ATHLETE DEVELOPMENT SOFTWARE
vs.
COACHING & DEVELOPMENT

How does the Coaching & Development Solution differ from traditional **Athlete Development Software**? Take a look:

	ATHLETE DEVELOPMENT SOFTWARE	COACHING & DEVELOPMENT In IP: INTELLIGENCE PLATFORM
PURPOSE	**Track** Athlete Activity	**Structure and scale** development across the entire organization
STRATEGIC IMPACT	**Task management only**, data exists, but insight is limited	**Align development** with long-term strategy, validate coaching impact, and maximize player value
DEVELOPMENT MODEL	**Basic** goal-setting, session tracking, and feedback tools	**Integrated** IDPs, growth & maturation tracking, progression modeling, curriculum standardization, and readiness signals
COACH DEVELOPMENT	**No support** for evaluating or progressing coaches	**Monitor** coach development, session delivery, and build internal coaching pipelines
CROSS-DEPARTMENT USE	**Siloed system**, often only used by the coaching staff	A **unified platform** connecting coaching, medical, and performance departments through shared athlete profiles
SCALABILITY	Off-the-shelf or over-customized—**hard to scale or modify consistently**	**Built to scale** across squads, levels, and locations, without duplicative effort
INSIGHT GENERATION	**Reports** on what happened	**Real-time insights** that drive decisions about readiness, progression, and resource allocation
DATA ROI	**High administrative burden**, limited analytics support	**Designed for data hygiene**, analytics, and operational impact—right out of the box
ADAPTABILITY	**Rigid**; can't evolve with your structure or strategy	**Fully configurable**—adjust pathways, plans, and views as your organization grows
PHYSICAL TESTING & BENCHMARKING	**Manual imports** are stored in spreadsheets, with limited visibility across athletes	**Centralized benchmarking** with configurable forms, data imports, and test tracking to inform retention and progression decisions
COMMUNICATION & SCHEDULING	**Not built for collaboration**—messaging and calendars aren't connected to development plans or athlete profiles.	**Built-in scheduling and communication tools** to align departments and keep players on track for success