

Memo

To: WBFSH

From: Eddy Schuurmans, GET bv

CC: John van de Laar, David Stickland,

Date: 19 September 2025,

Meeting participants: na

Subject: Abstract of the presentation of Global Equestrian Technology bv.

News and social media are full of both fear and optimism on how AI will increasingly affect every aspect of our lives. So the relevant question came up: how can we use AI in the equestrian world in order to help the studbooks in their daily operations and to generate data and knowledge we don't have today. Global Equestrian Technology is a start-up company that started from the above awareness. They have used machine learning technologies to build a video analysis system that is capable of registering biomechanical movements of horses and riders and deduct all kinds of observables out of this huge mass of numbers. Before this system is explained and shown, a short introduction on AI is given. What is it and how does it work. What are the limitations of AI at the moment, what is needed for further development. What kind of solutions can we expect from it.

Topics in this area are:

- ✓ Can AI assist there with predictive models based on sport results and linear profiling data that are available?
- ✓ What if images have been photoshopped, how is fraud combated?
- ✓ What about AI for the analysis of documents used in studbook administrations

It will be clear that the possibilities of AI almost endless, but nothing will come by itself. On the other hand, also the equestrian world will have to accept and use it. It's not a matter of whether it will come or not. The question is when and by whom it will be controlled.

Some key information about Eddy Schuurmans

Professional:

- Theoretical-Experimental psychologist, working on memory and leaning mechanisms, framing theory and the neurological backgrounds of memory.
- Since 1983 entrepreneur in ICT, in several companies, the last one was SoccerLAB, delivering a complete athlete management & video platform for all departments in a soccer club or federation
- **2023 Co-founder of Global Equestrian Technology bv working on the development of EVA (equestrian video analysis)**

In horses:

Private

- Medium level dressage rider, (PSG) trained in Warendorf
- Dressage judge (medium level)
- Over 45 years active as a dressage horse breeder (Breeding farm Stal De Kampert bv) Approximately 50 foals bred, about half of which have competed at medium level or higher (including 5 GP)
- Highest position on the WBFSH ranking 44 with Illuster van de Kampert, USA team horse and Dressage Horse of the Year in the USA 2022
- Discoverer and co-owner of the GP horse Charly (Simon Missiaen)
- Trainer (up to Young Riders International level) with the Dutch Team
- Organizer of Oakbarn Auction, auction of dressage foals

In BWP

- Secretary of BWP Bocholt region since 1993
- Member of the Provincial Board of BWP Limburg since 1995
- Member of the BWP Promotion Committee from 1995 to 2013, until its dissolution
- Founder of BWP Dressage Promotion Team 1998
- Organizer of the BWP Dressage Breeders Forum in 2009
- Initiator/organizer of Emmerscup (young horse tests) since 2016
- Member of BWP Dressage Studbook Committee since 2008, chair since 2019
- BWP national jury member since 2010
- Selection committee BDF foal auction
- Member of the Board of Directors of BWP since 2025.