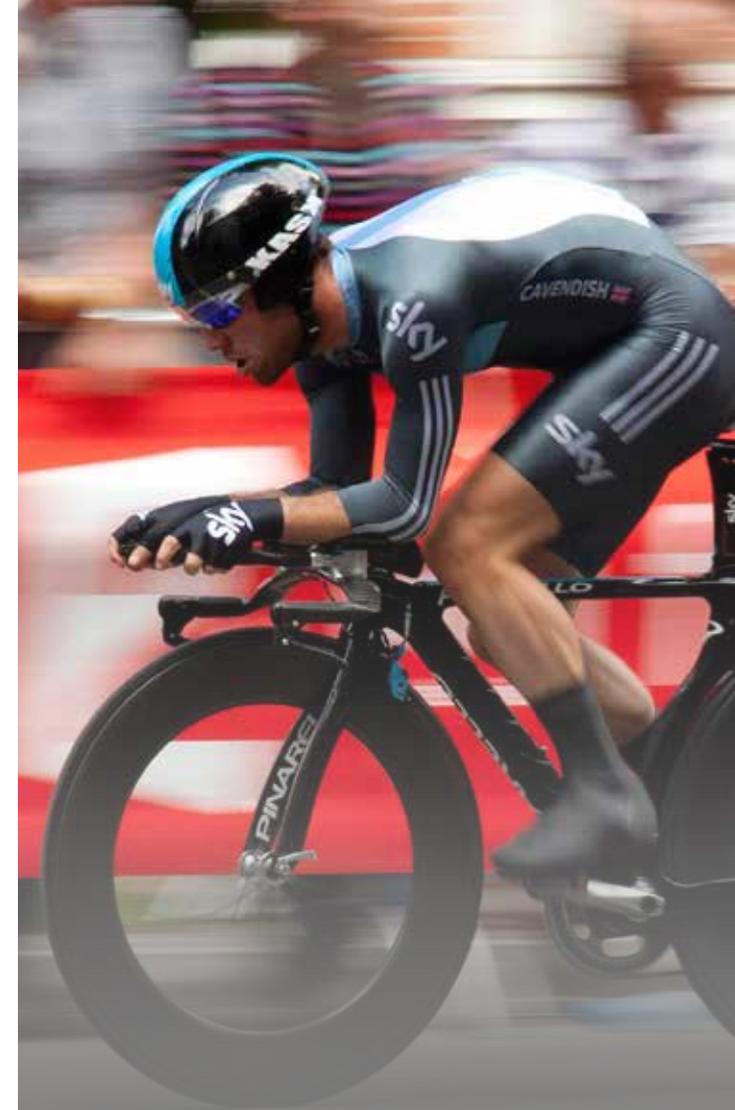
Many forward-thinking organisations within elite sport are now starting to capitalise on this innovation and gain performance advantage.

Cognisess Sport unlocks areas of elite performance that were previously hidden

These are not super humans – but they have developed superior brain capacity and functioning.

By harnessing the new science of measuring and analysing key cognitive functioning, we are able for the first time to:

- Understand brain function and its impact on player development and potential
- Map peak performance attributes, drivers and timings
- Predict inhibitors to performance under pressure
- Analyse how athletes and teams function within different environments
- Understand team cohesion amongst individuals, groups and cultures.
- Predict and influence FORM, 'Zone' and flow state optimum conditions
- Improve talent identification by profiling top performing athletes, allowing you to create a map of excellence for aspiring sports people

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Deep Learn™

It facilitates multiple points of assessment of all measurable human performance attributes including brain function

By processing millions of data points it can track human function and performance at several levels:
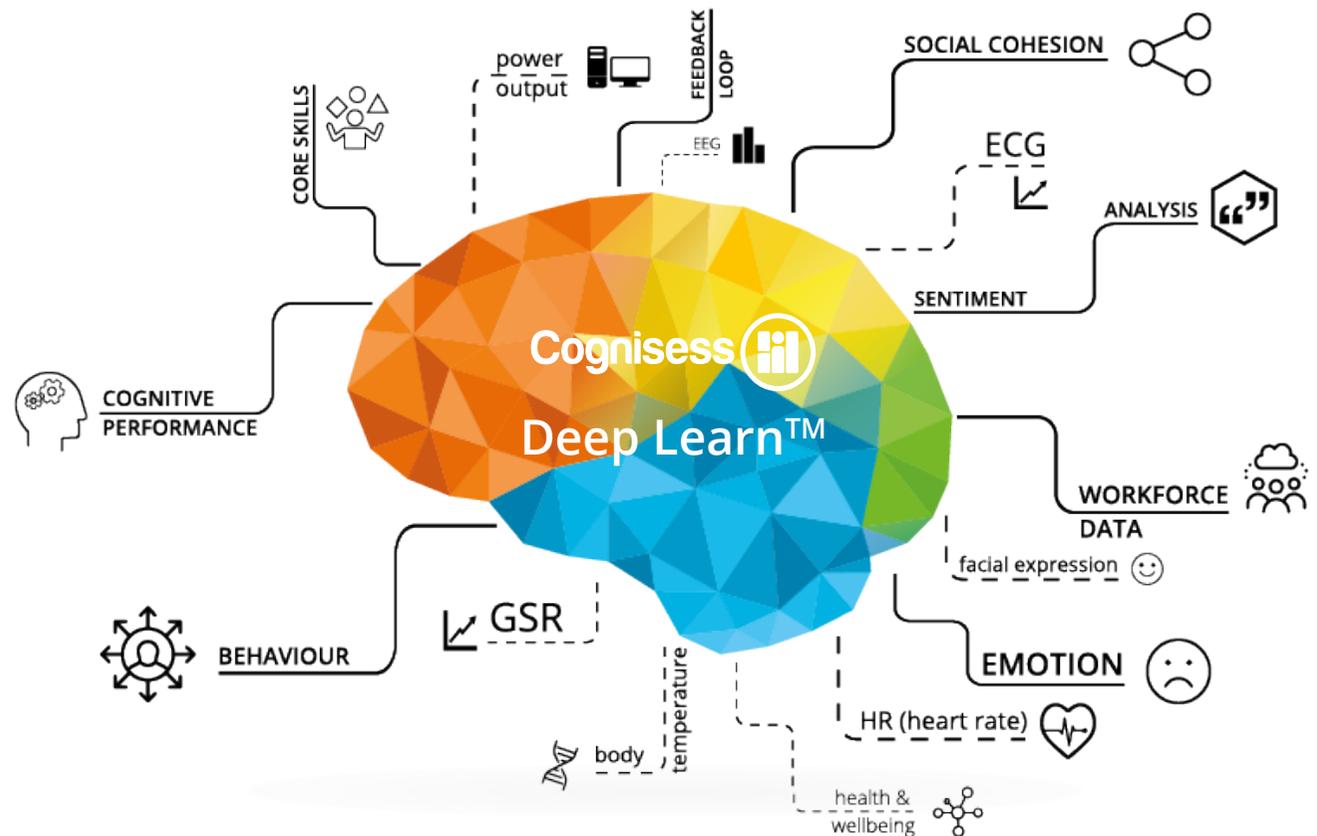
- Brain cognition, capacity and processing
- Emotional intelligence
- Social and team cohesion
- Behaviour and mindset
- Wellbeing & genetics

Together these assessments provide the most comprehensive understanding about an individual's or team's potential.

Deep Learn™ uses these reference points to learn from hidden data patterns to make predictions about outcomes and probabilities.

It also models performance scenarios to shape training programmes and/or help analyse talent identification to improve selection based on team fit and performance potential during recruitment.

Where neuroscience meets AI to improve athlete and team performance

Cognisess Deep Learn™ is an innovative and dynamic predictive analytics tool, able to learn, absorb and react to multiple information streams through a process known as machine learning.

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Harness the power of predictive analytics

Predictive Analytics turn Big Data into actionable insights to shape performance programmes

Deep Learn™ can act as central point of analysis by combining all 'department' streams and using its machine learning and predictive algorithms to detect patterns and probabilities.

By keeping all performance data together it can work better together with Deep Learn™ ingesting, processing and analysing all other related performance data including:

- Biometric data
- GPS performance tracking
- Equipment telematics
- Technical analysis platforms
- Training loads, stress levels, hours of sleep and mood

This provides coaches and sports scientists with a joined-up inventory of performance potential and predictive analytics to shape training programmes, applications and interventions.

With user-friendly dashboards, analytics are delivered in real-time to any mobile or desktop device whether in the field, in the gym or even in the boardroom.
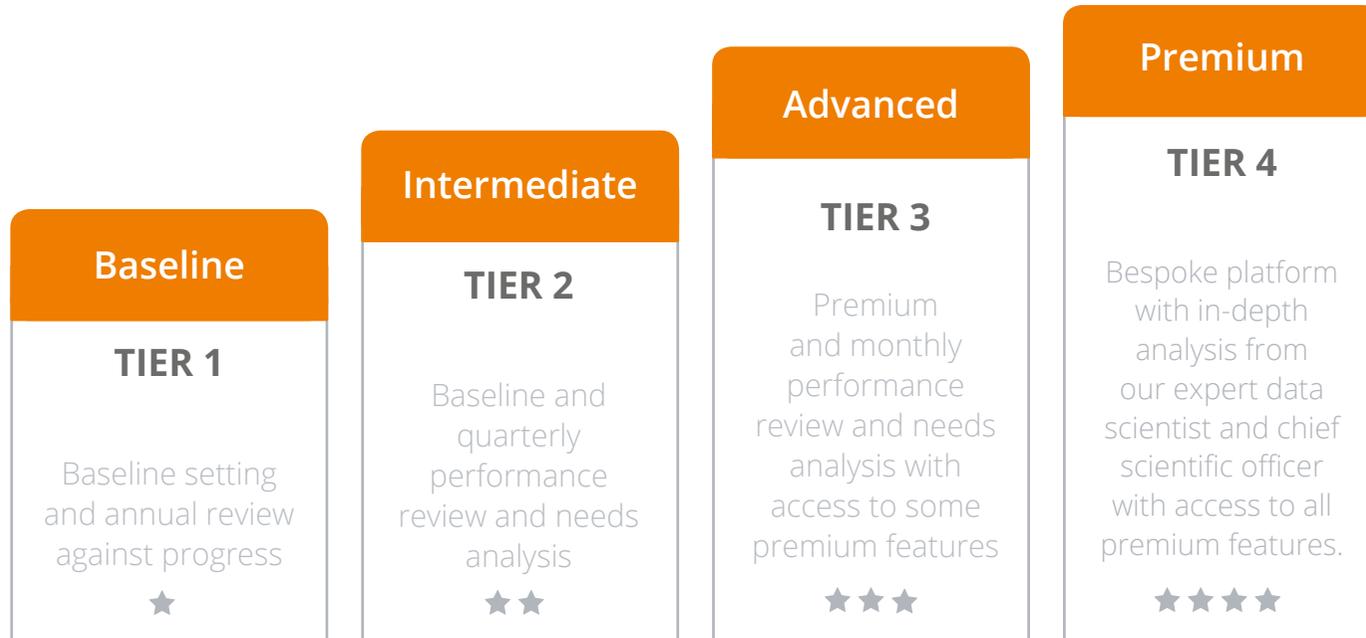
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Working with Cognisess Sport

We offer a tiered service tailored to focus on performance targets and outcomes.

Cognisess Sport human analytics can be supplied on an annual, quarterly or monthly basis to assess and inform performance progress in as many areas and with as much individual focus as is necessary to achieve the agreed goals.

Cognisess Sport places focus on its people using data science and our unique Deep Learn™ analytics engine, we analyse all aspects of being an athlete.

Our outlook is global and we work closely with some of the leading research institutions, cognitive neuroscientists, psychologists and researchers from around the world; resulting in an Advisory Board that provides Cognisess Sport with innovative, expert consulting teams.

Baseline
TIER 1

Baseline setting and annual review against progress

★

Intermediate
TIER 2

Baseline and quarterly performance review and needs analysis

★★

Advanced
TIER 3

Premium and monthly performance review and needs analysis with access to some premium features

★★★

Premium
TIER 4

Bespoke platform with in-depth analysis from our expert data scientist and chief scientific officer with access to all premium features.

★★★★

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For more information about how we can help your
organisation, please get in touch on: **support@cognisess.com**

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