



# AFRICAN SPORTS CENTRE

For Data, Research and Technology

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REFINING SPORTS IN AFRICA



## About Us

African Sports Centre for Data, Research and Technology (also known simply as African Sports Centre or ASC) is an organisation committed to championing the use of scientific and technical methodologies and innovations for the development of sports, largely by data, research and technology (DR&T).

Our objectives also target four of the UN's 2030 Sustainable Development Goals (SDGs): (3) Good Health and Well-being, (8) Decent Work and Economic Growth, (9) Industry, Innovation and Infrastructure, and (17) Partnerships for the Goals.

Based in Accra, Ghana, and with a satellite office in Nigeria, ASC is devoted to increasing awareness and utilisation of sports DR&T in Africa and to providing related services. We are a one-stop centre of excellence for on or off-pitch data collection and management, performance, health and safety, market research, training and advocacy, events (seminars, workshops and conferences), consultancy, etc.

We coordinate and facilitate public, governmental, non-governmental and private sector initiatives in sports, provide relief for sports teams, and serve the needs of the commercial sector – all aimed at bridging the gap between the continent and the rest of the world and tackling inequalities.

Our services are targeted at sports teams, national and regional sports governing bodies and associations, regulatory agencies, NGOs, private businesses/corporate entities, and other sports DR&T companies. We are more than happy to partner, serve or help.

With training and advocacy among our top priorities, we seek to spread the message of the incredible opportunities available to sports outfits from the utilisation of DR&T, more so in these days of million-dollar brand sponsorships, performance monitoring and analytics, media digitalisation, social media marketing and sports betting. It is our vision that sports teams in Africa, like those in other parts of the world, exploit DR&T for maximum benefits

We aspire to lead the way in capacity-building, providing outfits with the technical know-how and resources to make the best use of DR&T. In the face of admittedly bigger responsibilities and priorities – like heavy debts of player salaries – we aim to provide teams with equally good but less costly options. We have special programmes, activities and offers supported/funded by benevolent donors with a goal of providing some services for free or at a discount.

The games and industry have moved on from opinions, intuitions and theories to data, research and technology-driven decisions. For long, Africa has lagged behind. But the narrative has been on the change. And we, the ASC, are proud to lead the charge.

**Join the Revolution**  
ASCAFRO.COM



## DATA COLLECTION & MANAGEMENT

Gathering data and seeing it through its life cycle represents a critical step in today's ultimate decisions.

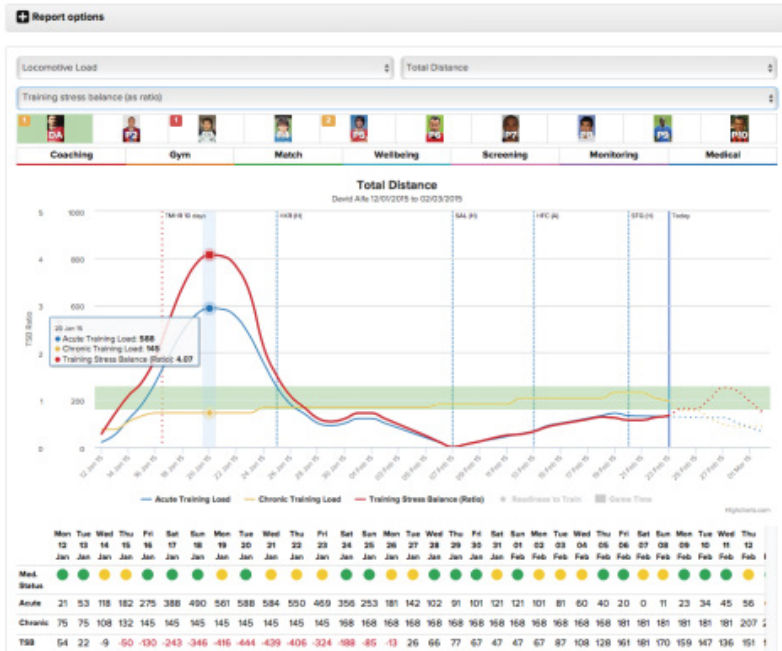
Data lifecycle management is becoming increasingly important since the explosion of big data and the ongoing development of the Internet of Things (IoT).

From data generation, maintenance, active use, publication, archiving to purging, we have got the best expertise. We understand the exact needs of our clients and carve unique data collection and processing designs, systems and strategies for best solutions.

Are you interested in competition/tournament data or match data? No matter the sport, we're delighted to your needs.

### Load Management

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## RESEARCH

Our strong network of researchers means we provide the best data and research solutions for your projects. We have skilled and experienced personnel for quantitative and qualitative researches of all kinds.

From field data collection, in-depth interviews, face-to-face interviews, telephone interviews, computer-assisted telephone interviews, focus group discussions and surveys, to digging into interesting scientific and laboratory researches and experiments, we have just what you have been looking for.

The business side of sports is now the centre of attraction with the ever-rising impact of sponsorships and the influx of betting companies. Are you looking to conduct a market research? Look no further!



## TECHNOLOGY

We make use of the best and latest technologies to solve the needs of our clients. Obtaining insight is one thing, but making the most of it is altogether different.

With the aid of modern technologies, we help you to make the best decisions vis-a-vis performance (on the pitch and off it), safety and health, and even off the pitch in your business.

Our team of IT specialists are always on top of their game. Need a software application, database or special IT solution of any kind? Talk to us!





## SAFETY & HEALTH

Any athlete or team, armed with reliable data on their health and safety, is better equipped to stay a notch above competitors for optimum performances. A good sports team is a fit sports team. Fitness and health, ultimately, always reflect on matchday outputs.

We take time to understand your needs and programme the best routines for you in the area of physical activity and exercise, nutrition, lifestyle and more. We make use the modern technologies to ensure the good health and safety of our clients.

Our study and services of Safety and Health is backed by our comprehensive Athlete Management System.



## PERFORMANCE

Today, collecting good data is key in making decisions that are sharper and more precise. Sports teams and national associations are increasingly turning to drawing insights from data to enhance performances on the pitch.

Statistical analysis is here to stay as sports merges ever more with the sciences by the day. Come on board, make use of the predictive/descriptive/inferential and give your team an edge.

Our comprehensive Athlete Management System is designed to bring out the best from your team and players – performance-wise and health-wise. We focus on your team as a whole or zero in on individuals, all using the best of technologies.

With our video analysis and scouting services, your Performance needs are indeed all covered.





## TRAINING, ADVOCACY & EVENTS

With a goal of helping bridge the gap between Africa and the rest of the world, we are proud to push the message of data, research and technology in this modern era via workshops, forums, conferences, etc.

How are data, research and technology shaping the sports industry and market? How can entities utilise the modern turn of events for their own good? Why is there even the need to be data, research and technology-driven? ...

Answering those questions – and more – for your benefit is our responsibility.

We also organize various capacity-building/training programmes aimed at bringing sports entities abreast of modern trends, practices and technologies, and imparting skills and knowledge. This is at the heart of our operations as we believe awareness and capacity-building are crucial in the exploitation of the ever-developing and ever-changing data, research and technological, resources.

Again, we believe in the power of networking and sharing ideas. With our events, we bring together relevant industry stakeholders to share ideas, discuss/disseminate results of research activities and, importantly, provide a grand avenue for business and industry networking.

Want to find out more about upcoming events and how you can be a part of it, we are a call or email away from you.



## CONSULTANCY

We are delighted to provide you with expert advice on your data, research and technology needs and possibilities. Helping clients solve problems, make improvements, break barriers, explore new territories and ideas – among others – leave us with nothing but pride. Call us and we will be happy to listen to you.









## GENERAL SERVICES


No matter your sporting need, we are there for you as that one-stop organisation ever ready to put a smile on your face. We're the true home of sports!



## Get in Touch

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-  @ASCafro
-  @African Sports Centre
-  African Sports Centre for Data,  
Research and Technology
-  +233 578 299 907  
+233 542 709 961
-  ascafro.com
-  info@ascafro.com

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-  13 Patrice Lumumba Road,  
Accra, Ghana