

ONCE SPORT d.o.o.

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Ulica Grada Vukovara 269D, 10 000 Zagreb, Croatia



Manual for Partners

With

ONCE VIDEO ANALYSER

The ultimate tool for video analysis

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1. Introduction

This document will help Partners to have more information about Once Video Analyser. To make successful sale the most important is to know what you are selling and know the benefits of it.

Key features:

- Simple (easy tagging)
- Powerful (easy draw on video and export video with drawings)
- Affordable (pricing 100-300 EUR)
- offline (no limitations with storage or limited number of analysis)

2. Promo materials

Promo video:

ENG: <https://youtu.be/WhXDWLtHeOk>

HRV: <https://youtu.be/mqnvpuqv8as>

CN: <https://youtu.be/Go3fHJCq24>

PT: <https://youtu.be/kk0nz9PLrDs>

ITA: <https://youtu.be/1Jlq7Mqh8g>

Presentation for translation (you need to install fonts from link below):

[https://www.dropbox.com/s/451qfor8yfd7wx/Video Analyser%2C Dalibor novi dizajn %281%29%20%281%2930-3-17.pptx?dl=0](https://www.dropbox.com/s/451qfor8yfd7wx/Video%20Analyser%20Dalibor%20novi%20dizajn%20%281%29%20%281%2930-3-17.pptx?dl=0)

Business card: <https://www.dropbox.com/sh/74cet1mdstczlr/AADQewNK96ibS146SLqEaYSYa?dl=0>

Fonts to be installed: https://www.dropbox.com/sh/t7x52305yx9enfj/AAA2p9u_A16mz4QjU0IdZiW0a?dl=0

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3. Video Tutorials

English

[Playlist Tutorial Once Video Analyzer](#)

(<https://www.youtube.com/playlist?list=PLqyIWdcIl6KxbBuMKEnk7HmMQE0Cl8eC7>) or:

- [How to start analysis? \(00:42\) \(https://www.youtube.com/watch?v=4uha_SOzcsU\)](https://www.youtube.com/watch?v=4uha_SOzcsU)
- [How to tag actions? \(01:01\) \(https://www.youtube.com/watch?v=MmGM_Pug_Ao\)](https://www.youtube.com/watch?v=MmGM_Pug_Ao)
- [How to draw and export? \(01:32\) \(https://www.youtube.com/watch?v=JFikcRoZ-lg&feature=youtu.be\)](https://www.youtube.com/watch?v=JFikcRoZ-lg&feature=youtu.be)

Portuguese - tutorial playlist:

<https://www.youtube.com/playlist?list=PLqyIWdcIl6Kywgc7uDRspEF4xT6QEEb9>

Italian - tutorial playlist:

<https://www.youtube.com/playlist?list=PLqyIWdcIl6Kz3u7WSE4LeBfHgTXJTNfEo>

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4. Comparison with competition

	Longomatch	Dartfish	Sportscod (HUDL)	Once	Nacsport	Videobserver
Price	550 EUR/year full package	60-480 EUR/year (similar version to once is 480 EUR)	- more expensive than others, around 800- 1000 USD	100-300 EUR a year	From 150 to 550 EUR a year license	From 300 Eur a year to higher
Simplicity	Complicated	Complicated	Complicated	Easy	Complicated	Complicated
Live recording and tagging	Yes	Yes	Yes	No	Yes	Via mobile app
Platform	Apple, Windows, Linux	Windows	Apple	Windows	Windows	Mac, Windows
Sports	Multi-sport	Multi-sport	Multi-sport	Multi-sport	Multi-sport	Multi-sport
Exporting videos with drawings	Complex	Complex	Complex	Easy	Complex	Complex
Drawing	Complex	Complex	Complex	Easy	Complex	Complex

Main difference is simplicity, powerful features and the best price on the market. Other tools are very complex and more complex to use.

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Target users of Once Video Analyser are football coaches who don't want complex solution. Who want to tag action, draw on them and present. Those are coaches who don't have time to learn how to work in complex apps like in our competitor's products. In most cases they don't have video analysts in their team and don't have budget for expensive solutions like sportscore. Once Video Analyser could be used for handball, basketball, and other sports because you can analyze any video - but our focus is on football.

Once Video Analyser is not made for detailed statistical analysis, it is not online storage, database and similar. It is affordable simple tool for tagging of events and drawing on video with video export function.

5. Test

- What are the two ways to tag?
- Add players Modrić, Kovačić, Perišić and actions (Goal, pass, cross in Attacking column, tackle, foul, interception in Defending, and Corner kick, Goal kick, Free kick in Other column) in the settings
- Tag two actions (Tackle and foul) using code buttons
- Move through the video (scroll the red dot through the timeline of the video)
- Rename the clip from tackle to successful tackle
- Tag three actions and add player to the each one (tag pass from 10:32 to 10:45, cross from 51:00 to 51:12, corner kick from 22:22 to 22:28)
- Draw three elements on the action in different time (on the action Pass draw a filled circle around a player with ball, draw an arrow pointing to the nearest player, draw text box between them and enter the name of the action)
- Change duration of tagged action (change duration of Pass clip, to 10:28 – 10:47)
- Add three actions to the favorites (add actions Pass, Tackle and Corner kick)
- Export those three actions with drawing into one video file (export actions Goal, Tackle and Corner kick)
- Edit the duration of the tagged action (change duration of action Cross to 51:02 – 51:14)
- Delete tagged action (delete action Cross)

6. FAQ

Who is using Once Video Analyser?

It is used by coaches and analysts worldwide. From Burkina Faso to Germany. They like software because it is very simple and cost effective. Similar software is more expensive and much more complex!

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Can I try Once Video Analyzer?

We can send you the trial version for free or download it from our web.

Can I share the license with others inside my organization?

License is only for one machine, and you can move it from machine to machine. If multiple users needed, please contact us at info@once.de for discount and special packages for clubs.

I assume I can take any video and upload it to the software? Can I use it offline?

Yes, it is only important that the video is in mp4 or avi format. Software is offline so you can use it without internet connection.

What is the cost? One-time fee? Or is there a yearly subscription fee? How often do I need to update, does that cost anything?

You pay yearly subscription fee. Update is available when we release new version because of the improvements and fixes and it doesn't cost extra money. Regular price is 300 EUR per year without VAT. If it is paid by company or club with VAT ID you don't need to pay VAT. Our partners can provide discount in range 100-300 EUR.

What are the recommended system requirements?

- Windows: 7 or higher
- CPU: Intel Core i3 or better
- RAM: RAM 4 GB or more
- Microsoft .NET Framework 4.5 (x86 and x64)
- SQL Server 2012 Express LocalDB
- Windows Installer 4.5

What operating system do you support?

Once Video Analyser software has been designed for the Windows operating system, but if you want to run Once Video Analyser on your Apple computer (with Mac OS X), you must first install Windows and then our video analysis software onto that machine. We recommend you install Windows 8, Windows 8.1 or Windows 10.

You have two options:

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A) Emulation software: A way to install Windows on an Apple computer is by trying one of the following tools, known as “emulation software”: Parallels (<https://www.parallels.com/eu/products/desktop/>), VMWare (<https://www.vmware.com/es/products/fusion.html>), Virtual Box (<https://www.virtualbox.org/wiki/Virtualization>).

B) Boot Camp: Another easy way to install Windows is by using Boot Camp. Boot Camp is installed by default on the Mac if you have version 10.5 (Leopard), 10.6 (Snow Leopard) or higher.

Using the Boot Camp tool, you must install the operating system and any available service packs (the best option is Windows 7, 8 or 10). Find more information about Boot Camp in the following link [Boot Camp](https://support.apple.com/boot-camp) (<https://support.apple.com/boot-camp>)

What type of video I can use?

We support avi and mp4 video format. If you have other video format we suggest converting it with Handbrake video converter which is free or some other converter (freemake video converter, or handbrake video converter – suggest full version because of removed branding and full speed).

Am I able to take the video from the software and upload it to a dropbox? My club has a professional dropbox we use so players have access to their videos and all the resources in the same spot.

Yes, you can export all tagged videos. You can select if you want to export it with drawings, or without, or stitch clips in one video.

How do I tag players?

You tag players to previous tagged action. Then statistics is grouped to a player and you can know how many lost duels player has or other statistical information.

Can I tag via buttons?

Yes. Create actions in settings and tag events via buttons.

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Can I play several clips and export them?

After analysis click on draw near analysis name. Then you can select desired actions, select favorites, draw on them, play them, and export.

If a video is online am I able to use the software?

We recommend you to use software for downloading videos online. ONCE team is using http://www.freemake.com/free_video_downloader/ and it is free. Or you can use some other tool.

What differentiates your product from the competitors?

Biggest difference is that Once Video Analyser is easy to use, cost effective, allows unlimited number of analysis, and option to export video with drawings for better presentation.

Can statistical analysis be made using VA?

Yes, you can tag events which are interested for you for statistical analysis and then export data in csv file.

Can I use it on different computers?

License is activated just for one computer, but it can be transferred after you deactivate it from the computer before. We also give team discounts for more licenses bought.

Can the drawings be exported only as the pictures?

You can use snipping tool from Windows or take screenshot. Just search for snipping tool or take screenshot.

How does the payment work?

Yearly license is for 100-300 Eur, after downloading a 14 – days free trial. Payment can be done according to your preferences via wire transfer or via online payment with credit card.

Can I make animations on video?

Video is paused when drawing is made and you can make more drawings in video. Animations are not possible; this is for professional broadcasting which cost 10.000 EUR yearly.

Can I do live recording and tagging?

No, you can record game and then do analysis.

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Can I tag part of the pitch?

You can name action as name of pitch and have list of action in that part of pitch, ie. "Attacking third". Once Video Analyser is for video analysis, not for statistical analysis.

Can I use multi- video source and import xml files like from GPS devices?

Shortly no. Our tool is coaches who want to do simple analysis, not statistical, multi-video or importing xml files in analysis. In this case the price would be different.

Export with drawings is very slow, why?

Export with drawings is slow because video need to be converted 3 times. So usually it takes 3x longer then export without drawings. The speed depends on the speed of the computer, if you have more powerful machine, the faster export it is. The best is to use i7, RAM 16GB, SSD disk – then export of video is 10 sec for 30 sec video with one drawing.

Once Video Analyser, but don't want to start?

This could be because of antivirus software, I suggest that you disable your antivirus and try again.

7. Market segment

You can target different market segments that share the same interest – football.

Organizations:

- Bigger and smaller clubs
- Academies
- Coach education centers (coach licensing done by Football federation) – provide tool for free to the coaches while on the course and special discount if they decide to buy
- Companies which produce software for coaching or have access to the coaches

Persons:

- Head coaches
- Assistant coaches
- Analysts
- Youth department

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The best way to reach them is through direct contact (meeting, phone call, email).

8. Mails for federations, academies, clubs, companies and coaches.

For clubs and federations;

Dear Sir/Madam,

I am contacting you from the company Once Sport.

Once Football is specialized in IT solutions for football and can be used by individuals or clubs.

We are working with Aspire Academy from Qatar, Croatian Football Federation, Football Federation of Bosnia and Herzegovina, NK Maribor, GNK Dinamo Zagreb, other 2nd and 3rd division clubs, and many individual coaches and other football experts.

We have developed software for simple tagging of events and drawing onto video, which happens to be excellent solution for coaches in need of fast and simple video analysis. We don't need to explain importance of video analysis for improvement and development of players and team.

Once Video Analyser is:

- Easy to use
- Draw on video for professional presenting
- Cost effective (only 300 EUR/year)
- Possible discount for more licenses in club (in most cases clubs bought 3-6 licences)
- includes education for coaches and support

We would like to talk about the collaboration with your club, where we would provide team discount of our software for video analysis to your coaching staff. We can show you our product, you can try it and then decide about cooperation, but I guarantee you that you will see the benefits of using our software.

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This is a great opportunity to improve your coaching program with better analysis, raise it to a higher level and offer something new and useful to your staff.

I am sending you our promo video and I am happy to answer any questions that you might have about our software.

<https://www.youtube.com/watch?v=WhXDWLtHeOk>

Kind regards,

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For federations regarding the coach education

Hi,

I am contacting you from the company Once Sport.

Once Football is specialized in IT solutions for football and can be used by individuals or clubs. We are working with top German football portal Kicker, Aspire Academy from Qatar, Croatian Football Federation, Football Federation of Bosnia and Herzegovina, Nk Maribor from Slovenia, GNK Dinamo Zagreb, other 2nd and 3rd division clubs, media companies such as RTL and HRT television, and many individual coaches and other football experts.

According to UEFA, one of the units in coach education is the game analysis. Because of that, we developed software for simple clip-cutting and drawing onto them, which happens to be excellent solution for coaches in need of fast and simple video analysis.

As we are already working with some football federations and academies, we are also looking for new partners to make video analysis important part of every football team.

We would like to talk about the collaboration with your federation (education center), where we would provide free usage of our software for video analysis to your coaches. This is a great opportunity to improve your education program, raise it to a higher level and offer something new and useful to your coaches. We can show you our product, you try it and then you can decide about cooperation, but I guarantee you that you will see benefits of software.

I am sending you our promo video and I am happy to answer any questions that you might have about our software. <https://www.youtube.com/watch?v=WhXDWLlHeOk>

Kind regards,

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For companies in football market

Hi,

I am contacting you from the company Once Sport.

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We have developed software for simple tagging and drawing onto video, which happens to be excellent solution for coaches in need of fast and simple video analysis.

As we are already working with some football federations and academies, we are also looking for new partners to make video analysis important part of every football team.

We would like to talk more about the collaboration with your company, as we heard many good things and recommendations about your product from our clients. This is a great opportunity to combine two great products and have many satisfied customers on both ends. This collaboration could offer something new and useful to your clients, the same would be with our clients.

I would kindly ask you the contact info of the person in charge of the business development so we could contact them and introduce our software with more details. We can show you our product, you can try it and then decide about the cooperation, but I can guarantee you that you will see the benefits of our software.

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I am sending you our promo video and I am happy to answer any questions that you might have about our software.

<https://www.youtube.com/watch?v=WhXDWLtHeOk>

Kind regards,

9. Meeting flow

Hello Mr. X, thank you for meeting with me.

First let me shortly introduce to you our company. Once Football was founded in 2011, when we recognized the need of coaches and football experts for match analysis.

We are working with many clubs, federations and academies, along with individual coaches. Some of our clients are Croatian football federation, Aspire Academy from Qatar, NK Maribor from Slovenia, GNK Dinamo Zagreb, Football federation of BiH, media companies HRT and RTL and many other 2nd and 3rd division clubs.

The product that I am about to present to you, is Once Video Analyser, computer software for video analysis. It was created because of the high demand of coaches in need of fast and simple video analysis. It offers features like tagging actions, drawing elements on video and exporting it for presentation.

The biggest difference between our software and competition's is, along with price, how easy it is to use. Other software on the market is too complex to use, more expensive and most importantly- time consuming.

So that words are not all that I have, I will now show you the software, so you can first-hand see what I am talking about.

Demonstration of the software:

- Show analyzed game (so they can understand what is the end result):
 - Preview action and draw
 - Show favorites
 - How export is working
 - Edit duration of video
- how to add actions and players in the settings window
- start the analysis

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- demonstrate the timeline and all the options it offers: scrolling through the video using slider (red circle), adjusting the volume, and speeding up the video – important are command on keyboard because of speed
- tagging the actions:
 - Explain the tagging via keyboard and tagging mode – this is made because it is much faster to analyze game with keyboard then with mouse
 - Show tagging via buttons (first five added actions in each column in settings where they can also decide the length is going to be shown in code buttons window)
 - And show drawing right after tagging
- Again show end analysis and preview and export in one video

As you can see it is really easy to use. The regular price is 300 Eur, but for you special price is X Eur if you make the decision in 14 days. We have free trial so you can try it and test for free before making the final decision.

Once again thank you for your time, if you have any questions feel free to ask.

10. Contact flow

First contact through the mail, if the answer is not received after 2-3 days next mail is sent as a follow-up - to find out if they even received the first mail, and call them to find more info.

First email:

Dear Sir,

it was a pleasure to meet you and present you Once Video Analyser. I'm sending you more details about Once Video Analyser.

A) What is Once Video Analyser?

Once Video Analyser is a unique solution that we created based on the demand of top coaches and video analysts in the world. Please take a look at this [video](#) to get more info about Once Video Analyser, it will

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take you just 30 seconds. As you can see, we developed video analysis tools to provide sport experts and coaches with tool for easier and professional video analysis with drawings. Also please check presentation about it on next [link](#).

https://www.dropbox.com/s/0ohccfjy17c6obo/Video_Analyser%20Presentation.pdf?dl=0

B) How does it work?

Before starting the software we recommend:

- take a look at our official Youtube channel, and check our [playlist Tutorial Once Video Analyzer](https://www.youtube.com/playlist?list=PLqyIWdcll6KxbBuMKEnk7HmMQE0Cl8eC7) (<https://www.youtube.com/playlist?list=PLqyIWdcll6KxbBuMKEnk7HmMQE0Cl8eC7>) or:

- [Hot to start analysis? \(00:42\) \(https://www.youtube.com/watch?v=4uha_SOzcsU\)](https://www.youtube.com/watch?v=4uha_SOzcsU)
- [How to tag actions? \(01:01\) \(https://www.youtube.com/watch?v=MmGM_Pug_Ao\)](https://www.youtube.com/watch?v=MmGM_Pug_Ao)
- [How to draw and export? \(01:32\) \(https://www.youtube.com/watch?v=JFikcRoZ-Ig&feature=youtu.be\)](https://www.youtube.com/watch?v=JFikcRoZ-Ig&feature=youtu.be)

- check Getting started manual on next [link](#)

(<https://www.dropbox.com/s/mo3lco1cvcpi9d/Getting%20Started.pdf?dl=0>)

- check help boxes within the software (question marks)

C) Price and free download

Download for free and try it [HERE](#) (installation file download) or from our web site <http://www.once.de/success/76>. Only for limited time **price** is 100 EUR, with new version the price will be like before (300 EUR). So test it and make decision fast.


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If you will have any questions, problems with installation or usage please let me know, we would like to help you via Teamviewer, email or phone.

Thanks and enjoy using Once Video Analyser!