

SportStats



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Econ

Can't have a wrong prediction if you know what's gonna happen

Overview

Explanation of your product (main features of the product)-make sure you write in a language that “sells” your product, be descriptive.

What makes your product unique from the competition?

Business Philosophy

Our Philosophy is to make a product which allows fans to view stats from any player from major leagues around the world including the MLB, NFL, UEFA, Premier League, Bundesliga, La Liga, French League, Serie A, NBA, MLS and NHL. The App will also have scores and team stats for teams from 2010- to today. Our application is unique because it is not solely focused around gambling like other statistic apps.

Target Consumers

- Region/State: US/EU/UK
- Age: Adults
- Gender: Male
- Income Level/Social Class: All

Competition (based on your research from hw)

The Main competition is likely an application called (The Score) it is marketed for free but its revenue is made via ads. The other is a simple non-profit database that just compiles data of different teams and players that is a free website.

What are the strengths and weaknesses of those companies? The main weakness of the Score is that it is filled with ads mainly targeted for older people and is beginning to be marketed to gamblers

How much do they sell their products for? The App is free but it does have a separate software for gambling and the app makes the majority of its profits through ads.

Explanation

- How will your company advertise/sell your product? (marketing strategy) Web advertising on sports sites
- How many products do you hope to sell in a year? We hope to sell 7,000 apps (We have sold around 1500)
- Where do you see your company in five years? (EX: Selling around 20,000# of products and making revenues up to \$60,000 making a new model of the product)
- Where do you see your company in ten years? (EX: Selling 130,000# of products and making revenues up to \$130,000 making a new model of the product)
- Why should the sharks invest in your product? (what makes your product unique?) If the Sharks invest money our output an advertise would double if not triple and so would profits

Costs

Price of Product: \$2.99

- What are your startup costs?
- How much would it cost to manufacture this product? ~10,000
 - Office space/warehouse/factory rental: \$3.33 per square foot
 - Product costs(how much you spent to buy materials): app so no materials
 - Labor costs: Two others who make a certain percentage of profits
 - Advertising (look up numbers): 2-3 dollars per ad 50 dollars for click ads
- Revenues per product (price of product- costs to make product) 2.99
- How much money are you asking for from the sharks? (how much money and what % stake)\$95,000 and 19% stake

Resources

Computer Cloud, statistics database, real time score connections and other software.