



**Krossover**

**What it does:** Culls data from video footage for sports teams

**Founder:** Vasu Kulkarni, 24

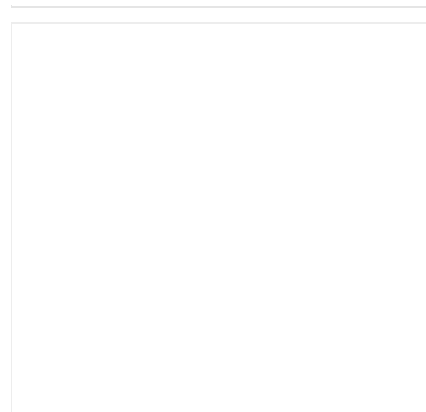
**Website:** [krossover.com](http://krossover.com)

**Based:** New York

In his senior year, Vasu Kulkarni, a computer science and entrepreneurship major who played on the junior varsity basketball team at the University of Pennsylvania, got an unusual suggestion from his coach: Write software to automate stat-tracking for the sport. That idea became the seed of Krossover, the business Kulkarni launched in October 2009. Krossover's software synchronizes game logs with video footage to create a database that coaches and players can use to review plays and analyze their games. "They spend hours of their week basically editing their film. We felt this is not something coaches should have to do," Kulkarni says. Some 600 basketball teams used a free beta version, and Krossover now has more than 20 paying clients. The company raised \$600,000 in angel funding and has 14 employees—four in the U.S. and 10 in India. Kulkarni says the company is on track to hit \$250,000 in revenue in 2010. He plans to roll out the software for other sports, including lacrosse and football, next year. —JT

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