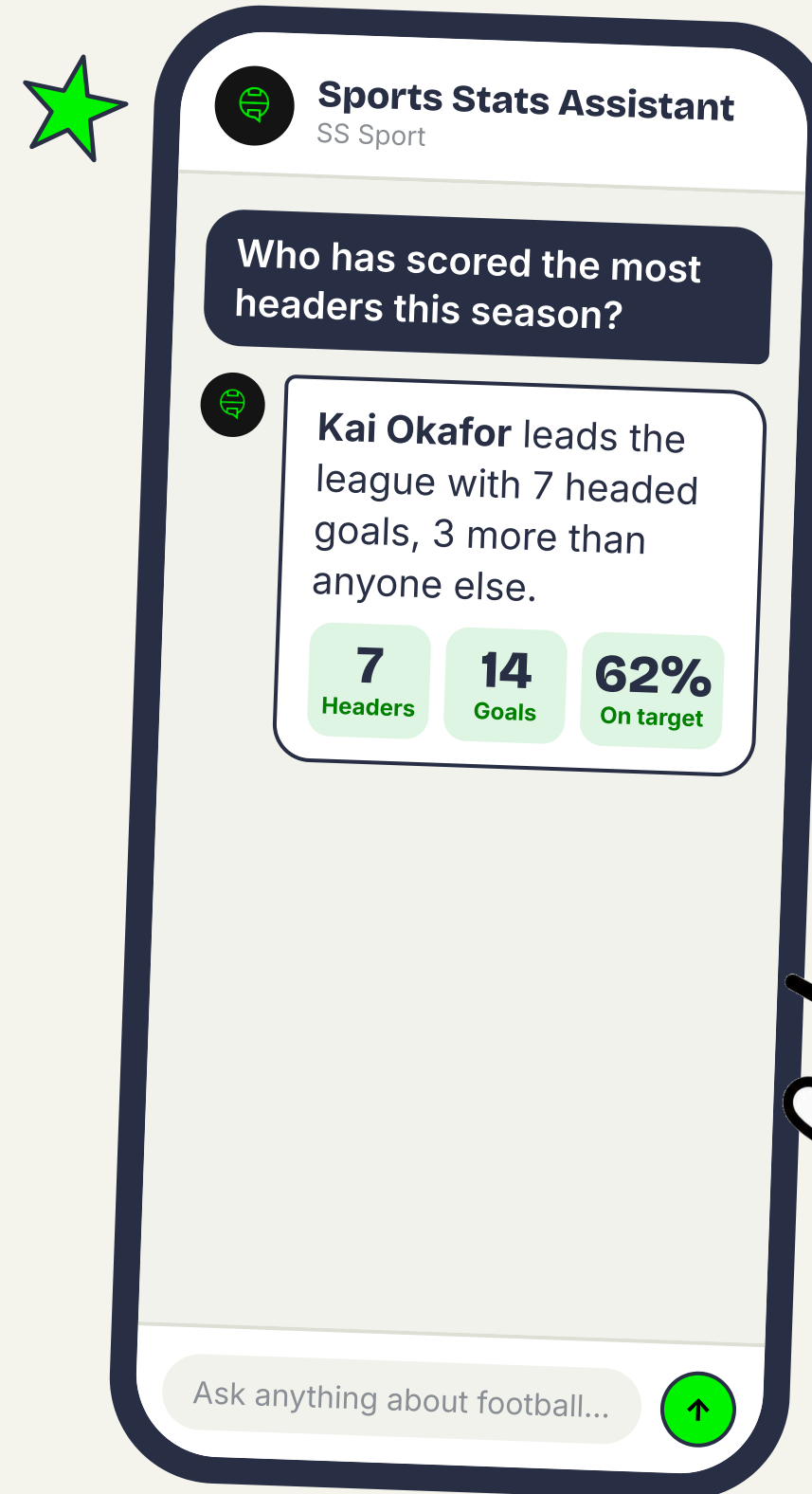


 Sports Stats Assistant

Every fan has
a question.
Your platform has
the **answer.**

For sports media, clubs and sportsbooks. On your website
and app.



THE SHIFT

Fans don't browse for stats anymore. They ask.

Natural language is becoming the default way to find anything, sport included.

THE OLD WAY

Browse, click, filter, scroll.

Fixtures › Season stats › Players › Filter ›
Sort › Compare

Six screens later, the answer may not even be there.

THE NEW WAY

Just ask.

How has Jonas Lind done against Rovers in his last five games?

One question. One answer. Follow up if you want more.

THE PROBLEM

A stats page shows what you decided to show.



Fans want an answer to what they actually asked. When the page can't give one, they leave.

#	TEAM	P	PTS
1	Sensi FC	24	52
2	Northbridge	24	49
3	Rovers	24	44
4	Harbour City	24	41

Who's scored most in the last 15 minutes?

How do they do without Marchetti?

No answer on this page.



- **Readers**
go to a search engine or a chatbot
- **Supporters**
go to third-party apps
- **Bettors**
go to a rival

THE RISK

Generic AI guesses. Fans notice.

General chatbots answer sports questions from memory, not from data.
Close isn't good enough when the number is the story.

0-6 vs 1-5

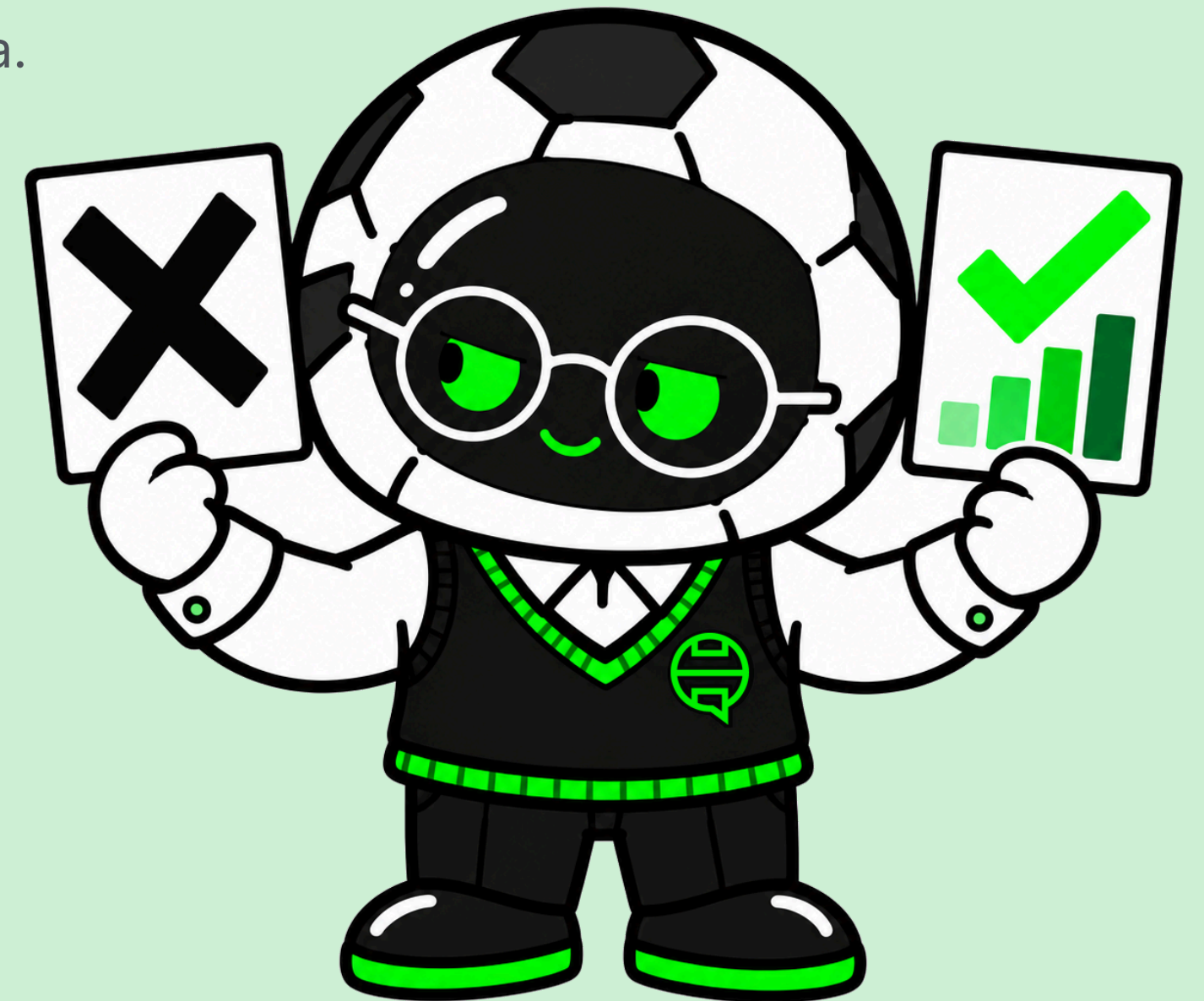
On live TV, a chatbot was asked for an NFL team's 2024 division record. It said 0-6. The real record was 1-5.

Source: Awful Announcing, Jan 2026

45%

of AI assistant answers about the news had at least one significant issue, across 22 broadcasters and 14 languages.

Source: EBU / BBC study, Oct 2025 (news in general)



WHY NOW

The biggest leagues built their own. Now every platform can.



2025

Premier League

An AI companion in the official app, built with Microsoft.

2026

Bundesliga

"Captain", an AI assistant on official league data, built with AWS.

2026

NFL

An AI chat experience on NFL's own stats platform.

2026

ESPN

Natural-language search over ESPN's own sports data.

Grounded in official data. Locked inside their own apps.

Sports Stats Assistant brings the same experience to your platform, in your brand.



MEET SPORTS STATS ASSISTANT

Your own football analyst, inside your product.

Fans ask about any team, player, match or form in plain language and get an instant, accurate answer, in your brand.



Ask anything

Simple facts or deep stats, in plain language.



Grounded in data

Every number comes from verified sports data.



Personal

Tuned to the teams and players each fan follows.



Your brand

Your colours, your tone, your platform.

ASK ANYTHING

From “How tall is he?” to “Who covered the most distance in the semi-final?”

How tall is Kai Okafor?

Who has the best xG in the league?

Rovers' last five home games?

Sensi FC v Northbridge: head-to-head?

Who covered the most distance in the semi-final?

Which keeper has the most clean sheets?

Where are we in the table?

Who takes our penalties?

Players

Matches

Teams

Competitions

Standings

Head-to-head



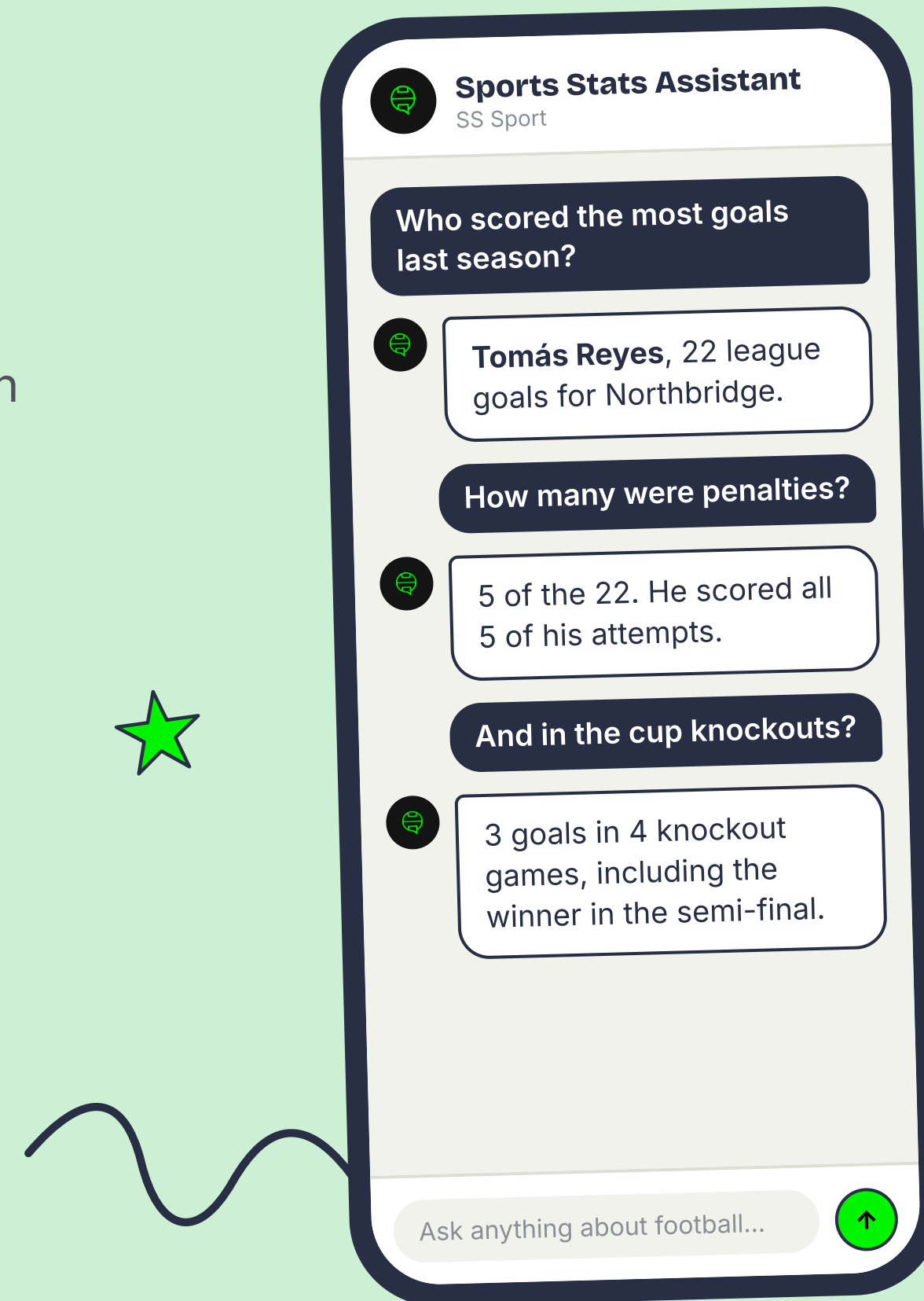
Illustrative example. Clubs, players and data are fictional.

A CONVERSATION, NOT A SEARCH

Ask. Follow up. Go deeper.

The assistant remembers the thread, so every next question builds on the last.

- 1 Ask a question
- 2 Follow up without repeating yourself
- 3 Keep exploring



ANSWERS YOU CAN SEE

Not just text. Cards, tables and comparisons.



Who was man of the match?

ROV

Leo Marchetti

PLAYER OF THE MATCH

1

Goal

2

Key passes

8.4

Rating

Sensi FC or Northbridge, who's better?

SEN

THIS SEASON

NBR

41

Goals

33

38.2

xG

30.5

9

Clean sheets

11

Show me the top four.

1

SEN

Sensi FC

52

2

NBR

Northbridge

49

3

ROV

Rovers

44

4

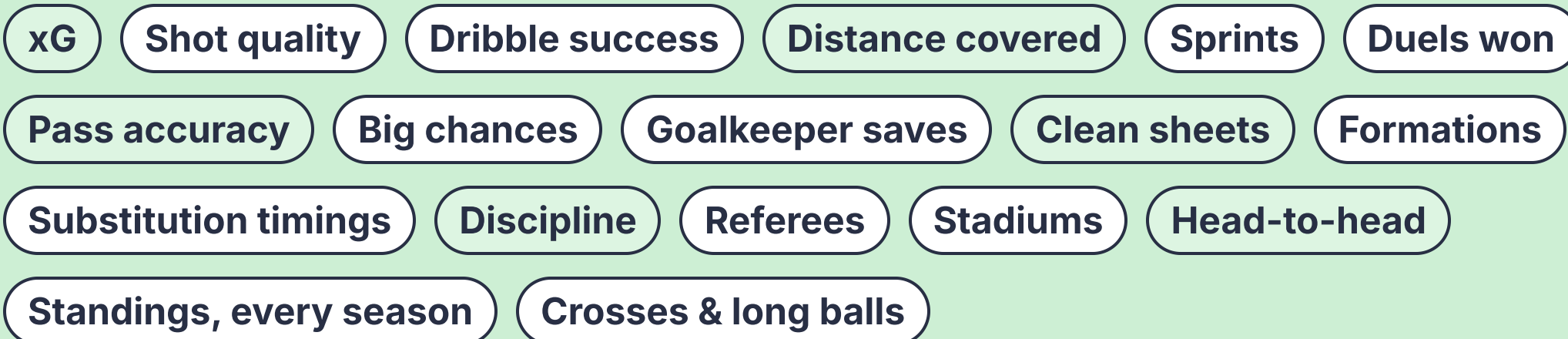
HAR

Harbour City

41

DEPTH

Deeper than the fixture list.

**101 / 113**

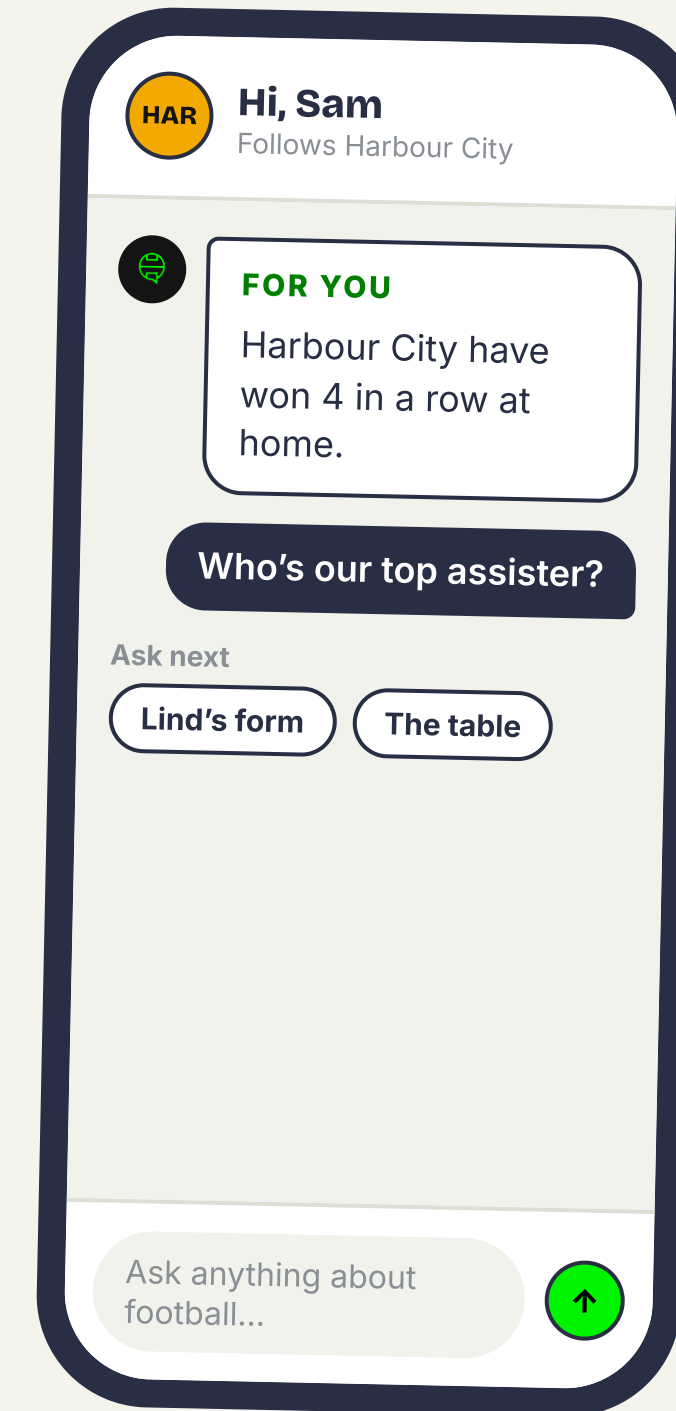
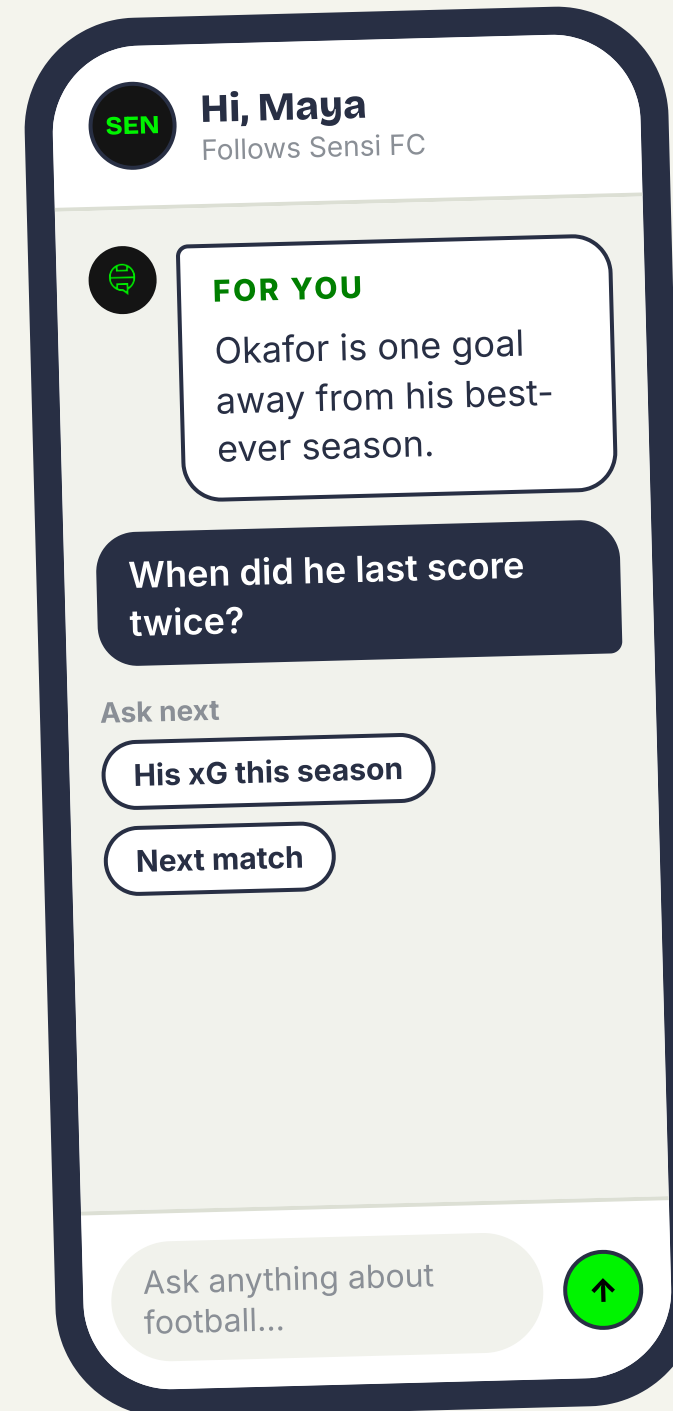
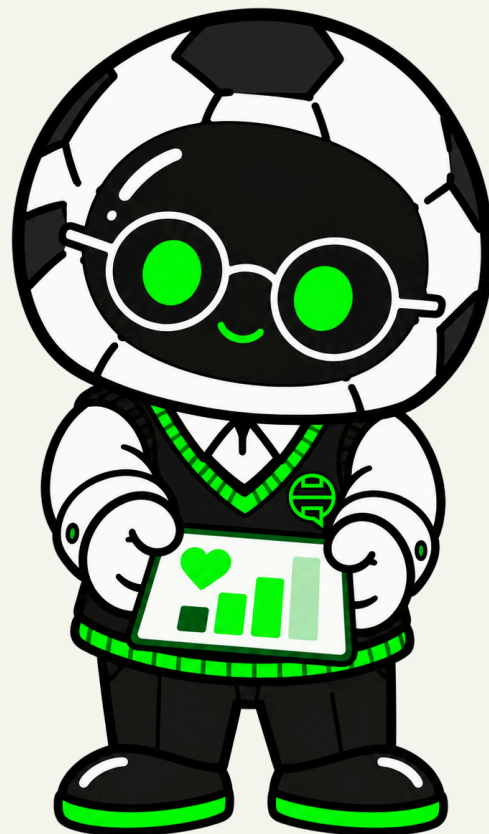
benchmark metrics covered, measured against the
leading data providers.



PERSONAL

Every fan gets their own assistant.

It learns the teams and players each fan follows, opens with what matters to them and suggests the next question worth asking.



EVERY MOMENT OF MATCHDAY

Ready for every moment of matchday.

Preview the game, follow it live with data updated in seconds, and break it down at full time, in the same conversation.



BEFORE

Preview

What's the head-to-head at Rovers' ground?



Sensi FC are unbeaten in their last 6 visits: 4 wins, 2 draws.

LIVE 63'

Follow

Who's had the most shots so far?



Marchetti: 4 shots, 2 on target. Sensi FC have 3 shots in total.

AFTER

Break it down

Why did Rovers lose?



They managed 1 shot after the 70th minute. Sensi FC had 7.

COVERAGE

45 tournaments. 200+ leagues.

45

tournaments

Included as standard: the top European leagues, UEFA club competitions and more.

200+

leagues

Extended coverage, available on request.



Every World Cup
since 1930



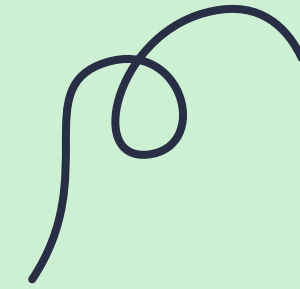
Live
and historical



English & Turkish
more languages on request

HOW IT WORKS

Built brick by brick.



05 Sensible Stats Engine

AI turns it all into answers, in your brand and channels.

04 Personalisation

Every fan sees what matters to them.

03 User intelligence

What each fan follows and explores.

02 Sports intelligence

Stats, trends and context, computed from verified data.

01 Sports data

Every match, player and team, live and historical.

LLMs are the interface, not the brain. Every number comes from verified sports data.

WHO IT'S FOR

One assistant. Your audience.



Sports media & platforms

Readers explore every match, not just read about it.

Match pages

Articles

App



Clubs

A club expert for every fan, scoped to your team.

Fan app

Website

Matchday



Sportsbooks

Keep users researching in your app, then grow into Bet Assistant.

Research

Engagement

Upgrade path

INTEGRATION

Enhance your platform. Don't replace it.

**Embed or connect**

Embed it on your website and app, or connect through the API.

**Answers that stream**

Fans see the answer forming as they wait.

**White-label**

Your colours, fonts and tone of voice.

**Your data stays separate**

Each client runs in its own isolated database.

**Privacy first**

No names, emails or payment details needed.



WHAT IT DOES FOR YOU

More time on your platform. More reasons to come back.



Deeper engagement

Fans explore instead of skimming.



Longer sessions

Every answer invites the next question.



Stronger retention

A reason to return on match days and every day between.

More of the matchday stays with you, and that attention is yours to keep and to sell.



Thank **you.**

Let's give every fan an answer, together.

solutions@sensiblestats.com · sensiblestats.com

