PENALTY CORNER ANALYTICS

ATTACKING AND DEFENSE

Agenda

Our mission is…

to **provide** field hockey coaches with **360 best-in-class** and **personalized** data analysis from opponents to improve teams' **penalty corner performance** and ultimate help them to **win** games.

Serving and supporting teams is at the fore-front of our philosophy

Multi dimension and omni-area approach to data analysis

We believe that one size doesn't fit all, instead we process data to formulate ad-hoc solutions

Our backbone - it's at the core of everything we do and our ultimate goal is to help uplift our clients performance
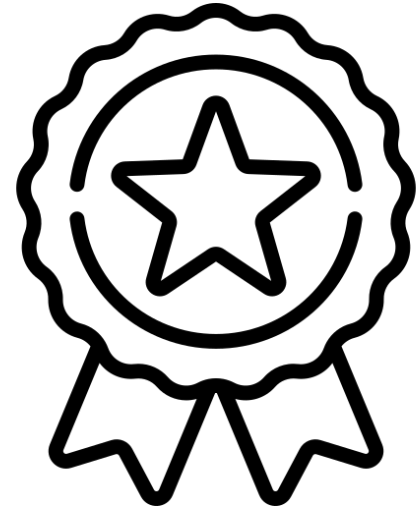
The result. We understand winning as the short and long-term reward of trusting data and incorporating it into a team strategy.
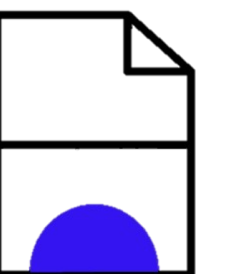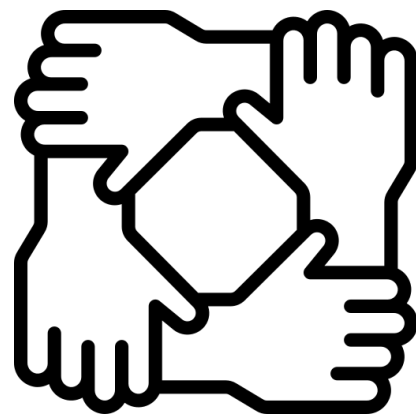
The impact of our service in numbers

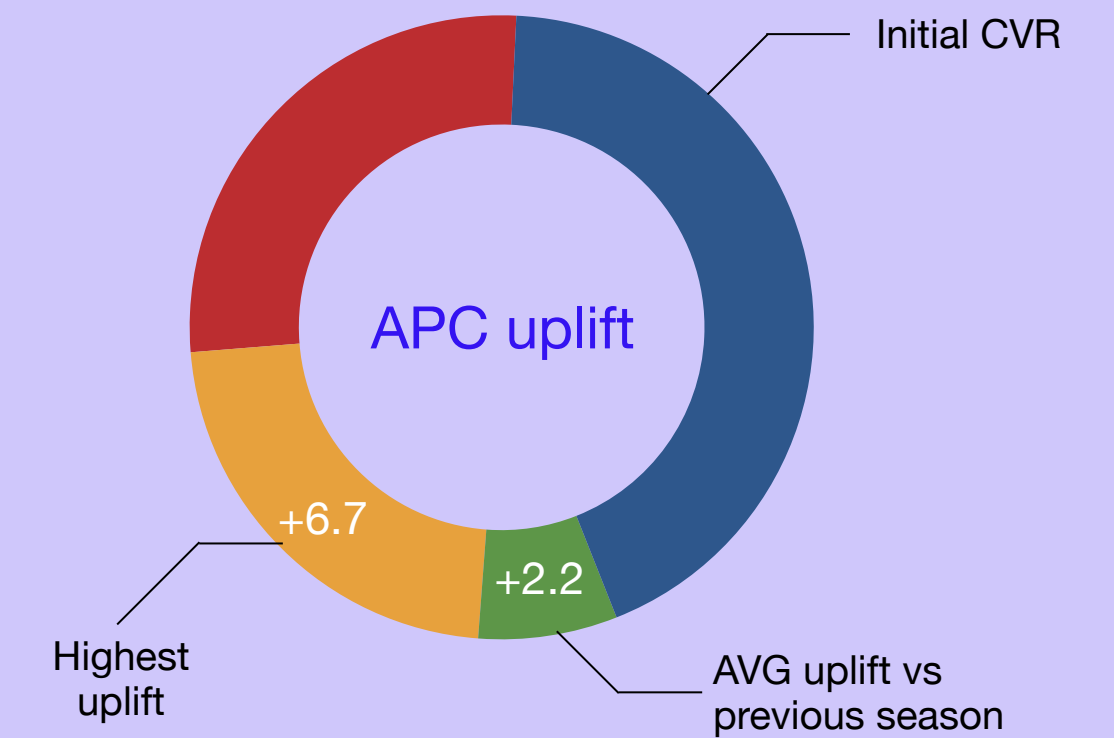**1 Championship win**
per season

7 champions
in 2 years

7 teams
since 2023

6.7 points
Best team uplift on
APC over 1st year.

Average improvement
of **2.2 points**.

APC uplift

Initial CVR

+6.7

+2.2

Highest
uplift

AVG uplift vs
previous season

9.8 points
Best team uplift on
DPC over 1st year.

Average improvement
of **2.6 points**.

DPC uplift

Initial
Saving Rate

+9.8

+2.3

Highest
uplift

AVG uplift vs
previous season
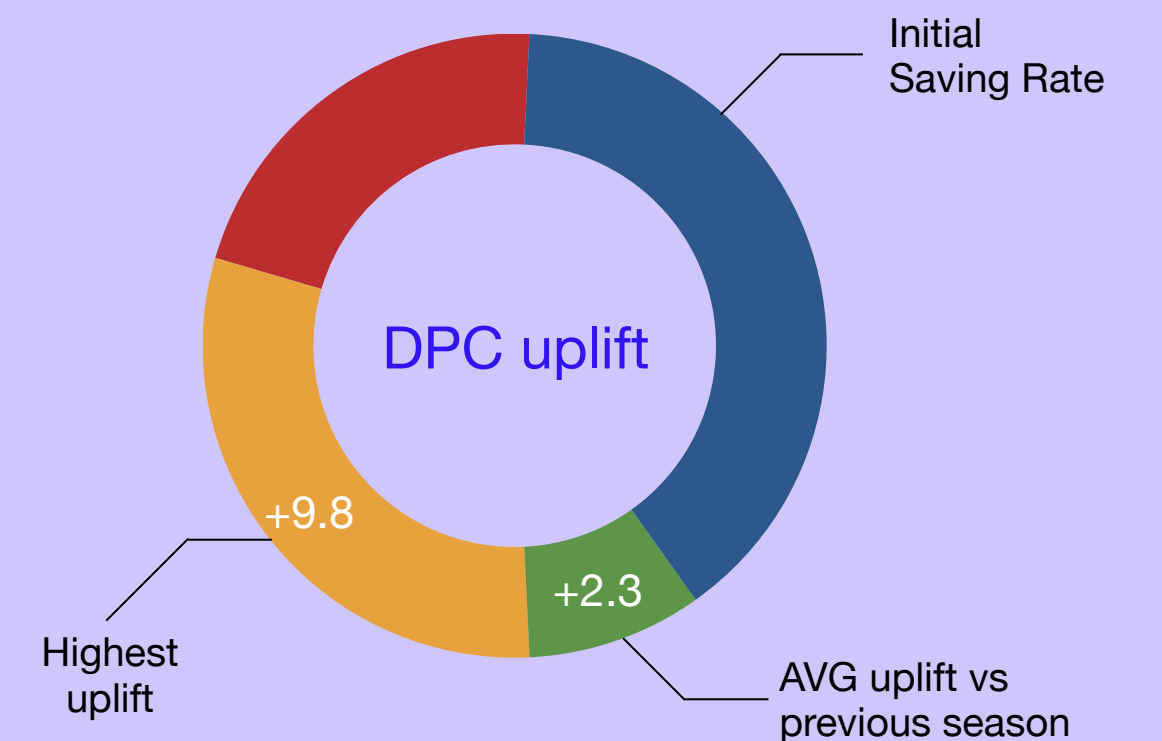
Think about penalty corner's data this way:
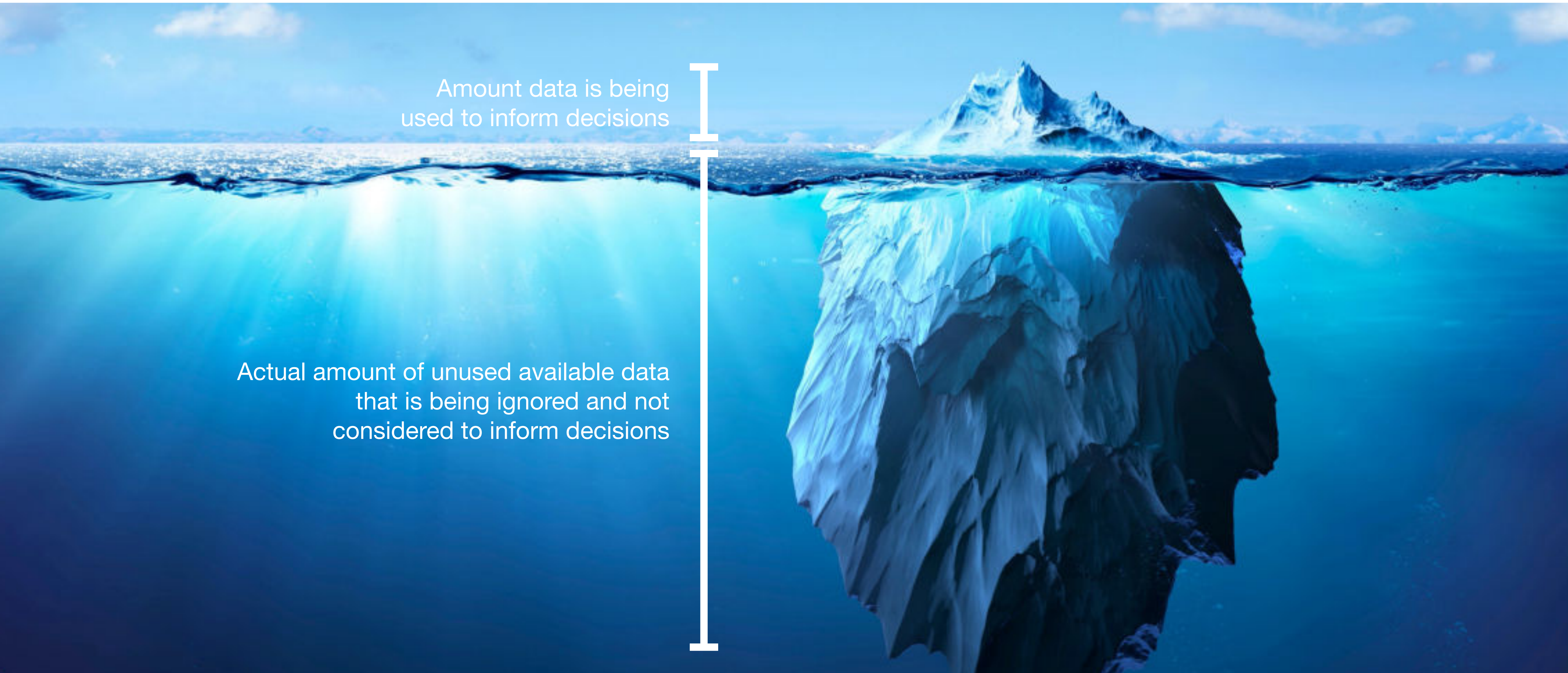
Amount data is being
used to inform decisions

Actual amount of unused available data
that is being ignored and not
considered to inform decisions

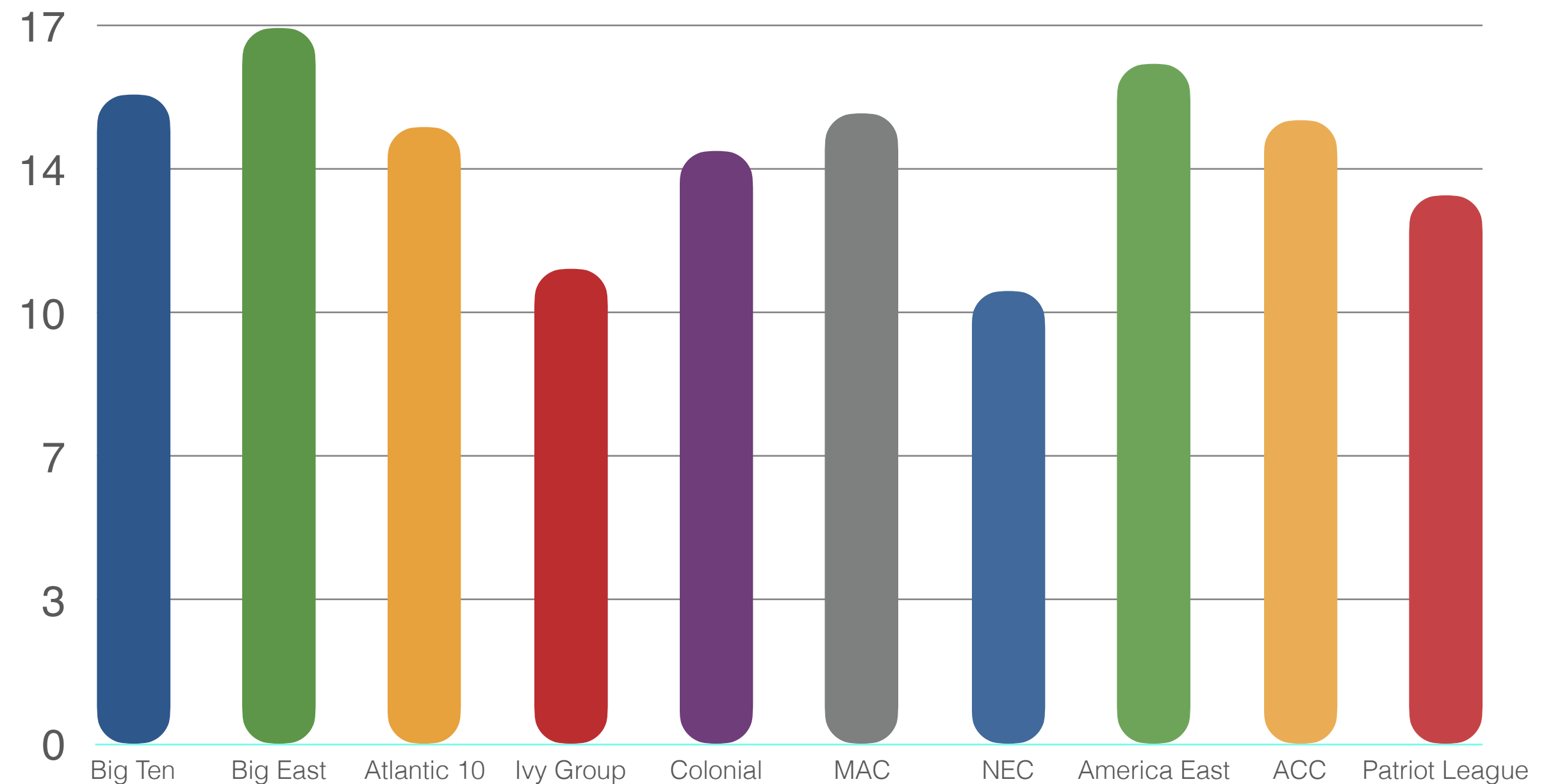# Uncovering APC's performance trend

30% ┈┈▶ **14.15%**

Est historical
Conversion Rate (CVR%)

Attacking Penalty Corner
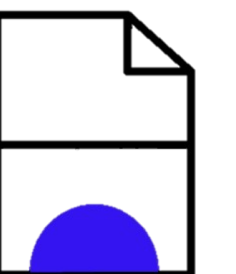AVG Conversion Rate (CVR%)
NCAA Div I 2024

1 out of 5 >10%
1 out of 10 <20%

NCAA Division I 2024 teams extracted data

Consistent low CVR% across 10 Conferences in 2024.

Div I 2024 APC CVR by Conference

What might explain APC's performance decline over time?

1. First runners effectiveness

2. Dataless approach

3. Over complex set plays

4. Dragflicker & striker focused strategy

Hockey World Cup: Where are the goals from penalty corners?
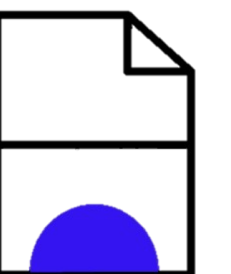
"It's a matter of teams evolving with the game and realising if they don't pay more attention to the runners, linemen and everything, you just end up with […] best exponents ripping balls... it's still happening but we got to do the homework."

Paul Revington, Men's England Coach

Hockey WC 2023: The curious decline of penalty corner conversion

"Quality of the first runners […]. The percentage of shots blocked by the first runner is about 50%. So, the first runner is stopping more shots than the goalies, […] scoring a penalty corner is much harder than it was in the old days."

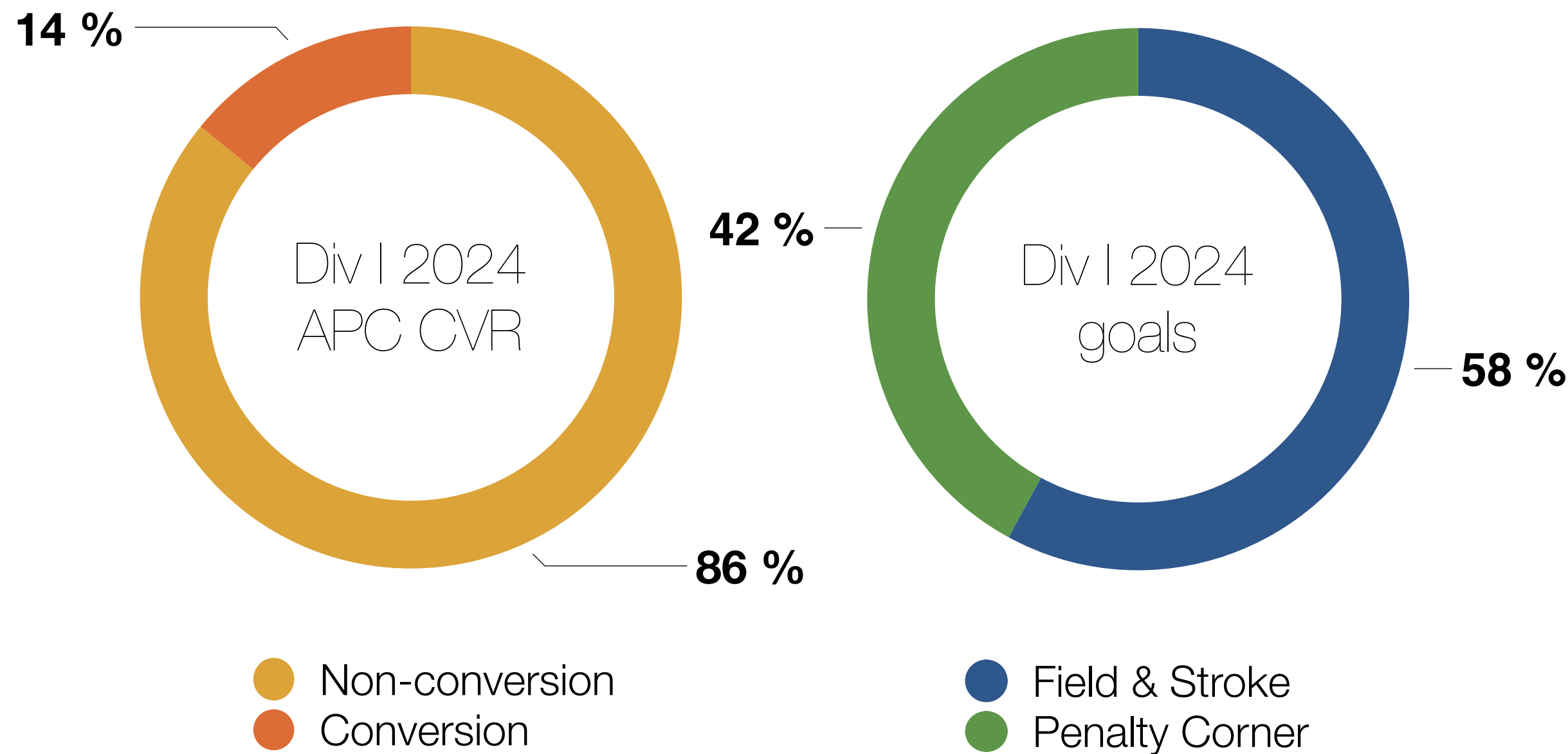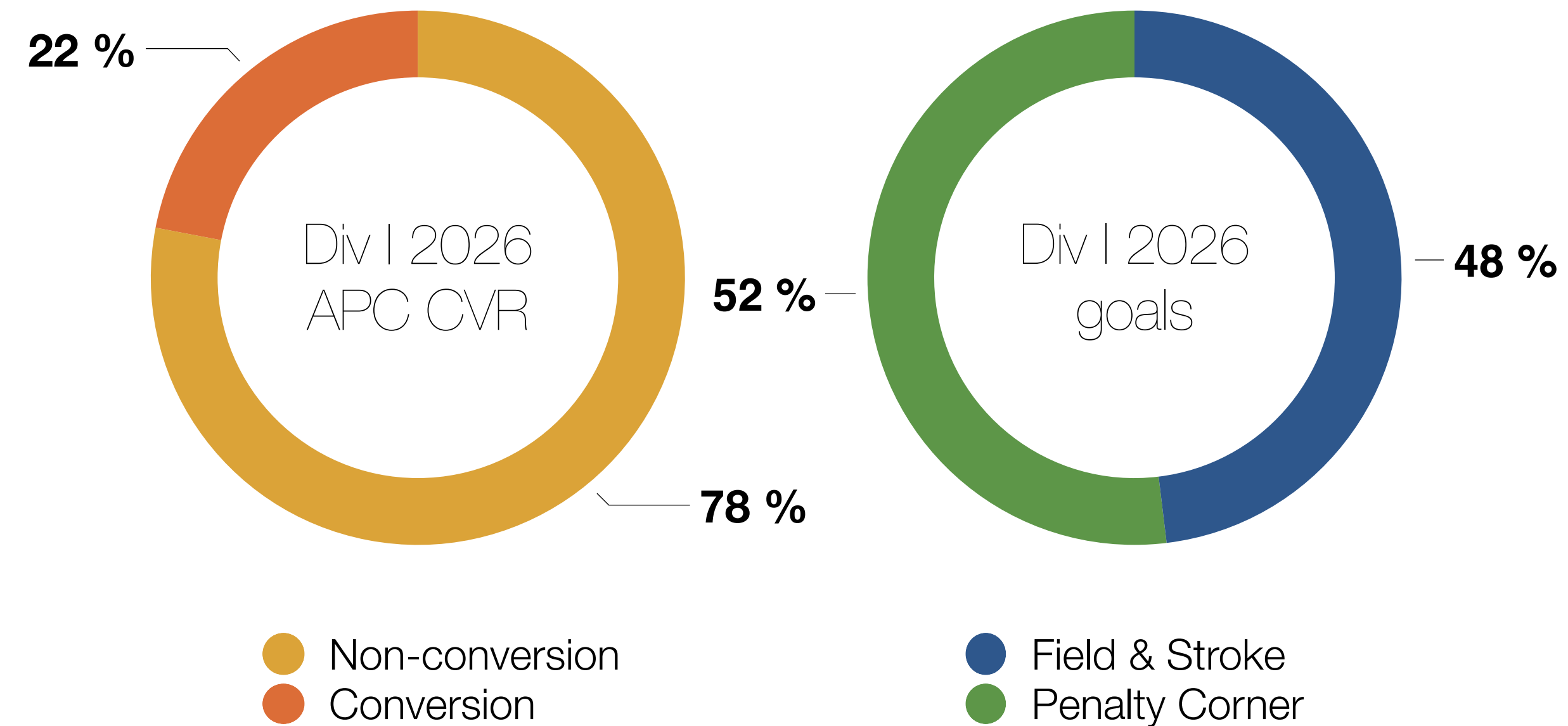*Jeroen Delmee, Men's Netherlands Coach*

Acknowledging APC's role and potential

Current AVG APC performance

14 %

42 %

86 %

Div I 2024
APC CVR

Div I 2024
goals

58 %

● Non-conversion
● Conversion

● Field & Stroke
● Penalty Corner

Scenario potential improvement by 2026

CVR uplift of 8 points

22 %

52 %

78 %

Div I 2026
APC CVR

Div I 2026
goals

48 %

● Non-conversion
● Conversion

● Field & Stroke
● Penalty Corner

- APC's small 14% conversion score demonstrates a **huge opportunity of improvement on conversion** to increase even further the impact on total goals per year.

- We can estimate that by uplifting APC performance by 8 points, PC goals would account for 52%, which would overtake Field & Stroke goals showing PC's critical role.
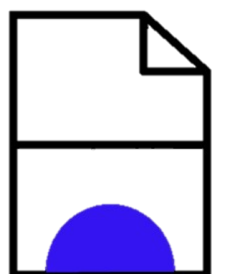
Why is DPC crucial too?

—

There's evidence of the strong correlation that exists between high DPC Saving Rate (SR) and winning championships.
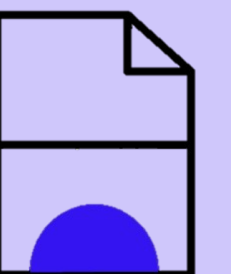
DPC ↕
APC ↕

85.85% AVG Saving Rate
92.70% Team with highest Saving Rate

Div I NCAA figures

60% of Conference champions **ranked in the top 25** for DPC Saving Rate

The products you will find in our service:

Scouting Report
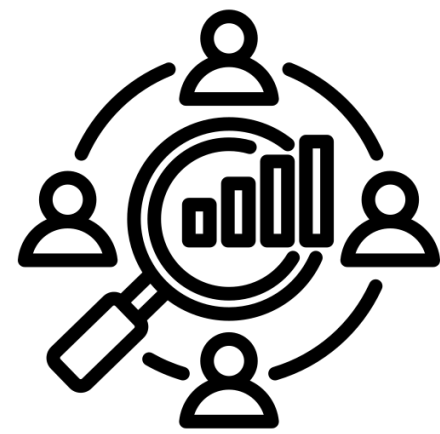
- Insight into opponent's executions.
- Over 75 metrics analyzed on each corner.
- Tailored adjustments & recommendations.

Personalized Playbook
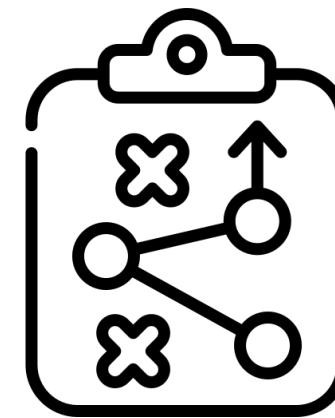
- Inspired by professional football playbooks.
- Built from the ground to suit your team's unique style.
- Fully customizable with diagrams and actionable plays.

Performance Report

- Evaluation of your team's corner execution.
- Advanced performance indicators to identify critical areas.
- Practical & impactful recommendations.

Three foundational areas define our methodology
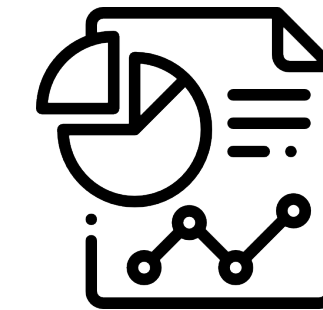
DATA MANAGEMENT	VIDEO SCANNING	REPORTING
COLLECTION	PLAY DIGEST	EXECUTIVE SUMMARY
CONSOLIDATION	TREND SCANNING	RESULTS: PERFORMANCE PACK
ANALYSIS & INTERPRETATION	PLAY TRANSCRIPTION	CONSULTING & RECOMMENDATIONS
Gather insights to data-enabled decision making	**Exhaustive scrutiny of video footage to obtain motion-based insights**	**Track and compare teams data at period intervals**

Unlocking the value and benefits of PC Analytics
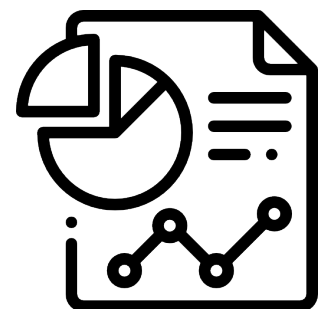
IMPROVED PERFORMANCE

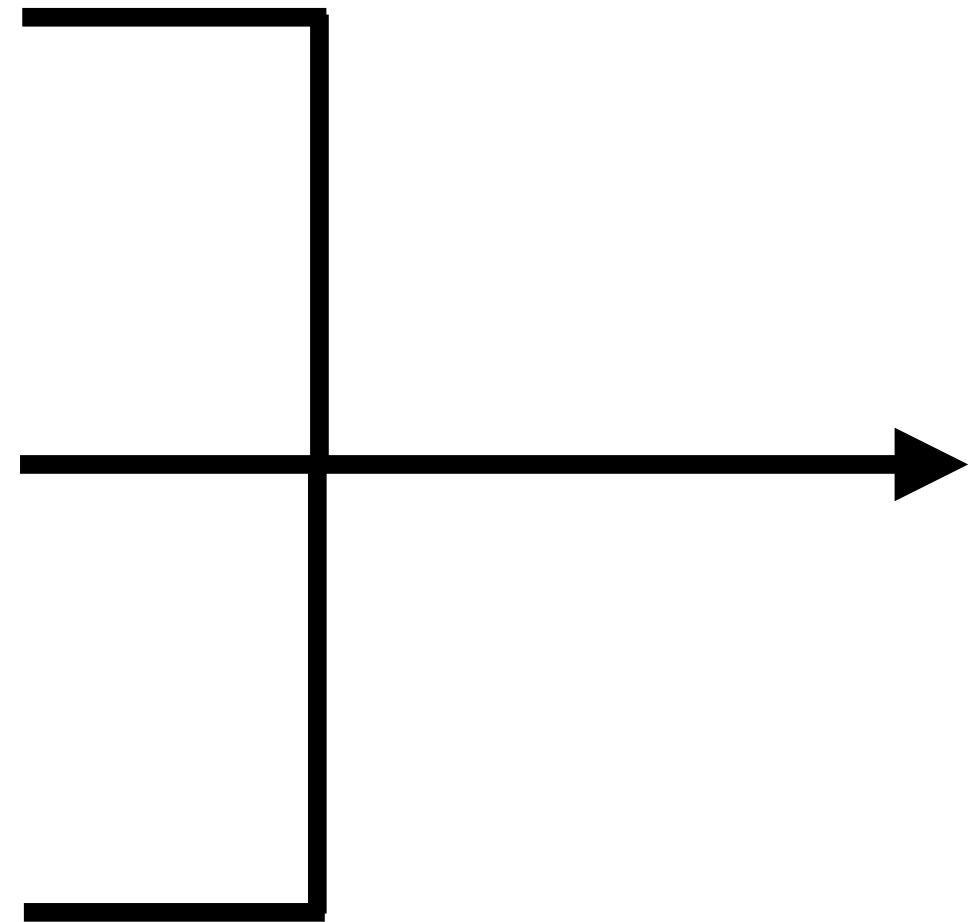Analyzing your own PC & scouting rivals' to inform tactical decisions to increase conversion and saving rates in the short and long term.

BETTER PC UNDERSTANDING

Coach & players will become savvy on PC landscape and the key role this set piece plays in modern field hockey.

MORE EFFICIENCY

When resources are limited and time is precious, this product will be saving countless hours of work.

SOLID DATA ARCHIVE

Information is power. By using PC analytics, the team will build an invaluable robust data collection from rivals and own performance over the seasons.

Scouting & Performance report displaying key data at a glance

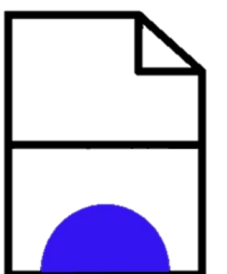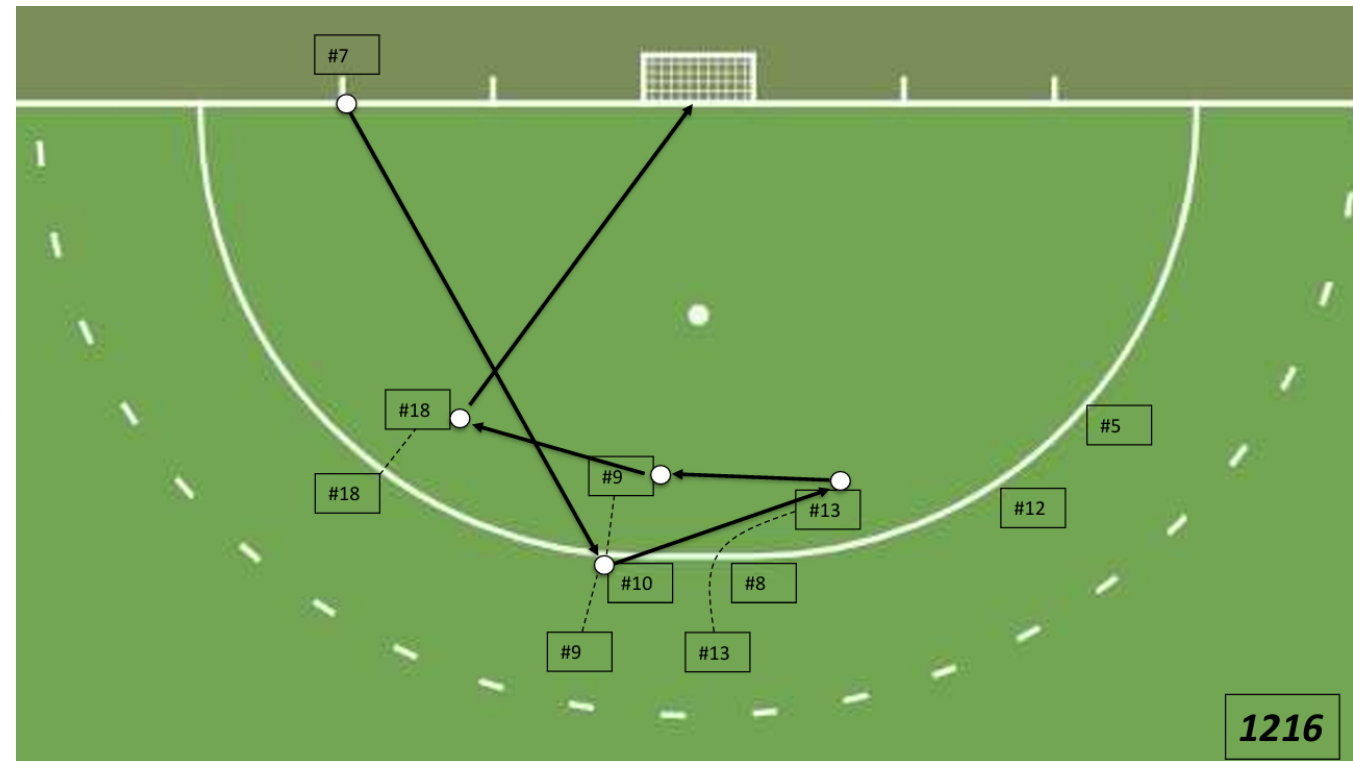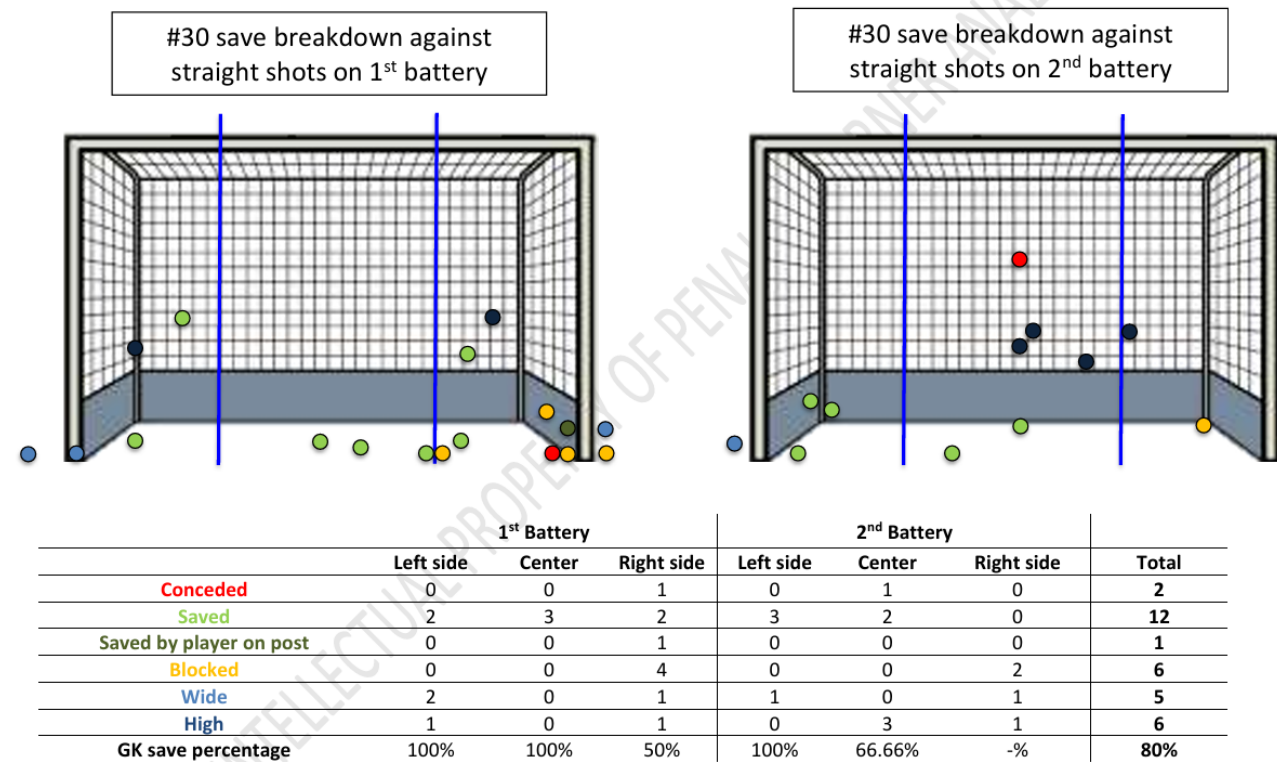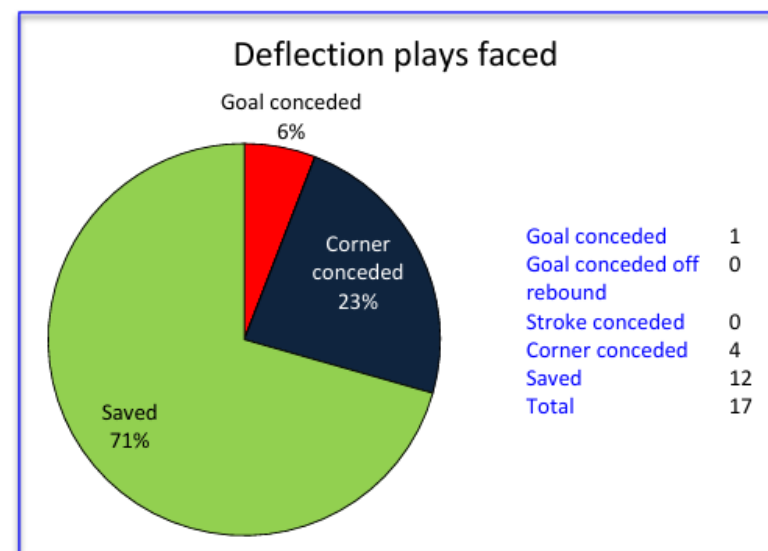#30 save breakdown against straight shots on 1st battery

#30 save breakdown against straight shots on 2nd battery

	1st Battery			2nd Battery			Total
	Left side	Center	Right side	Left side	Center	Right side	
Conceded	0	0	1	0	1	0	2
Saved	2	3	2	3	2	0	12
Saved by player on post	0	0	1	0	0	0	1
Blocked	0	0	4	0	0	2	6
Wide	2	0	1	1	0	1	5
High	1	0	1	0	3	1	6
GK save percentage	100%	100%	50%	100%	66.66%	-%	80%

DEFLECTION CORNERS FACED

Deflection plays faced

Goal conceded 6%

Corner conceded 23%

Saved 71%

Goal conceded	1
Goal conceded off rebound	0
Stroke conceded	0
Corner conceded	4
Saved	12
Total	17

Deflection plays shots allowed

Initial play		Off rebound	
4	2	11	0
	4	2	0	0

■ On goal ■ Wide & High ■ Blocked ■ No shot

Left Side   Right side

A3 3 2 A3
0 8 4 0
A2 A1 A1 A2

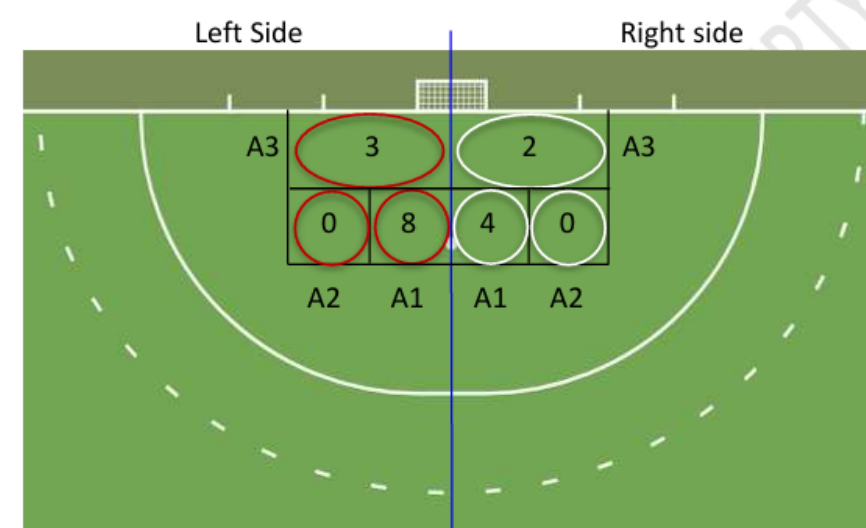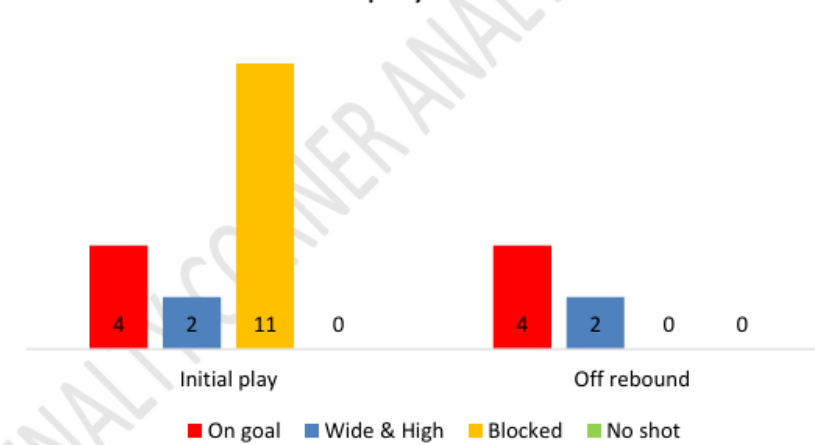| Areas	Left side deflection			Right side deflection		
	Area 1	Area 2	Area 3	Area 1	Area 2	Area 3
Conceded	1	0	0	0	0	0
Conceded off rebound	0	0	0	0	0	0
Stroke conceded	0	0	0	0	0	0
Corner conceded	1	0	2	0	0	1
Saved	6	0	1	4	0	1
No goal percentage	87.50%	-%	100%	100%	-%	100%
Total		90.90%			100%	

What to expect:

- To show what is happening on opponents' & own APC and DPC

- Data presented in an easy-way to consume

- Executive summary - topline

- In-depth reporting: multiple levels of granularity tailored to coach needs.

- Single-game & cumulative-games reporting

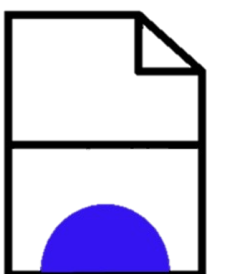- Flexible and customizable report structure, dashboard, and KPIs taxonomy.

The roadmap for achieving our scouting service

EVALUATION

- End of season report (cumulative performance).
- Service assessment.

MAXIMIZATION & RETURN

- Interpretation & extrapolation can be developed.
- Reports to show first signs of CVR & SR improvement.

DEEP ANALYSIS

- Data consolidation and extensive analysis can take place.
- Rivals reports based on current season's data.

BEGINNING OF SERVICE

- Rivals' data collection and analysis starts
- 1st rival reports delivered using previous season data.

NAIL THE BASICS

- Service set up and framework agreement.

Level of complexity

| 2 weeks after hiring | Start of Season | 2 weeks of season | 1+ month of season | End of Season |

Our support is flexible and built around you and the team needs

Communication cadence to suit coach and team

Weekly

Scouting report reading - Weekly performance - Touch base

Monthly

Cumulative monthly scouting report - Service feedback - Report adjustments and ad hoc requests

Mid-season

Topline cumulative mid-season report - Mid-season assessment of service
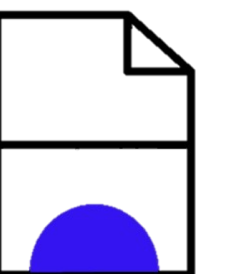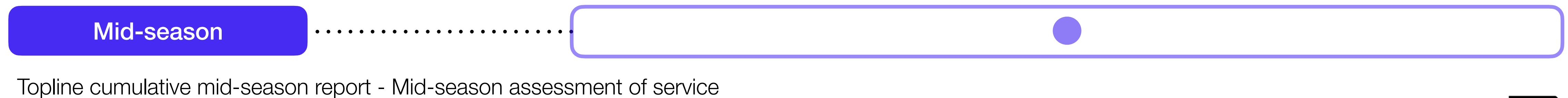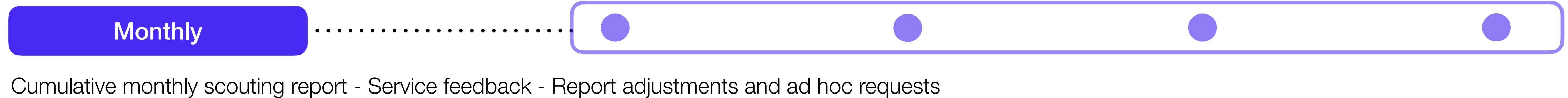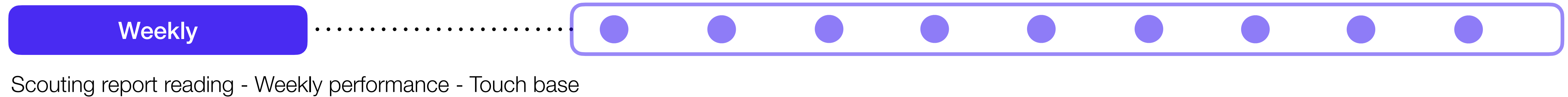
Four things to remember from PC Analytics:

1. CVR% in APC was consistently low across all teams from Div I last season 2024 and there's a clear decline trend over time
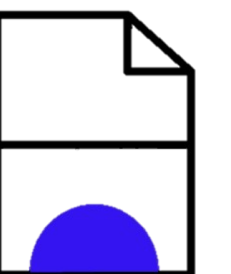
2. There's a big opportunity to make a difference from opponents by deploying APC and DPC strategies that are fueled with data-based insights

3. We combine advanced data and video analysis to deliver a robust world-class product to help improve/increase/uplift team's PC performance

4. Our service is fully flexible and adaptable to your needs

Get in touch!

Want to know more about
Penalty Corner Analytics?

Contact us at:

✉ penaltycorneranalytics@gmail.com

🌐 www.penaltycorneranalytics.com

THANK YOU.