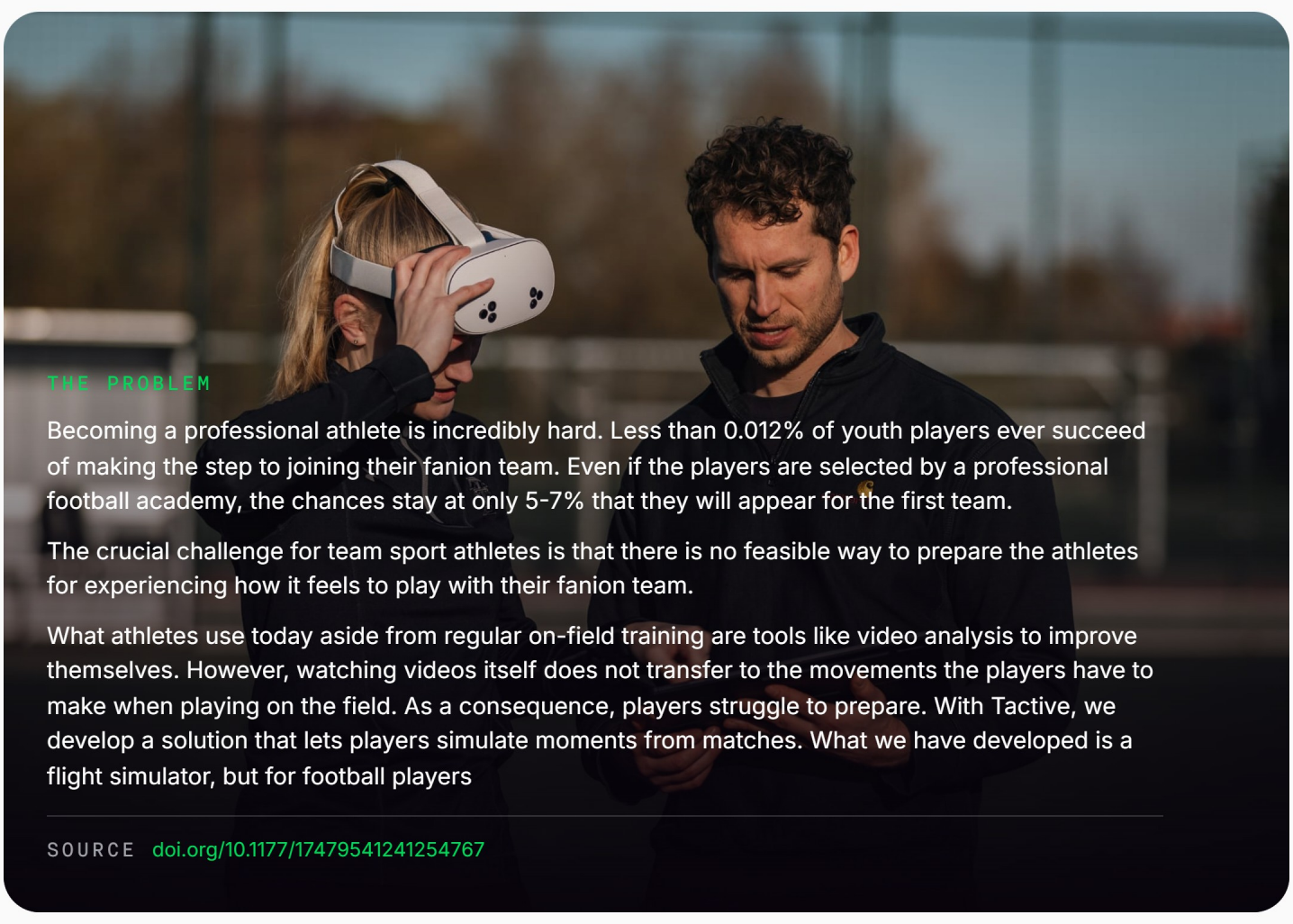
CUSTOM IMMERSIVE TRAINING

Tactive helps professional players train the movements that matter directly on the pitch, harnessing Extended Reality headsets. Athletes train to move to the right place at the right time in competition-like moments. Guided by a live coach.



THE PROBLEM

Becoming a professional athlete is incredibly hard. Less than 0.012% of youth players ever succeed of making the step to joining their fanion team. Even if the players are selected by a professional football academy, the chances stay at only 5-7% that they will appear for the first team.

The crucial challenge for team sport athletes is that there is no feasible way to prepare the athletes for experiencing how it feels to play with their fanion team.

What athletes use today aside from regular on-field training are tools like video analysis to improve themselves. However, watching videos itself does not transfer to the movements the players have to make when playing on the field. As a consequence, players struggle to prepare. With Tactive, we develop a solution that lets players simulate moments from matches. What we have developed is a flight simulator, but for football players

SOURCE doi.org/10.1177/17479541241254767

Across sports, the best athletes already use simulators to make the right decision at the most important moments.

TRAIN YOUR DECISION MAKING

ADDRESSABLE MARKET

15k

FIFA REGISTERED PRO PLAYERS WHO ALREADY PAY FOR INDIVIDUAL TRAININGS OUT OF THEIR POCKET

400k

FOOTBALL PLAYERS PROFESSIONAL ASPIRATIONS AGED <27

800m

AMATEUR FOOTBALL ENTHUSIASTS AGED <18

THE SOLUTION

Tactive puts the player back into the moment.

Wearing a headset on the pitch, the player steps into an 11v11 environment built from their own match footage, moves for real and receives live coaching from a Tactive analyst, on site or remote. Sessions are short, specific and repeatable: the player sees the game differently, then trains the movement until the right decision comes first.

TACTIVE PRO · PERFORMANCE

Custom content, personal coaching and a dedicated analyst for players, clubs, agencies and academies. €1.2k to €18k per player per year.

TACTIVE GO · ENGAGEMENT

Scaling market candidate for amateur players: Challenges for youth players, built from what the pros train. €9.99 app plus content packs.

STAGE · VALIDATION 2026

Eredivisie players are training with Tactive today. The method is being scientifically validated with Dr David Mann (Vrije Universiteit Amsterdam). Roadmap: 10 paying customers in 2026, 20 in 2027, public app launch in 2028.

"I want to improve my positioning by moving into space rather than towards my teammate. The Tactive environment enables me to explore optimal positioning."

EREDIVISIE PLAYER · ANONYMISED

HOW IT WORKS

THE TACTIVE TRAINING CYCLE



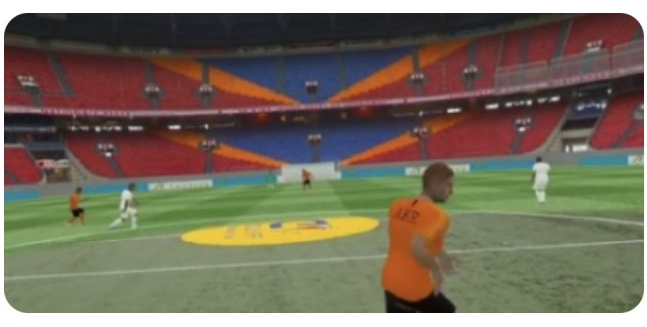
1 **Analyse match behaviour**

Together with the player, Tactive identifies the moments to improve from their own match footage.



2 **Individualised training content**

Those moments become personal scenarios, rebuilt in an 11v11 environment. We developed the software in-house to create the immersive experience.



3 **First-person on-field training**

The player steps into the scenario on the pitch and trains the movement for real. We developed the software in-house to train athletes on the field.



4 **Live coaching, on site or remote**

A Tactive analyst sees what the player sees and coaches in the moment. Progress is tracked over time.

THE TEAM

FOUNDERS · CORE TEAM · ADVISORS

CO-FOUNDER

Daniel Müller

PhD in decision-making at the VU Amsterdam. Movement scientist from Switzerland. Experience building custom training tools for Olympic and MLB athletes.

CO-FOUNDER

Tim Janssen

10+ years of experience working as a Senior Data Analyst for the KNVB. Tournament analytics at EURO 2020, World Cup 2022, EURO 2024 and the 2025 Club World Cup.

Koen Jordans	Finance
Jason Storey	Software architect
Ruud Koster	Senior data scientist
Maarten Gerritse	Product and UX/UI
Omar Schlingemann	Sales and marketing
Development team	4 developers

ADVISORY BOARD

Daley Blind
Football advisor and ambassador.

Dr David Mann
Scientific advisor, Vrije Universiteit Amsterdam. >€5m in grant funding.

Dr Wim Nuijten
AI advisor. Director of the AI Institute.

WHAT TACTIVE LOOKS FOR IN AN ANGEL

Ambassadors who open doors, not only wallets.

- A network to other investors in professional sports that can help us finance our seed round in Q2 2027
- Ambassadors rooted in England, Germany, Spain, Denmark or Belgium, alongside Daley Blind in the Netherlands.
- Experience scaling B2B subscriptions or consumer apps

EXTERNAL FUNDING TO DATE

€370k raised, including €100k founders' equity.

Convertible loan, private investors	**€200k**
CIIIC grant, core IP development	**€50k**
SportInnovator grant, GO feasibility	**€20k**
Founders, personal equity (combined)	**€100k**

RIGHT PLACE. RIGHT TIME.