

PERSONAL ARCHIVE / PUBLIC RECORD

DMITRY SAKSONOV

Founder of ATOM Group. Sport × Tech × AI.

Dmitry Saksonov (b. September 6, 1989) is an entrepreneur and founder of ATOM Group – an ecosystem of 12 companies building products end-to-end, from idea and development to launch and marketing.

His path started far from tech conferences: teenage construction work, a first motorcycle earned at 14, his own crew of 40 by age 17, a decade in the automotive business – then computing infrastructure, software, AI, and a global sports-tech ecosystem.

The core thesis behind his ventures: “An athlete is a startup.” Like a founder, a young talent needs someone to believe early – with resources, infrastructure and transparent rules. That idea, born in the favelas of Brazil, grew into football academies and the ATLETA infrastructure.



PRESS SCRUM / AFTER THE ANNOUNCEMENT

12

COMPANIES IN THE GROUP

65⁺PROJECTS: AI, WEB3,
SPORTTECH**1500⁺**

SPECIALISTS

7

COUNTRIES OF PRESENCE

■ FILE 02 / ECOSYSTEM

ACTIVE



AI social platform that turns a moment of life into a post, a clip and a soundtrack. Live on iOS and Android in 143+ countries.



Digital infrastructure for the sports industry: 24M+ processed operations, 1M+ active accounts, ~200 partners.

**Sports
Ecosystem**

SportTech ecosystem: XR football, computer vision, football academies in Brazil, haptic XR hardware.



The world's first music label and production center for AI artists.



Full-cycle AI animation studio. Debut feature “Marsh Legends” – #1 in domestic box office.

FILE 03 / MILESTONES

- 2016
Enters computing infrastructure after a decade in the automotive business. Builds infrastructure and a core engineering team.
- 2020-2022
Restart and pivot to digital products. New core team; from hardware to software, AI and portfolio management.
- 2023
Brazil. Football academies, favelas – and the “athlete as a startup” thesis. The foundation of the sports division and the ATLETA infrastructure.
- 21.02.2024
International debut at Coca-Cola Arena, Dubai – an audience of 16,000+. The ecosystem scales to ~1,500 people.
- 2025-2026
Focus: the Arena fan platform + ATLETA infrastructure. Restructured to a lean core; ATOM Distribution launches in the US with a veteran entertainment executive.

FILE 04 / ON THE RECORD

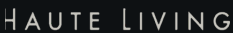
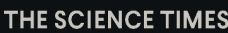
35+ PUBLICATIONS

“The architect behind one of the most ambitious sports ecosystems of the decade.”

TIMES OF MALTA, 2026

“The rebirth of a founder who lost everything – and built even more.”

BUSINESS INSIDER AFRICA, 2025

FILE 05 / FOOTAGE



SPORTS SUMMIT / FORTALEZA



JOSSOR PARTNERSHIP SIGNING



PRESS SCRUM AFTER THE ANNOUNCEMENT

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