



ARTIFICIAL INTELLIGENCE

+

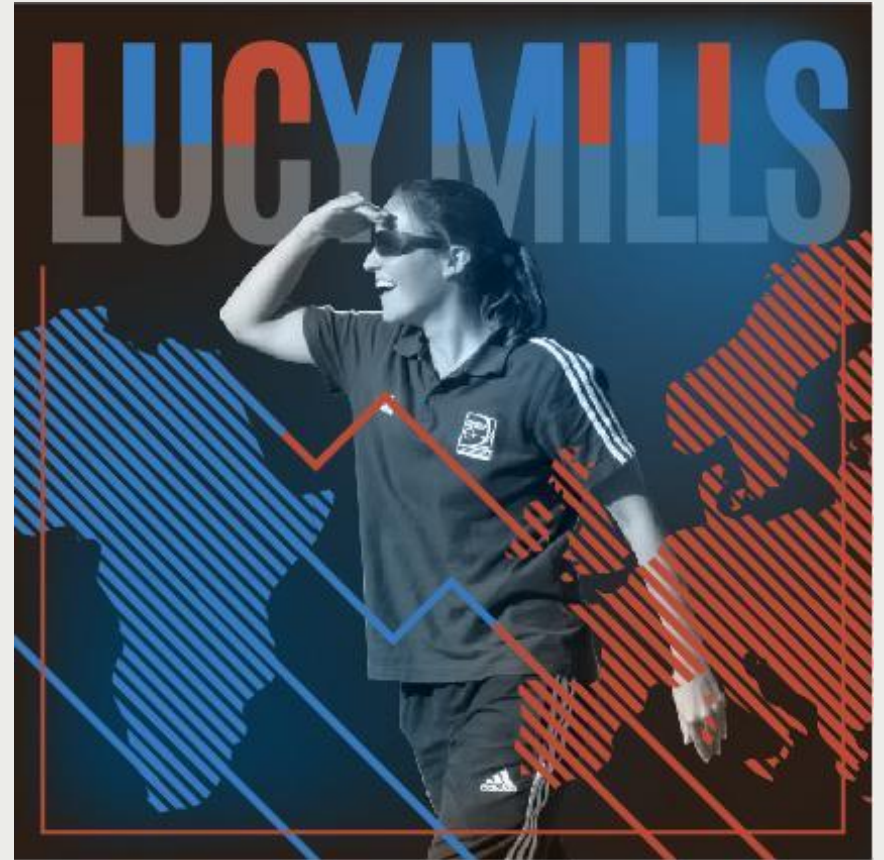
PHYSICAL EDUCATION

WITH LUCY MILLS



TODAY, I'M READY TO...

- **Explore...** what AI is, why we're in an AI boom, and what the "intelligence layer" means for sport and education.
- **Connect...** the promise and paradoxes of AI to physical education.
- **Share...** ideas and considerations to help you navigate and use AI in your work.





READY AI in Sport Course

An Introduction to Artificial Intelligence in Sport



Course Leaders
Lucy Mills | Magdalyn Miller



Expert Contributors
Nancy Hensley | Jacqueline Comer | Kahla Hogg | Sadaf Tayebi

ALGORITHM FOR EQUALITY®

HOW AI IS MAKING WAVES IN WOMEN'S SPORTS

THURS, MAY 23
12PM - 12:30 PM ET



LUCY MILLS

READY SPORT GLOBAL



READY + The Good Football
present:

team talks & tapas



Fútbol femenino e impacto social

Un evento de charlas y networking para celebrar la contribución positiva del fútbol femenino a la sociedad española y mundial.

10 octubre | 18.30 - 21.00
Refrescos y tapas

Codeop
Calle d'en Grassot,
101 08025 Barcelona

Espacio limitado - RSVP a través de Eventbrite hasta el 6 de octubre.



INCLUDED ACCELERATOR

Certification
Blockchain, Sport and Social Impact

Powered by READY

READY Web 3.0 and Sport Course

An Introduction to Web 3.0 and Sport



Course Leaders
Lucy Mills | Aisha Nazia

Expert Contributors
Dr Jacob Naish | Preeti Shetty | Leanne Bats | Dan Wood | Box Sowden



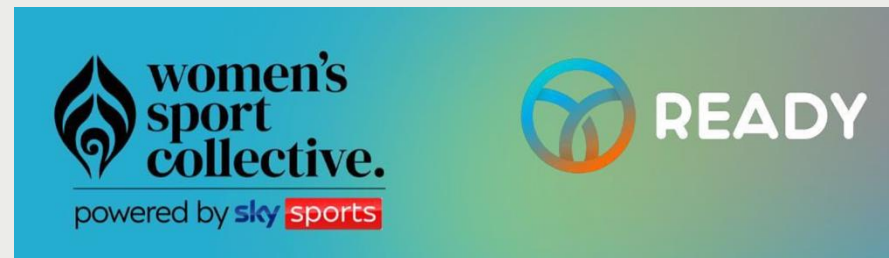
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New regen collab!

SPORT FOR SOCIAL CHANGE NETWORK AFRICA

READY is teaming up with Africa's leading sport for development network to explore **emerging trends and technologies** that can supercharge sustainable social impact through sport.

Discover the power of AI as a tool to accelerate sport for development.

sportanddev.org/discover-ai





READY TO... EXPLORE



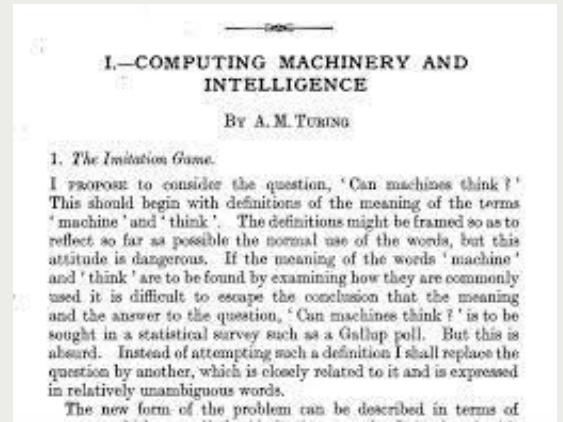
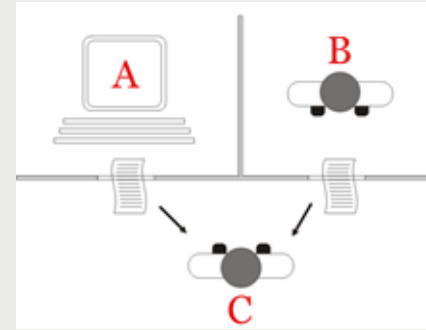
WHAT IS AI?

A broad, interdisciplinary field that aims to replicate **human-like decision-making** and **problem-solving** across wide range of tasks.



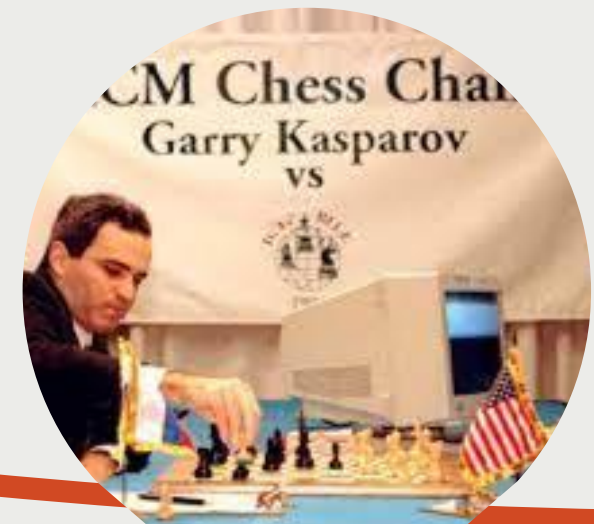
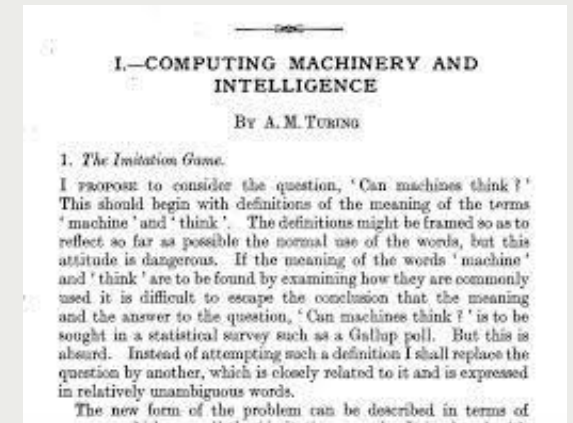
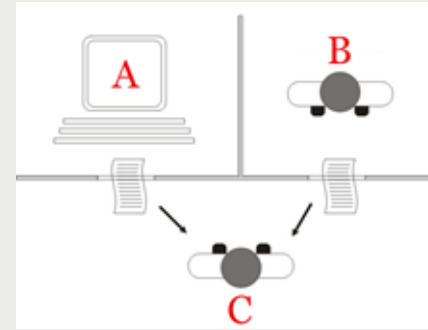
CAN MACHINES THINK?

- 1950: Alan Turing's Imitation Game



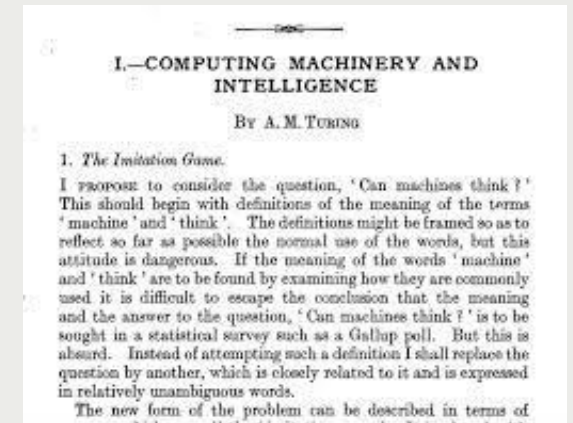
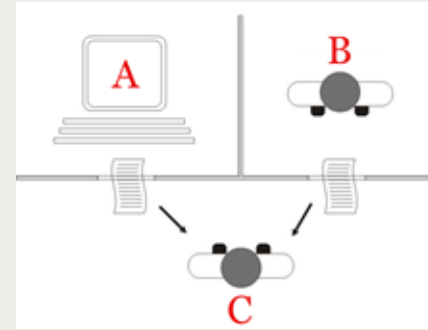
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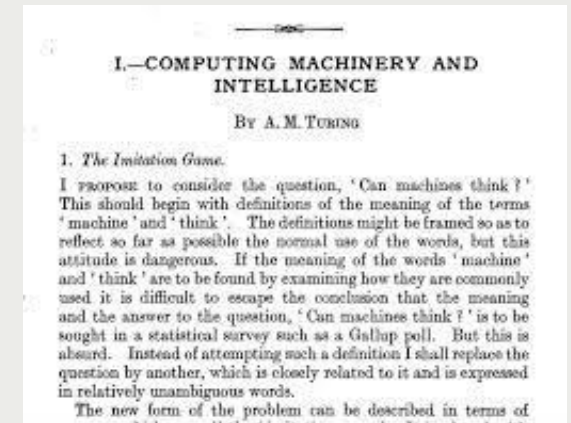
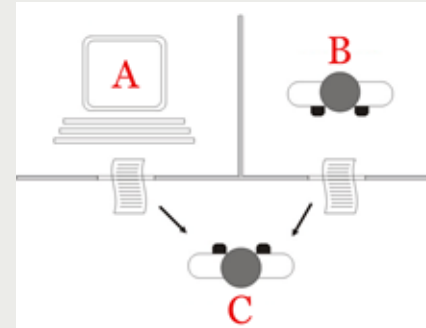
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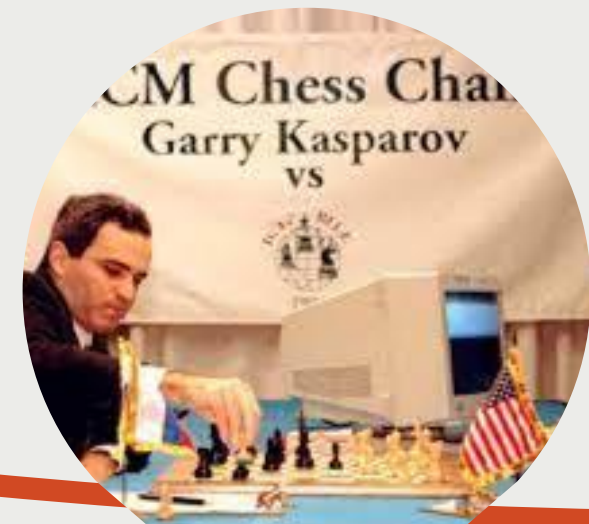
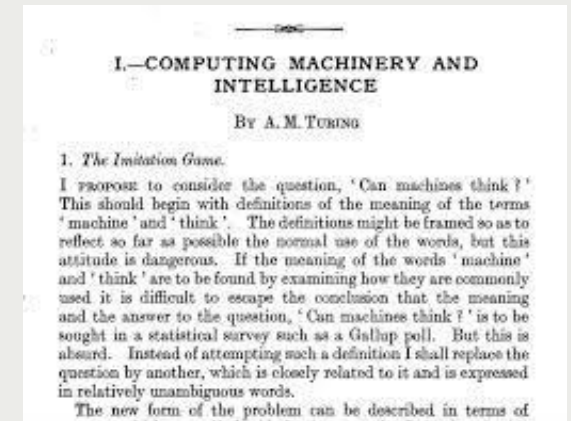
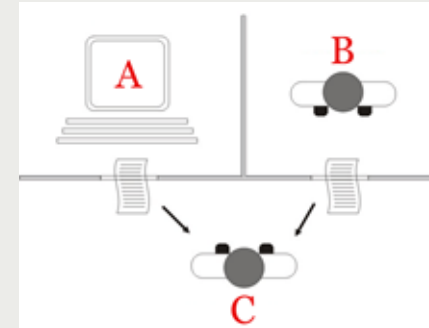
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- **2020: Spot robo-dogs part of Massachusetts State Bomb Squad and British Royal Air Force**



AI IS EVERYWHERE!

Why is there an **AI boom**, why now?

AI BOOM BECAUSE OF 3 THINGS

- **Big data:** ability to store and process massive amounts of complex data.

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- **Cloud computing:** ability to access powerful computing resources over the internet.
- **Deep learning models:** sophisticated type of artificial intelligence.



DIFFERENT TYPES OF INTELLIGENCE

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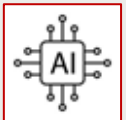
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- **AND..... GENERATIVE AI:** Create its own content





READY TO... CONNECT



WHAT DOES AI THINK ABOUT IT?!



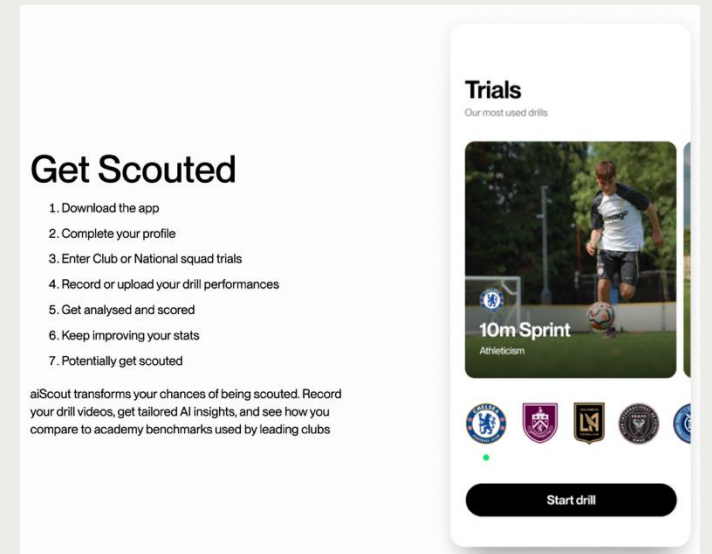
READY

calling...

THE "PROMISE" OF AI

- **Personalisation at scale:** Meeting every learner and athlete where they are.

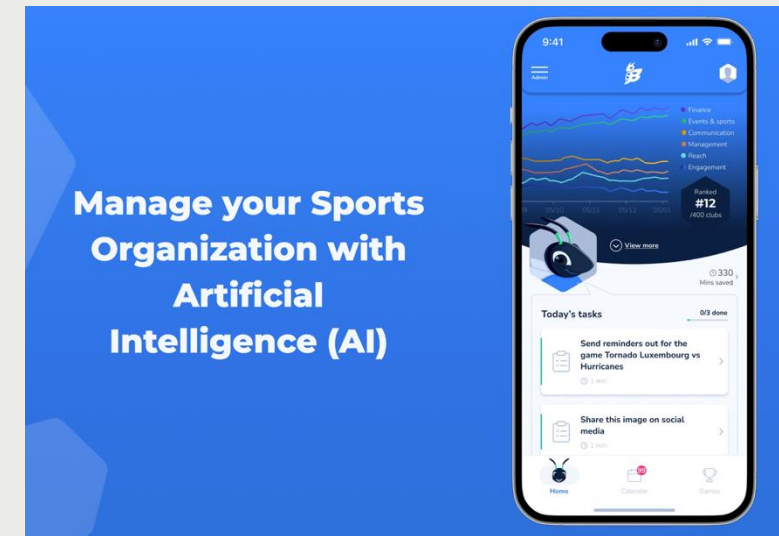
AI SCOUT
UK



THE "PROMISE" OF AI

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- **Time back for people:** Reducing admin so teachers and coaches can focus on people.

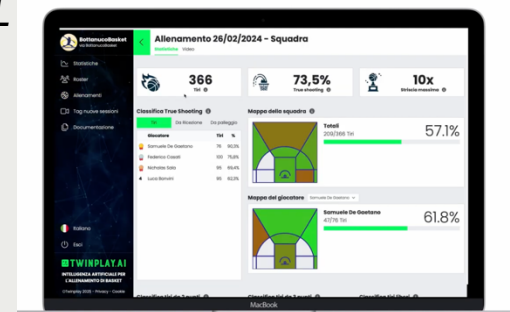
CLUBEE
LUXENBURG



THE "PROMISE" OF AI

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- **Better insight, better decisions:** Turning data into understanding.

*TWINPLAY.AI BASKETBALL
ITALY*



Unleash the Power of Data-Driven Training

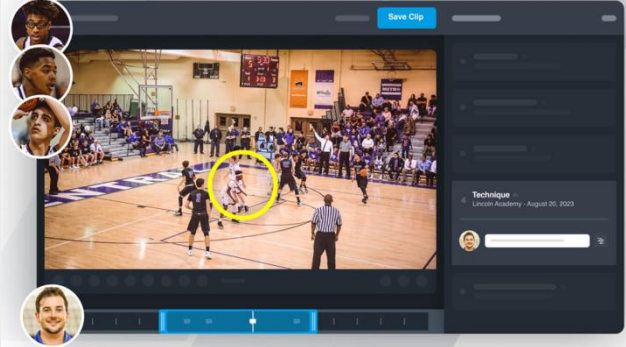
[Train smarter with AI](#)

TwinPlay.ai technology eliminates the hours coaches spend tracking and analyzing player shooting data.

With TwinPlay.ai, coaches can provide players with accurate and objective shooting statistics, revolutionizing their coaching experience.

THE "PROMISE" OF AI

- **Personalisation at scale:** Meeting every learner and athlete where they are.
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- **Better insight, better decisions:** Turning data into understanding.
- **Engagement, storytelling and reach:** Making sport and PE more visible, relatable, and engaging.



Bring lessons to life.

Meet athletes where they're at with technology they already understand. With data points linked to video—and Hudl's online coaching tools like playlists and text notes—you can communicate with them seamlessly to show them coachable moments via the platform and app.

THE “PARADOX” OF AI

- **Personalisation at scale:** Meeting every learner and athlete where they are.



*If AI tells me what to do...
do I stop thinking for myself?*

THE “PARADOX” OF AI

- **Time back for people:** Reducing admin so teachers and coaches can focus on people.



*Will I become too dependent
on AI and lose sense of my
own judgement?*

THE “PARADOX” OF AI

- **Better insight, better decisions:** Turning data into understanding.



If I'm always going to be watched and tracked, will I still enjoy movement?

THE “PARADOX” OF AI

- **Engagement, storytelling and reach:** Making sport and PE more visible, relatable, and engaging.



*If AI says I didn't improve,
does that mean my effort
doesn't count?*



READY TO... SHARE

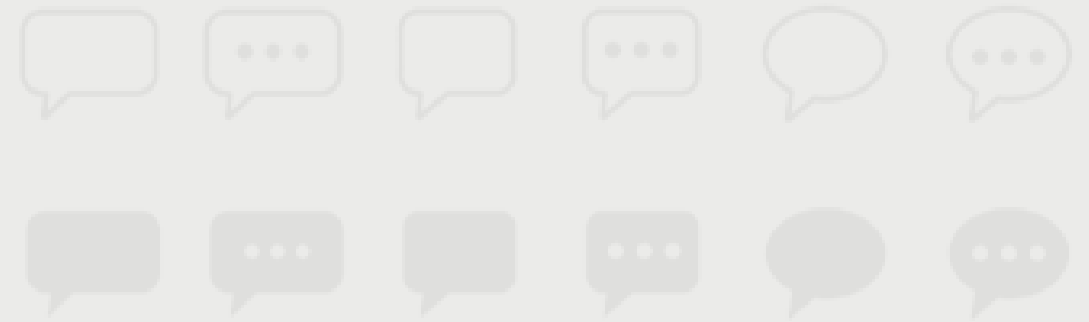


HELP!!!

- ››› *“Technology is moving so fast... How do we keep up?”*
- ››› *“What technology should we be pay attention to?”*
- ››› *“Our participants / learners know more about tech than we do!”*
- ››› *“How do we XYZ? [i.e., reduce time, save costs...?]”*
- ››› *“Is efficiency actually positive?”*

TIPS ON NAVIGATING THE AI ERA

- Ask senior leadership (strategic vision, guardrails etc.) AND athletes / students!



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- Pilot behind the scenes, before putting it on the pitch.
- Safeguard moments of movement and unstructured / spontaneous activity.
- Pay attention to bias, access, and overload.
- Start SMALL!





That's a wrap this morning!



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team@readysportglobal.com

