

SportsTech Pioneer Wictory Inc. Merges with The Sports Nutrition Playbook to Scale AI-Powered Performance Dietitian Coaching Nationwide

By pairing proprietary agentic AI with elite sports dietitians, Wictory unlocks a scalable, insurance-reimbursed platform that brings \$0 out-of-pocket performance nutrition to 70M+ Americans, starting with the rapidly growing \$40B youth sports market. This strategic merger opens a multi-billion-dollar market opportunity and aligns perfectly with the vision of both companies.

FRISCO, Texas & VIENNA, Austria / September 3, 2026

Wictory Inc., a U.S.-based SportsTech and AI company with European roots, today announced a strategic merger with Frisco, Texas-based nutrition coaching business, *The Sports Nutrition Playbook*, founded by renowned U.S. Sports Dietitian Amy Goodson. The transaction strengthens Wictory's U.S. market position by combining its AI-driven platform with a network of more than 30 Registered Dietitians, top-tier sports nutrition expertise, and an insurance-reimbursement business model.

Key Transaction Highlights:

- **Insurance-Reimbursed Nutrition Coaching:** Enables coverage for personalized nutrition coaching, opening access to high-performance guidance for 70+ million eligible Americans.
- **Proprietary Agentic AI & Data Flywheel:** Integrates real-time data from 100+ wearables, blood panels, photo food logging, audio inputs, and recovery metrics into a unified, proprietary "System of Intelligence."
- **Youth to Elite Focus:** Tailors actionable fueling, hydration, and recovery protocols for performance-minded Americans, with a targeted focus on the rapidly growing youth sports market.
- **Investor Backing:** Supported by follow-on funding from existing stakeholders across the global sports ecosystem, including world-champion athlete Michael Walchhofer.

"What was once reserved exclusively for elite pros is now accessible to every youth athlete and high performer," said Klaus Müller, Co-Founder and CEO of Wictory. *"By pairing our AI platform with Amy's proven sports nutrition coaching framework and insurance billing model, we are eliminating financial barriers and bringing world-class performance nutrition to millions."*

"Personalized nutrition is the ideal application for agentic artificial intelligence," added Markus Unterweger, Co-Founder and CTO. *"By combining domain-specific AI models with real-time biometric data from 100+ wearables, we eliminate administrative friction and empower dietitians to deliver higher-quality, continuous guidance at unprecedented scale."*

"Serving athletes from Peewee to Pro with personalized performance coaching is a true game-changer," said Amy Goodson, MS, RD, CSSD, LD, Owner of The Sports Nutrition Playbook and incoming Chief Nutrition Officer. *"Joining forces with Wictory allows us to scale evidence-based sports science, bringing expert-level sports nutrition into the palm of every athlete's hand across America."*

Joint Leadership Team

- **Klaus Müller (Co-Founder & CEO):** Serial founder and former Googler with 25+ years of experience in data products, steering Wictory's strategic vision across SportsTech and HealthTech.
- **Amy Goodson, MS, RD, CSSD, LD (Chief Nutrition Officer):** Sports Dietitian and Board-Certified Specialist in Sports Dietetics with 20+ years of experience advising elite organizations, including the Dallas Cowboys, Texas Rangers, PGA Tour golfers and TCU Athletics. She is also a regular expert contributor to national media outlets.
- **Markus Unterweger (Co-Founder & CTO):** AI architect and former Austrian biathlon champion leading technical product development, agentic models, and biometric systems integration.

About Wictory Inc.

Founded in 2024, Wictory today operates as Wictory Inc., a U.S.-based SportsTech and HealthTech company with European roots. The company provides personalized digital health and performance coaching focused on three core pillars: Training, Recovery, and Nutrition. Powered by proprietary agentic technology, Wictory aggregates data from wearables, nutrition logs, and blood panels into a central "System of Intelligence." Recognized for its technical innovation, Wictory joined the AI:AT Factory (Austria's flagship project for trustworthy AI) in early 2026. Emerging from a highly competitive selection process, the company was chosen in August 2026 for Batch 6 of the global Plug and Play SportsTech accelerator to support its nationwide growth across the U.S.

Learn more at: www.wictory.com

About The Sports Nutrition Playbook

Founded in 2023 by registered sports dietitian Amy Goodson in Frisco, Texas, The Sports Nutrition Playbook delivers simple, evidence-based nutrition strategies and meal planning for professional, collegiate, and youth athletes, as well as the everyday active population.

Learn more at: www.thesportsnutritionplaybook.com

Media Contact:

Klaus Müller / CEO and Co-Founder

press@wictory.com

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