AXEL SPORTS AI

The social network for sport



+70 sports

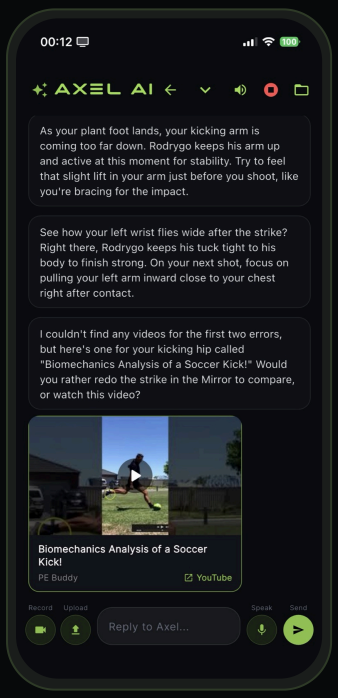
+5 million videos sorted by sport, with new ones every day

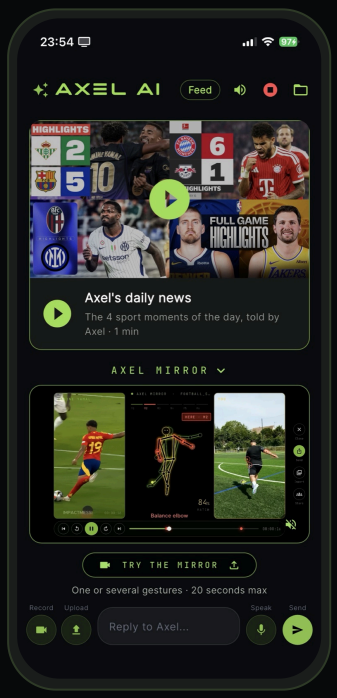
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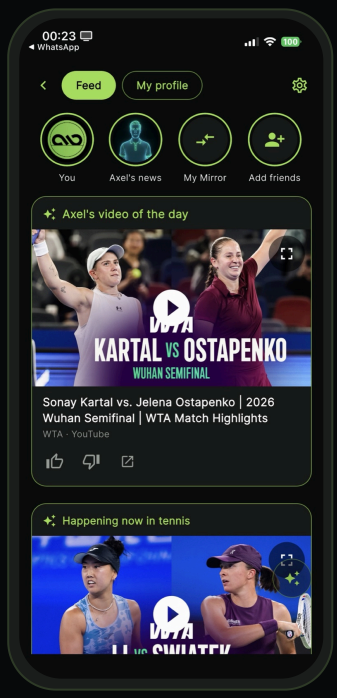
WHAT AXEL BRINGS

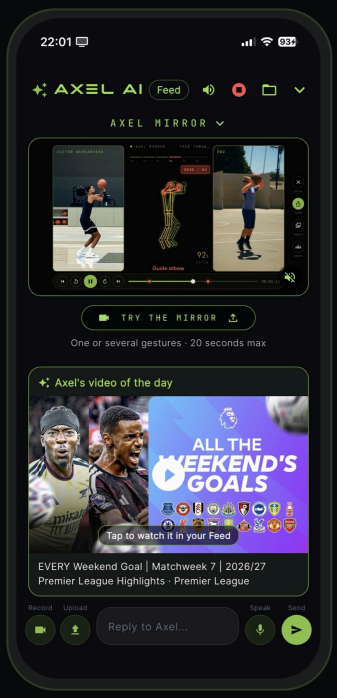
Learn, follow, share, improve.

Axel Sports AI brings together everything an athlete needs in one app: an AI companion that teaches them their sport, the news of their sport, their community, and a mirror to compare themselves with the best.









LEARN

Axel, the AI companion, explains, corrects and plans the sessions.

FOLLOW

The day's news told by Axel, and the official highlights.

SHARE

Their feed, their friends, their messages and their own videos.

IMPROVE

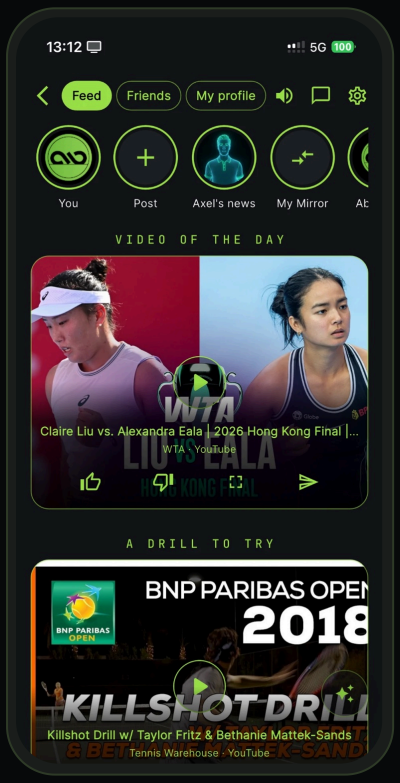
Axel Mirror compares their move with a pro's, frame by frame.

Real screenshots from the app

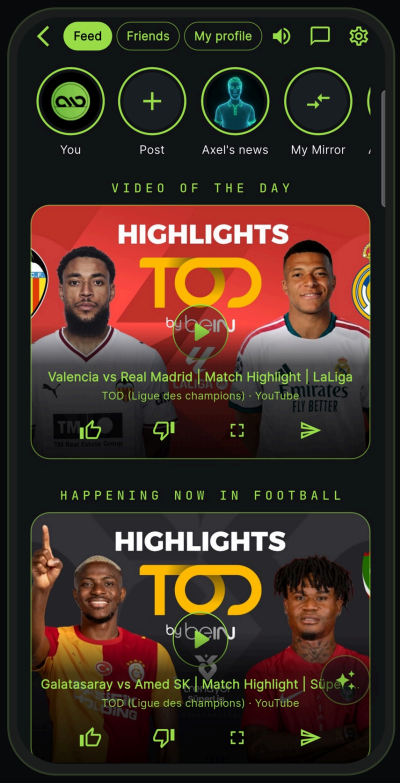
ONE APP

It builds itself around your sport.

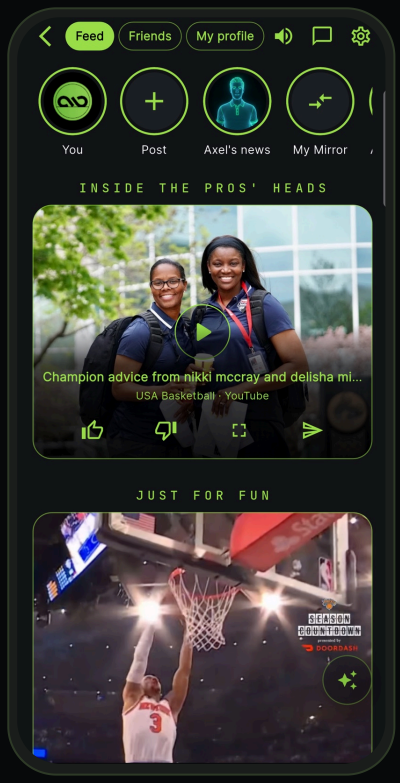
At sign-up, every player picks their sport. From then on, everything they see in the app is about their sport: Axel, the feed, the news, the drills and their friends.



TENNIS



FOOTBALL

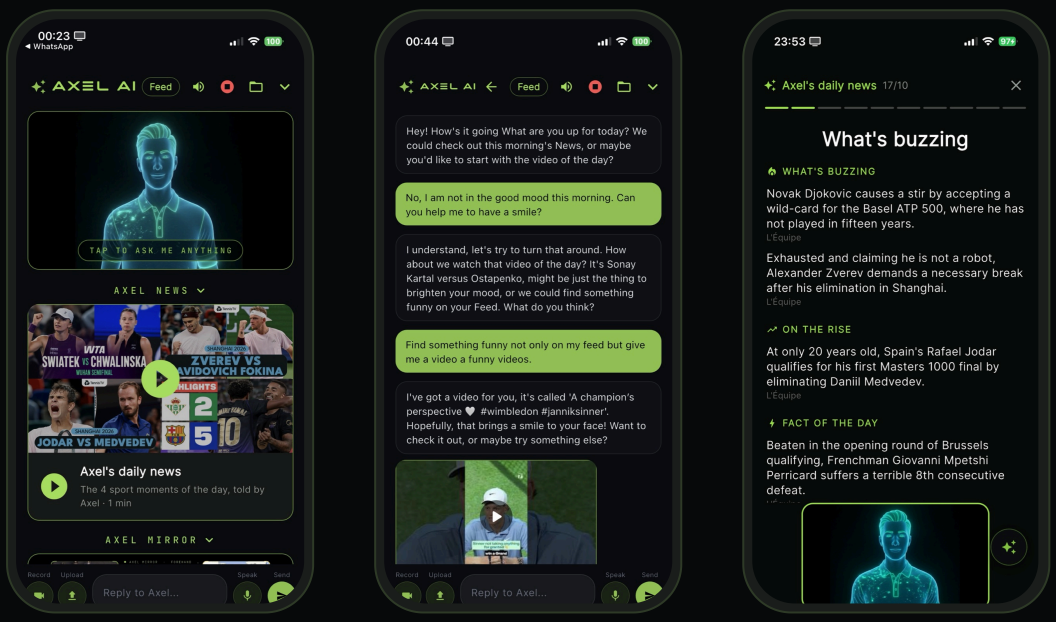


BASKETBALL

20,000+	70+	25+	10
DOWNLOADS	SPORTS	COUNTRIES	LANGUAGES

AXEL, THE AI COMPANION

Axel knows your sport inside out.



It teaches the sport to everyone

Technique, tactics, training, fitness, match preparation.

You talk, it answers

By voice, in your own language, like talking to someone who knows the sport by heart.

Sessions at your level

Axel plans drills suited to each player's level and goals.

The day's news, told

Every day, Axel tells the key moments of your sport in one minute.

Body and mind

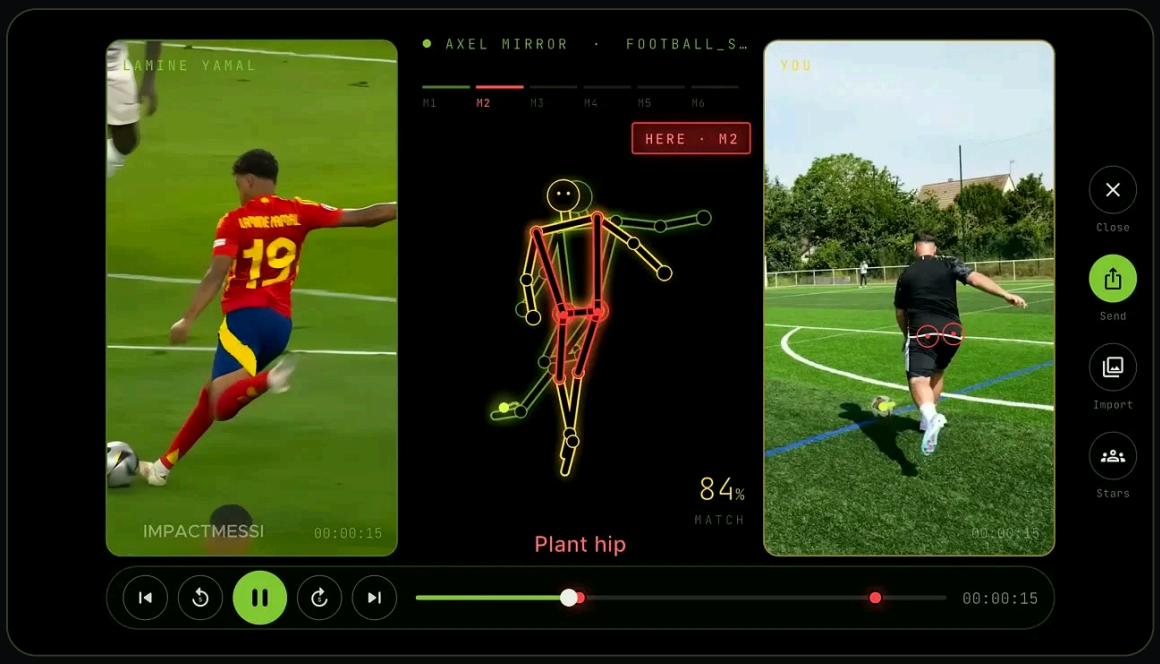
Nutrition, recovery, meditation and mental preparation.

In your language

Axel speaks 10 languages: English, French, Spanish, Portuguese, Italian, German, Turkish, Arabic, Hindi and Chinese.

AXEL MIRROR

Your move, side by side with a pro's.



Film your move with your phone. Axel finds the key moments, places it next to a professional's, frame by frame, and shows exactly where it happens: the plant foot, the hips, the arm, the timing. Then it tells you what to work on.

Tennis	Football	Basketball
Serve, forehand and backhand.	The strike.	The jump shot.

Watch the football demo
axelai.net/mirror/football

THE STORY

Born from a father coaching his son.



Abraham Sallah

CREATOR OF AXEL SPORTS AI

Abraham, who is Togolese, spent twenty years in international television.

For about ten years, he coached his son in tennis. He wanted to give him what few young athletes have: someone by their side to understand their sport, improve, and live their passion every day.

That is where Axel was born. Abraham came up with the project and wrote most of the app's code himself.

Born in tennis, Axel has become the social network for every sport, with one simple ambition: that every young athlete, wherever they are in the world, gets access to what used to be reserved for the pros.

THE COMPANY

An American company, a global ambition.

Tennis AI LLC

Axel Sports AI is developed by Tennis AI LLC, an American company registered in Delaware.

Google for Startups

Axel Sports AI is a member of the Google for Startups programme.

Silicon Valley

The project is backed by two Silicon Valley partners based in San Francisco.

Already live

More than 20,000 downloads in over 25 countries, on the App Store, Google Play and the web.

BECOME AN AMBASSADOR

Axel's ambassadors are athletes who believe in the project. They try the app, share their feedback, and introduce Axel to the young players of their sport. A young player never forgets advice from a great one.

CONTACT

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