Impact Soccer Adds St. Lawrence University to 'Living Lab' Cohort

The Men's and Women's Soccer Programs at St. Lawrence University Among First to Adopt Next-Generation AI & Computer Vision-Driven Analytics.

RESTON, VA, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- Impact Soccer, the AI and computer vision-driven video analytics platform democratizing professional-grade match intelligence for soccer programs worldwide and powered by Amazon Web Services (AWS), today announced a collaboration with the Men's and Women's Soccer Programs at St. Lawrence University. SLU's coaches and student-athletes will participate in the company's "Living Lab," leveraging next-generation analytics to optimize team and player performance. The arrangement aligns two organizations with a shared belief that cutting-edge technology can transform the way soccer is played, coached, and understood, establishing a unique partnership that extends beyond athletics, into academic inquiry and entrepreneurial education.

A Living Lab for the Future of Soccer Analytics

The Living Lab designation means student-athletes will participate in shaping the future of Impact Soccer's technology platform. St. Lawrence joins a growing cohort of elite academic institutions participating, including MIT's Men's and Women's Soccer teams. The Men's and Women's Soccer Programs will receive priority access to new features and product rollouts before they reach the global market, allowing coaches and players to stress-test an expanding suite of capabilities—including Impact Live, which layers game stats into livestreams in real time, and Impact IQ, the industry's only comprehensive off-the-ball performance metric—in real match environments, creating a development cycle that no internal simulation can replicate.

"We are extremely excited to partner with Impact Soccer as this opportunity not only enhances our soccer programs' performance and strategies, but it also opens doors for students across campus to engage with AI, machine learning, and entrepreneurship through authentic, hands-on experiences. This partnership is a win for athletic enhancements, academic developments, and future career opportunities for our students." —Franco Bari, Director of Intercollegiate Athletics, St. Lawrence University

Beyond the Living Lab, the partnership engages St. Lawrence's Department of Mathematics, Computer Science, and Statistics (MCSS), providing students access to project work, internships, and field experience in AI, machine learning, computer vision, and statistical modeling. Impact

Soccer Co-Founder and CEO, Josh Konowe, a serial technology entrepreneur, investor, and TEDx speaker, will also be available to SLU's Center for Career Excellence for keynote appearances, mentorship sessions, and networking events, while Impact Soccer Chief Growth Officer, Tony Mohammed, an SLU graduate, brings a personal connection to his work with the university's athletic and alumni communities.

“This is a multi-dimensional partnership, and that's by design. St. Lawrence combines elite NCAA competition with real intellectual depth, and this arrangement reflects all of it — not just what happens on the pitch.”—Josh Konowe, Impact Soccer CEO

Where Athletic Excellence Meets Academic Depth

The St. Lawrence Men's and Women's Soccer Programs compete in NCAA Division III, fielding student-athletes who bring the same commitment to excellence on the pitch that defines the University's academic culture. Thanks to the strength of the MCSS department, St. Lawrence offers Impact Soccer an exceptional partner for a collaboration that extends far beyond the field, aligning athletic performance, academic inquiry, and entrepreneurial education, under a shared commitment to innovation.

About Impact Soccer
Impact Soccer’s proprietary computer-vision and machine-learning platform is completely automated, processing a full battery of statistics within hours of a match. Built on Amazon Web Services (AWS), Impact IQ is the first comprehensive, off-the-ball data metric for soccer, globally. Impact’s real-time analytics will also go live this summer. The platform currently serves thousands of active customers across professional clubs, collegiate programs, academies, and youth organizations worldwide.

About St. Lawrence University
Founded in 1856, St. Lawrence University is a private liberal arts institution in Canton, New York, and the oldest coeducational institution of higher learning in New York State. The University was ranked No. 58 among National Liberal Arts Colleges in U.S. News & World Report’s 2026 rankings. St. Lawrence’s men’s and women’s soccer programs compete at the NCAA Division III level in the Liberty League Athletic Conference. The University’s Department of Mathematics, Computer Science, and Statistics provides students with hands-on experience in disciplines that include those that are increasingly shaping the future of sport. St. Lawrence also boasts the No. 1-ranked alumni network in the country, according to The Princeton Review’s 2025 rankings.

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