PROJECT OVERVIEW 2026

The AI agent for sports and *dance studios.*

A voice coach that sees how you move. One camera, spoken corrections in the words a good teacher would use.



ART OF SPORTS SL · ESTEPONA, SPAIN · OKSANA@BALLETSPORTS.DE

Everyone is building AI agents. Studios still have *none.*

Email, sales and customer service got their agents. Walk into a sports or dance studio and there is still one coach, twenty people and no time to correct them all.

AGENTS TODAY

Write, book, answer.

Built for desks and screens.

STUDIOS TODAY

One pair of eyes.

Feedback is the product, and it does not scale with the class.

ART OF SPORTS

An agent that sees the body.

It watches through a camera, corrects technique by voice and measures progress.

A teacher has twenty students and *one pair of eyes.*

01

Show or correct. Not both.

Demonstrating and correcting at the same time is impossible. Half the room goes uncorrected. Teachers who can no longer demonstrate take decades of knowledge with them.

02

The teacher is the ceiling.

A class opens when a teacher is found and closes when they leave. The teacher is the biggest cost and the limit on how many people a room can serve.

03

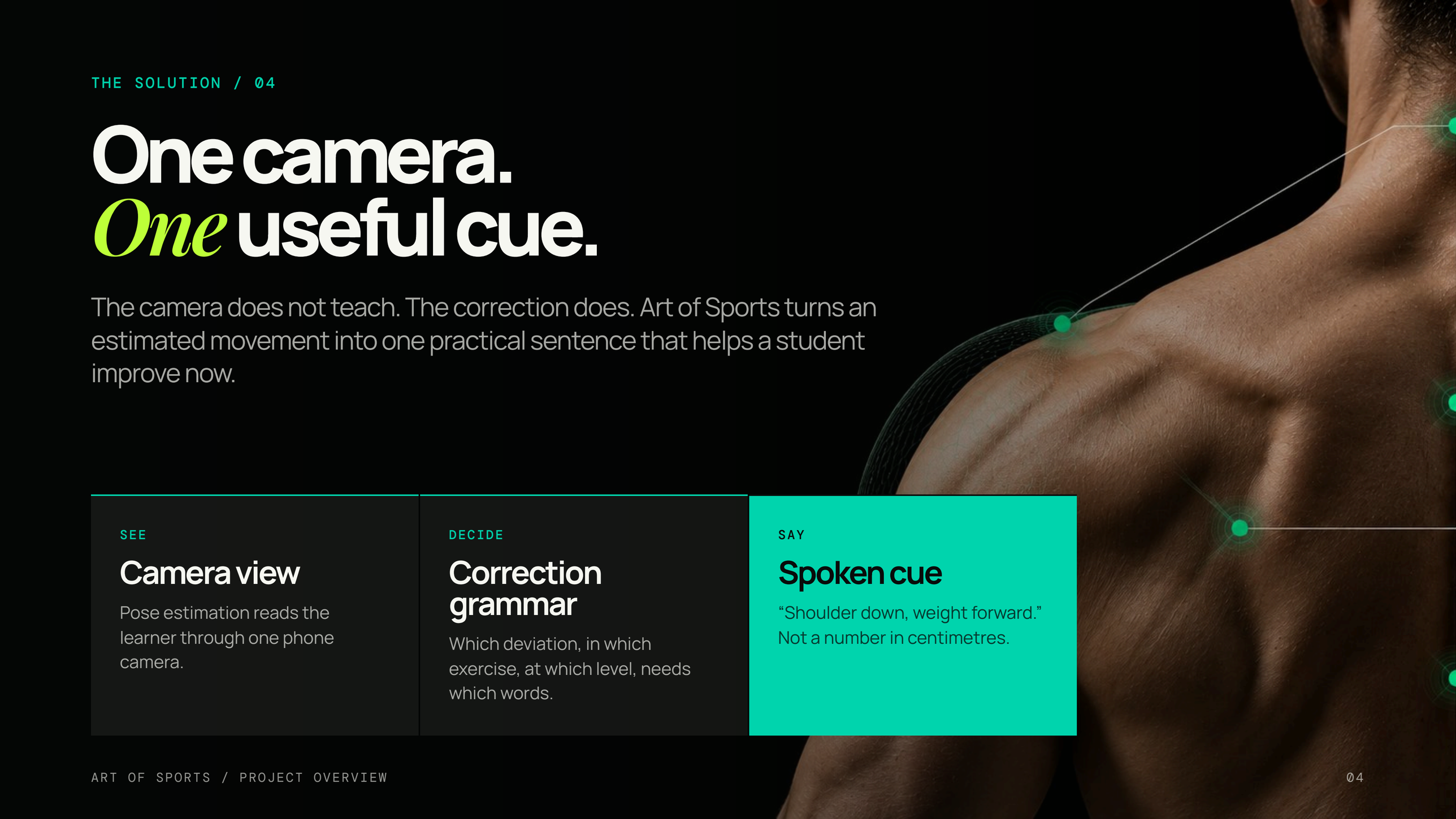
Nobody watches at home.

Between lessons nobody says whether the movement is right. Practising a mistake makes it stick.

81% of 11 to 17 year olds worldwide do not meet the WHO physical activity guideline (WHO global estimate).

One camera. *One* useful cue.

The camera does not teach. The correction does. Art of Sports turns an estimated movement into one practical sentence that helps a student improve now.



SEE

Camera view

Pose estimation reads the learner through one phone camera.

DECIDE

Correction grammar

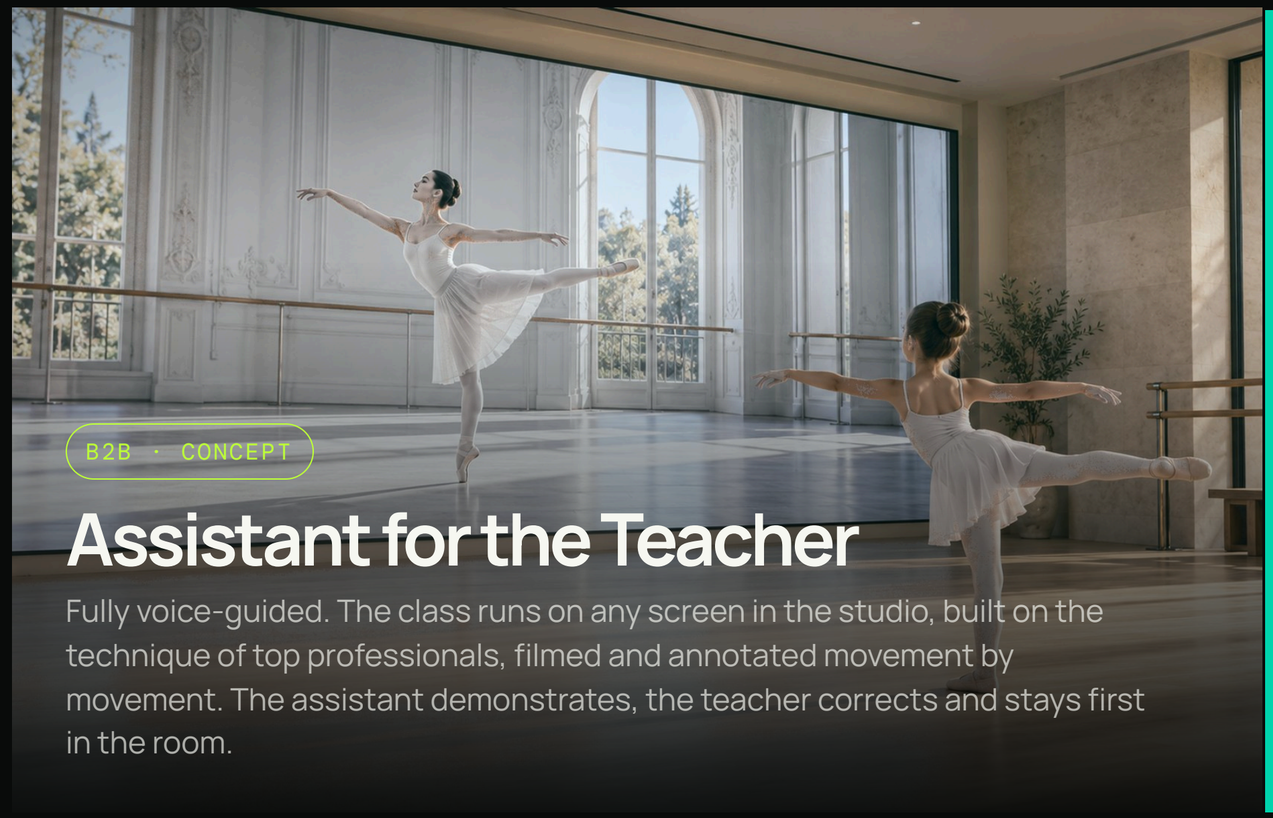
Which deviation, in which exercise, at which level, needs which words.

SAY

Spoken cue

“Shoulder down, weight forward.” Not a number in centimetres.

Two products. One *engine.*



B2B · CONCEPT

Assistant for the Teacher

Fully voice-guided. The class runs on any screen in the studio, built on the technique of top professionals, filmed and annotated movement by movement. The assistant demonstrates, the teacher corrects and stays first in the room.

B2C · TEACHER IN THE POCKET

The lesson travels home.

The same coach on the student's phone, to practise at home what they learned in class. One phone camera, voice control, spoken corrections. The teacher assigns the lesson and keeps control. For young children, exercises become a game with characters.

The studio is *the channel.*

We do not sell an app and hope. The studio licenses the assistant, and its students get the app through the studio. Every existing class becomes a place where the product is handed on.

01 / STUDIO BUYS

Licence

The Assistant for the Teacher, on any screen in the room.

02 / TEACHER LEADS

More coaching

The assistant demonstrates. The teacher has time to correct.

03 / STUDENT PRACTISES

At home

Teacher in the Pocket: same voice, same corrections, one phone.

04 / REVENUE

Two layers

Licence fee from the studio plus app subscriptions, with a share for the studio.

We do not measure centimetres. We give the *right correction.*

Pose estimation is freely available. What is not available is the mapping from mistake to correction. That comes from fifteen years of running schools, and it cannot be bought.

MARKET SIGNAL

Hinge Health, Kaia

Showed that camera-based movement correction is a market. They correct against a clinical protocol.

ART OF SPORTS

A teaching method

We correct against a teaching method, for a learner who is still learning. A new discipline costs an annotation, not a rebuild.

An ecosystem for teaching *sport and art.*

Independent partners bring the teachers, the studios and the rooms, and all run the method under licence.

TEACHERS

Teacher academy

Trains teachers in the method under licence. Every graduate can open a class with the coach.

OPERATIONS · PARTNER

Soomo

Business in a box for dance and movement schools: CRM, booking, payments, AI agents.

SPACE · PARTNER

Room network

Rooms by the hour from landlords and venues, so a new teacher starts without a lease.

THIS COMPANY

Art of Sports

Method, correction engine and voice AI, licensed to every studio in a licensed studio network, starting in Germany.

Wherever good teaching is *missing.*

Ballet is the first application because precision is non-negotiable. The lessons are recorded and annotated once, then work for anyone in front of a camera.

PHONE

At home

One camera is enough for spoken corrections.

STUDIO

In class

Several cameras and an LED screen put the full class on the wall.

HOTELS

Unused rooms

Guests train yoga, stretching or ballet without a trainer on site.

CONTAINER STUDIOS

Where people live

An immersive LED room: book, scan a QR code, train.

Audiences: studios short of teachers, young children (exercises as a game), seniors and care homes, children with disabilities with therapists. Art of Sports records progress; it does not diagnose.