

How Stupa Sports is helping TT players improve their game? Hear straight from Megha Gambhir, the CEO of Stupa Analytics



Delhi, New Delhi, Oct 22, 2021 ([Issuewire.com](https://www.issuewire.com)) - Megha Gambhir was always interested in sports, especially table tennis.

She started Stupa Analytics which enables players at every level to get the best coaching possible, facilitated by AI providing real-time performance feedback.

“We have evolved massively, starting from one product to four different products covering multiple segments globally. We have been through a complete round of re-development of our product, and our AI technology has significantly improved to deliver greater levels of accuracy in different environments and to produce insights using multiple data points,” says Megha.

Stupa has onboarded many international players and helped them improve their game and partnered with The International Table Tennis Federation (ITTF) to venture into 226 countries. In Tokyo 2020, 25% of the TT Olympians trained with Stupa.

Stupa offers AI-enabled ball tracking and video analytics tech from low-end devices like a mobile camera.

It helps analyze the tactical and technical performance of any athlete and works on trends and patterns from the data. It provides a holistic analysis of the game and provides actionable insights to players.

“The goal was to make this available to all players and hence delivering the solution to the lowest

common denominator was a big hurdle, and we have spent sleepless nights to overcome challenges,” says Megha.

Bringing the technology to the mobile app, especially Android, was another challenge because there is no standardization across android devices. Megha says, Anand Hariharan, the technology founder, and chief AI architect was responsible for solving this challenge with his perseverance and dedication.

The team has filed for a patent now in India and the USA for the same and is now looking at other sports like badminton, lawn tennis, squash, and other racket sports.

“In India, convincing people that anything other than cricket is an important sport is difficult. Telling people that table tennis is a multi-billion dollar market opportunity has also been tough,” says Megha.

Megha also talks about the bias she faced at the time of Stupa’s inception. “People would wonder if I am serious about the job, and how could a woman come up with a sports startup. However, with time, you learn to pick your battles,” she adds.

Explore more about Stupa at: <https://stupaanalytics.com/>

Download on Google Play:

<https://play.google.com/store/apps/details?id=com.dharmah.stupasports>

Download on App Store:

<https://apps.apple.com/in/app/stupa-analytics/id1480094754>

Media Contact

Stupa Sport Analytics

marketing@stupaanalytics.com

Source : HER STORY

[See on IssueWire](#)