



We deliver Practical, Measurable Solutions Real-world results - not theory

The Future of Player Development

ProLab82 Sports

Football clubs today face a universal challenge:
How do you ensure that each player reaches their full potential consistently, transparently and with measurable progress?

At ProLab82 Sports We have identified gaps, inefficiencies and missed opportunities.

And we created SW Tool to solve them.

SW Tool is not just another scouting or training tool.



It's an Intelligent Player Development System, designed to elevate the quality of decisions, reduce risk and maximize the value of a club's most important asset:
Their Players.

The Factors That Differentiate SW Tool in the Market

A Unified Platform for Scouts, Coaches and Sporting Directors

1. SW Tool integrates seamlessly across all club functions, ensuring that everyone works with the same data, the same insights and the same development strategy.
2. Desktop license for in-depth analysis. Mobile application for field assessments. Automatic data synchronization and Real-time updates for the entire technical team.
3. Ai Integration.
4. No more scattered reporting and subjective evaluations. Just clarity, consistency and collaboration.



SW Tool



SW Tool APP

A Clear Sign of the Player's Level of Development

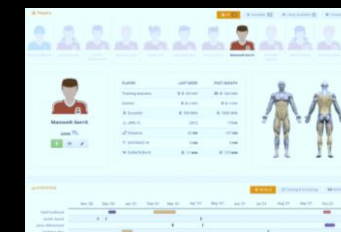
SW Tool's evaluation is based on four structural pillars of player performance:

- **SkillTech (Technical Skills):**
Ball control, passing, finishing, aerial play, 1v1, ambidexterity and more.
- **Brainpower (Tactical Intelligence):**
Decision making, anticipation, positioning, pressure, transitions and discipline.
- **Disposition (Mental and Social Attributes):**
Motivation, resilience, leadership, charisma, work intensity, creativity and Team spirit.
- **Celerity (Speed and Athleticism):**
Acceleration, agility, endurance, strength, momentum, and sprint metrics.

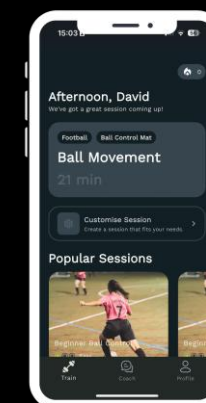
Each component is evaluated on a professional scale from 0 to 10, in line with the standards of academies and professional football.



SW Tool



SW Tool APP



The Strategic Value of Choosing SW Tool

- ✓ **Objective, data-driven decisions.**

No more relying on subjective impressions. SW Tool transforms insights into clear and actionable metrics.

- ✓ **Transparent communication with Club owners and executives.**

It shows, unequivocally, how the club's assets, the players are evolving.

- ✓ **Early detection of developmental problems.**

Identifies deviations before they become irreversible. Avoids loss of talent and Maximizes potential.

- ✓ **Greater alignment between scouts, coaches and directors.**

The entire structure works towards the same KPIs, with the same information and the same strategy.

- ✓ **Player Valuation.**

Better development, better yield, higher market valuation.



How My Coaching Journey Created this Tool

SW Tool = Behavioral & Performance Intelligence Value Analysis

I developed SW Tool because, as a UEFA-B coach, I kept seeing the same problem over and over again: football talks a lot about development, but it doesn't measure it, it doesn't structure it, and it doesn't understand it in a consistent way.

Everything depends on opinions, emotions, and personal interpretation. That's not good enough — not for players, not for coaches, and not for clubs.

Coming from a background where process, intelligence, and clarity are non-negotiable, I couldn't accept that player development was still driven by intuition. In my world — ProLab82, OEM/Tier-1 logic, operational excellence — you don't guess.

You analyze, you measure, you forecast, and you act with precision. So I built SW Tool. For me, a player is not just someone who trains and plays.

A player is a development asset. And assets need monitoring, risk indicators, progress tracking, and clear decision support. SW Tool gives exactly that. It connects what I see on the pitch with what I know from industry: structured intelligence, objective evaluation, and a clear understanding of behavior, performance, and potential.

It creates a common language for coaches, clubs, and players — something I missed in every country I worked in. I didn't build SW Tool to create another app.

"I built it because I was tired of watching talent being misjudged, misunderstood, or simply lost because nobody had a system to truly understand the player behind the player... SW Tool is my answer to that gap!!

It's the tool I always wished I had as a coach — and the tool I knew the industry needed".

Michael Santulhao

Michael Santulhao

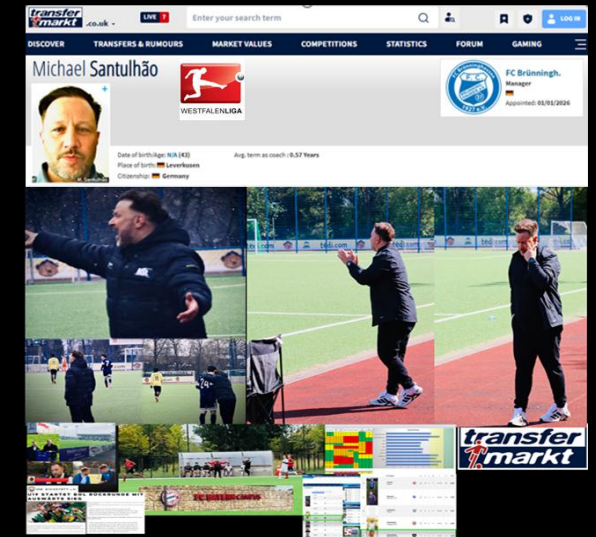
Football Coach
UEFA B LEVEL




License NO.: B1517158
Valid: 31.12.2027




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Developing talent. Elevating performance. Driving industry



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