



Impact Soccer Partners with Sports Recruiting USA (SRUSA) to Bring AI and Computer Vision-Driven Analytics to Scouting

SRUSA to utilize Impact Soccer as an added data layer when assessing Prospective Student-Athletes

RESTON, VA, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [Impact Soccer](#), the AI and computer vision-driven video analytics platform democratizing professional-grade match intelligence for soccer programs worldwide, today announced a strategic partnership with [Sports Recruiting USA](#) (SRUSA), the world's leading U.S. college soccer recruiting consultancy. Founded in 2010 and staffed by more than 90 former college coaches and players, SRUSA has helped place over 1,000 student-athletes into U.S. college soccer programs and secured more than \$10 million in athletic scholarships. Through the partnership, SRUSA's team of evaluators will incorporate Impact Soccer's video analytics platform directly into its evaluation process, giving its staff an additional, objective insight as they assess prospective student-athletes seeking to play college soccer in the United States.

Bringing Data-Driven Evidence to the Evaluation Process

Evaluating prospective student-athletes has traditionally relied on in-person scouting and highlight reels that capture a player's contribution to their team. Through this partnership, SRUSA's evaluators will have access to Impact Soccer's platform for generating professional-grade statistics and tactical insights directly from match footage of prospective student-athletes. By layering a data-backed evaluation on top of SRUSA's existing process, staff can give players more confident, well-supported guidance.

Central to the partnership is Impact IQ (patent-pending: 64/060,211), Impact Soccer's proprietary off-the-ball metric, the first comprehensive measurement of off-the-ball performance in the industry. Impact IQ captures the movement, positioning, and decision-making that occur away from the ball—the majority of a match for any player—surfacing the kind of value that conventional box scores and highlight reels miss entirely. Impact Soccer is also the only platform that accounts for the game's entire timeline, offering post-match, live, and predictive analytics.

Impact Soccer is built on Amazon Web Services (AWS), whose cloud and AI infrastructure underpins the platform's ability to process match video and deliver professional-grade analytics at scale—quickly and affordably—giving SRUSA's evaluators fast turnaround on the footage they review as part of the evaluation process.

“College recruiting is about making the right assessment of a player and finding the level where they can genuinely succeed. We’ve spent more than 15 years building that expertise at SRUSA, and Impact Soccer gives our team another powerful layer of information to work with. Combining experienced human evaluation with objective match data allows us to build an even clearer picture of a player and make better-informed recommendations to both families and college coaches.” — Chris Cousins, Founder, SRUSA

A Natural Fit for Two Global Networks

SRUSA works with talented student-athletes from around the world, evaluating them for placement into college soccer programs at all levels. Impact Soccer's existing footprint already spans NCAA programs, professional and semi-professional clubs, and youth academies, globally—making the two organizations natural partners in bringing more rigor to the prospect-assessment process.

“SRUSA has built their reputation on getting their recommendations to college coaches right. Arming their evaluators with our analytics is exactly the kind of partnership that helps validate their process while helping deserving players find opportunity.” — Tony Mohammed, Chief Growth Officer, Impact Soccer

About Impact Soccer

Founded in 2024 and headquartered in Reston, Virginia, Impact Soccer is a video analytics platform that automatically analyzes match footage using proprietary computer vision, machine learning, and artificial intelligence, delivering professional-grade statistics, tactical insights, and team/player performance data in hours. Impact Soccer currently serves thousands of users across professional clubs, NCAA programs, youth academies, and amateur organizations, worldwide. The platform is camera-agnostic, requires no specialist equipment, and is priced significantly below industry competitors, democratizing advanced analytics previously available only to elite professional clubs. Built on Amazon Web Services (AWS), Impact Soccer has recently launched a suite of next-generation capabilities, including live, real-time analytics and Impact IQ, the first comprehensive off-ball metric in global soccer (patent-pending: 64/060,211).

About Sports Recruiting USA (SRUSA)

Sports Recruiting USA (SRUSA) is the world's leading, most transparent and trusted U.S. college soccer recruiting consultancy, helping talented student-athletes earn soccer scholarships at colleges and universities across America since 2010. Featured on Sky News, BBC Sport, and The Independent, SRUSA's team of more than 90 former college coaches and players works with 99% of college soccer programs nationwide. SRUSA has helped place over 1,000 athletes into U.S. college soccer programs and secured more than \$10 million in athletic scholarships for its athletes.

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