

Polish Startup To Offer Opportunities For Amateur Football Previously Considered Elite



Warszawa, Mazowieckie Sep 9, 2025 ([Issuewire.com](https://www.issuewire.com)) - A little company from Eastern Europe provides software for affordable sports analytics that has previously been considered “only for the chosen” — and sets an ambitious goal of creating the first AI system that truly understands the game. Now they have created their first piece of hardware which is able to challenge the market in quite an unusual way. For free.

Prawn, the football match analytics startup that offers performance data and AI-generated advice for amateur players, has developed their first hardware solution — the phone holder labeled [PRAWNER](#) which aims at positioning a device for convenient match recording.

Oddly, the new equipment is not for sale right now — the company made an unconventional decision to just publish the blueprints for everyone to literally craft their own copy. The production is still in plans for later, but as for now, the startup is focused on the idea rather than sales numbers: to make football analytics affordable for everyone and to let amateurs “not pay more, but play more”, which the company chose as the motto of PRAWNER.

[PrawnApp](#), their software solution, is a platform of individual performance analysis for those who play football on their local pitches and are far from the level of data processing the professional clubs provide. The application offers tools for creating highlights of the game by combining footage from different angles. With the help of AI, the service then counts some key stats (goals, passes, dribbles etc.) and gives some advice on how to improve.

The results are saved in the leadership board, and all registered users compete not just with themselves, but with all the “proud prawns”, as the developers like to call their clients. The word was once a nickname of Yuka Kust — the founder of the startup and the passionate football player who has dreamt of making amateur football a little bit closer to pro for 17 years.

The company sets an ambitious goal of analyzing 50 000 matches which “will build the first AI system that sees the game like a fan”. Every user contributes to the idea just by uploading their match videos — and this contribution is awarded with the gift, the first month is free of charge.

Prawn faces the market which has for many years been quite ignored and omitted by the sports industry — but, ironically, has to immediately compete with some strong companies that have released their own vision of a phone holder for recording matches. But the Polish startup has an edge: their offer is simple, rather cheap and is fully born from the experience of players — for players. Their services and hardware (which is now available virtually for everyone thanks to free blueprints) are considerably less harsh for those who are just fond of the most popular sport on the planet.

About Prawn Football. Prawn Football is a sports tech startup that helps amateur players be recognized on a global level. Unlike systems built around teams and leagues, this platform focuses on the individual. It tracks how each player performs, creates personal scorecards, and gives smart tips after every match — all based on real game footage. Whether someone changes cities, teams, or countries, the progress stays. It’s all part of the platform’s core idea: Play Local. Dream Global.

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Source : Prawn.Football

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