

Product Requirements Document



MATCHUP

FIND YOUR MATCH, PLAY YOUR GAME

Vision

For students and young professionals seeking to meet new people, balance work with physical and social activities, and cultivate a sports community, MatchUp offers a revolutionary platform. Unlike traditional options such as expensive gym memberships or competitive club sport teams, MatchUp provides a low-commitment, flexible, and free alternative for connecting with fellow athletes through pickup sports. By seamlessly connecting individuals to recreational sports, MatchUp fosters meaningful bonds, enhances mental and physical well-being, and contributes to a more connected world.

Outline:

Product Requirements Document.....	1
Vision.....	2
Motivation.....	3
User Personas.....	3
Unmet Needs.....	6
Existing Solutions.....	8
Differentiation:.....	9
Why Now?.....	10
Key Path Scenarios.....	11
Detailed Design & Features Description.....	20
Design Principles.....	20
Features.....	22
Version 1 - MVP.....	22
Version 2 - Next Version.....	23
Version 3 - Long Term.....	24
Roadmap.....	25
Go-To-Market Strategy.....	26
Milestones and Timing.....	27
Unit Economics and Metrics.....	30
Pricing structure:.....	30
Success Metrics:.....	32
Resources Required and Projected Costs.....	34
Operational Needs and Risks.....	38
Team Members.....	41

Motivation

User Personas



Kyle
Consultant



Age: 25 Years	Country: American
Sex: Male	Education: Bachelor's Degree
Marital status: Unmarried	Occupation: Consultant

BIOGRAPHY

Kyle was born in Los Angeles to a Middle class family. Grew up playing team sports in High School and continued playing intramural Soccer and Baseball throughout college in a good state school near home. He graduated with a Business degree and found a job in Chicago as a consultant in a mid-tier consultancy. He lives in a studio apartment in the North side of Chicago. He has been struggling to keep his sports routine as he is new to the city and doesn't have many friends with shared interests.

GOALS AND OBJECTIVES

- Stay in shape
- Meet new people in Chicago
- Build an achievable routine
- An overall healthy lifestyle
- Keep his job and climb the corporate ladder
- Do more outdoor activities to break the monotony of office work

FRUSTRATIONS

- Recreation leagues are expensive
- Co-workers don't share the same interests or priorities
- He hasn't played any sports since moving to Chicago for work
- He has already gained 10 lbs in the 2 months since moving

PERSONALITY

Openess



Self-Confidence



Extroversion



Agreeableness



QUOTES

"I thought my co-workers might become my friends but somehow I didn't realize that a lot of 30 year olds have families"

"Fitness is really important to me, but mostly I just want to be active and not sitting on my ass."



José
Line Chef



Age: 27 Years	Country: American
Sex: Male	Education: Associates Degree
Marital status: Unmarried	Occupation: Line Chef

BIOGRAPHY

José was born and raised in Chicago. His parents immigrated from Mexico before he was born, and his family continues to hold onto their Mexican roots today. His father has been a huge soccer and baseball fan for his entire life, and coached José's teams as a young boy. He thoroughly enjoyed sports, especially the competitive aspects and friendships he was able to make through sports. Continuing to play soccer and baseball with his childhood friends is what gives him a true sense of community in Chicago. Unfortunately, as he gets older his close friends have less time and can't commit to club sports leagues or justify the costs, so he is hoping to find other ways to continue to connect with them moving forward.

GOALS AND OBJECTIVES

- Take over the family restaurant someday and continue to grow the business his parents worked so hard to start.
- Continue to stay close with his childhood friends by playing soccer and baseball every week.
- Stay in touch with his Mexican roots through sports.

FRUSTRATIONS

- Recreation leagues are getting more and more expensive every year, so less of his childhood friends are choosing to pay for it.
- He can't find a consistent way, outside of recreation leagues, to consistently to connect with his friends.

PERSONALITY

Openess



Self-Confidence



Extroversion



Agreeableness



QUOTES

"I look forward to Tuesday and Thursday night rec leagues all week - it's just a shame they jacked up the price this summer. I just hope the other guys don't bail because of it."

Unmet Needs

Unmet Need 1: Balancing Physical Health with Social Interaction.

Issue: Young professionals like Kyle often find it challenging to prioritize physical activity and cultivate social connections outside of their work environment. These activities are essential for promoting overall well-being and combating feelings of loneliness

Supporting Info

Lack of workplace relationships:

"We don't become friends with our co-workers, 'We are not only bowling alone,' Jeffrey Pfeffer, a professor at Stanford observes, 'We are increasingly working alone.'" ([The New York Times](#))

Struggle to Balance work and Social Interaction:

"In the last few decades, we've just lived through a dramatic pace of change. We move more, we change jobs more often, we are living with technology that has profoundly changed how we interact with each other and how we talk to each other." ([NPR](#))

Why Social Interaction is essential:

"Research published in the American Journal of Lifestyle Medicine notes that social support and feeling connected can help people maintain a healthy body mass index, control blood sugar, improve cancer survival, decrease cardiovascular mortality, decrease depressive symptoms and improve overall mental health. " ([Forbes](#))

Interview Quotes:

"I recently moved for work, and adjusting to a new city has been tougher than I expected. Finding ways to stay active and meet new people outside of the office has been a real challenge."

Unmet Need 2: Cultural Adjustment and Social Integration for International Students

Issue: International students like Yash undergo significant adjustments when moving to a new country, struggling to balance academic demands with cultural adaptation and social integration. Experiencing culture shock intensifies this challenge, making it difficult to find time to socialize and engage with the new environment. Yash needs an accessible solution to ease his transition and facilitate meaningful engagement with his surroundings.

Supporting Information

Culture Shock:

"Culture shock is a term used to describe the psychological and emotional discomfort

experienced when individuals are exposed to a markedly different culture. International students coming to the U.S. may face various challenges due to differences in language, customs, values, and social norms." ([USC Office of International Services](#))

Combatting Culture Shock through Activity Participation:

In an from USC's Office of International Services, strategies for international students to overcome "Culture Shock" were highlighted. The author emphasized the significance of actively engaging with the new environment. They suggested, "Exploring your host city and participating in cultural events can be enriching," advocating for direct involvement in local activities as a means to alleviate the challenges of cultural adjustment. ([USC Office of International Services](#))

Relocation Depression:

Relocation depression, often termed as "relocation sadness," can emerge as a consequence of the upheaval associated with moving, triggering symptoms like sadness, fatigue, and changes in appetite and sleep patterns ([Healthline](#)). Effective management strategies for relocation depression include regular exercise, which has been shown to improve mood and reduce symptoms of depression ([Healthline](#)).

Interview Quotes:

"I know I am supposed to be studying all of the time but I am already here [in America] so I might as well meet some new people."

Unmet Need 3: Access to Affordable Recreational Opportunities

Issue: We understand the struggle that guys like Jose face in finding affordable alternatives to expensive rec leagues in their hometowns, leaving them without the opportunity to enjoy sports with their friends.

Supporting Info:

Decline in Sports Participation in Adults:

"A new NPR/Robert Wood Johnson Foundation/Harvard T.H. Chan School of Public Health poll finds that although almost three in four adults played sports when they were younger (73%), only one in four (25%) continue to play sports as adults." ([Harvard School of Public Health](#))

Impact of Wealth on Sports Participation:

"Sports participation among adults varies by income, where only 15% of lower-income adults play sports (those with household incomes less than \$25,000/year), while 37% of higher-income adults play sports (those with household incomes of at least \$75,000/year). ([NPR](#))

Interview Quotes:

"I look forward to Tuesday and Thursday night rec leagues all week. It's just a shame they jacked up the prices this summer. I just hope the other guys don't bail because of it."

Existing Solutions

Taking the Chicago Metropolitan area as an example location for analysis of existing solutions.

Finding, Playing, and Paying for Recreation and Pickup Sports

Name	Platform	Type	Cost	Notes
Chicago Sports Social Club	Website/App	Recreation Leagues	\$1249 per team \$125 per individual	20+ sport offerings, locations across Chicago, different skill levels by league
S3 Simply Social Sports Leagues Chicago	Website	Recreation Leagues	\$965 per team (7 week league i.e. \$140 per week), or \$95 per individual	Only co-ed recreational leagues, partners with local pubs for post-game social hours
Grab a Game (Chicago Based)	Website/App	Pickup Sports, mini-tournaments, learn-to-play sessions	\$35 to register for up to 5 games per week	Powered by MindBody
Chicago Basketball	Facebook Group	Pickup, Leagues, tournaments	Free public group, may pay based on session	4.0K + members, created by Chicago Sports Social Club
GoodRec (Just Play)	App	Paid Pickup	Purchase match credits,	See Reviews in the Appendix
Open Sports	App for players, tool for organizers	Pickup and Rec League Registration Organizer	Recreation group - \$30 per month. Full time club - \$70 per month. Premium (large scale) - \$750+ per month	B2B model catered to organizers. Provide interface and platform for organizing leagues. See further reviews in the Appendix

Differentiation:

1. Live Attendance Metrics:

MatchUp stands out from the rest with its cutting-edge real-time attendance metrics, delivering immediate updates on the ever-changing number of players who are participating in pickup sports games. This unparalleled capability empowers individuals to make well-informed choices about whether or not to join a game, taking into account the current crowd size and level of activity. Not only does this promote transparency within the community, but it also promotes increased involvement and interest. Through offering users continuously updated information on nearby playing options, MatchUp delivers a fluid and dynamic sports experience that cannot be rivaled by any other platform.

2. Cost-Effective Alternative to Recreational Leagues:

Experience a refreshing and enticing option with MatchUp, steering away from the usual recreational leagues. With no initial fees or membership dues required, MatchUp offers a budget-friendly option for all. Unlike standard setups, participants can join pickup sports games at no extra charge, making it accessible to a wider range of individuals. Plus, MatchUp offers top-notch features at a minimal added cost, allowing users to enjoy extra perks without straining their wallets. This affordability factor sets MatchUp apart, making sports activities more accessible and promoting inclusivity within the community.

3. Personalized Experiences:

Users can personalize their profiles by showcasing statistics, sports interests, and career accolades, allowing them to curate their gaming identity. Additionally, users can self-rate their profiles based on skill levels and experience, enabling the app to make tailored recommendations for compatible players nearby. As a result, the app offers personalized match recommendations based on users' interests, skill levels, and location preferences. By leveraging advanced algorithms, MatchUp even suggests compatible playing partners, enhancing the overall game experience and helping to foster meaningful connections. This level of personalization has never been achieved in the realm of pickup or recreation sports, and will therefore set MatchUp apart from past platforms.

4. Consolidated Communication Channels:

Target users have become accustomed to using multiple platforms like Instagram, Snapchat, and Facebook for organizing pickup sports games and recreational sports. With MatchUp, all communication needs are consolidated into one interface that is dedicated to simplifying the process of discovering and coordinating activities. This unmatched convenience and efficiency will make MatchUp the go-to destination for seamless sports organization and communication.

Why Now?

1. Fragmented Market with No Clear Leaders

In the ever-growing world of sports apps, there are numerous choices available, yet none have successfully brought all sporting enthusiasts together. The market is disjointed, lacking a clear leader, especially when it comes to lesser-known or community-driven sports. This splintering presents an opportunity for our app to emerge as the ultimate unifier. By filling this crucial gap in the market, MatchUp is strategically positioned to be the go-to platform for sports lovers.

2. Modern Data Access and Technological Capabilities

Although social media platforms have successfully used vast quantities of data to create individualized user experiences, the sports industry has not been as successful in utilizing this information. Despite the abundance of data, sports platforms have not been able to provide personalized experiences for their users. However, with MatchUp's development, there is a great opportunity to take advantage of this data-rich environment and offer tailored suggestions for optimal timing, locations, and company for sports activities. By seizing this opportunity, MatchUp not only strives to improve individual sporting experiences, but also aims to promote a sense of community among its users.

3. Emerging Demand for Niche Sports

In today's dynamic sporting world, niche and emerging sports are experiencing a surge in demand and popularity. According to Statista, activities such as Teqball, Pickleball, and Ultimate Frisbee have seen a consistent increase in participation rates. These rising numbers signify a clear demand for platforms that cater to the passionate communities of these unique sports. However, despite the obvious interest, existing apps largely cater to mainstream sports, leaving a gap for niche sports enthusiasts. Recognizing this untapped market, MatchUp has taken a strategic pivot to fill this void and become pioneers in capturing this growing sector. With a specially tailored platform, MatchUp is perfectly positioned to cater to the distinctive preferences of niche sports aficionados, leveraging current trends to secure its place as a leading player in this expanding market.

Key Path Scenarios

Use Case 1: Creating a Profile - Jose

1. Account Creation

The image displays two mobile app screens side-by-side, illustrating the account creation process.

Left Screen: Create your account

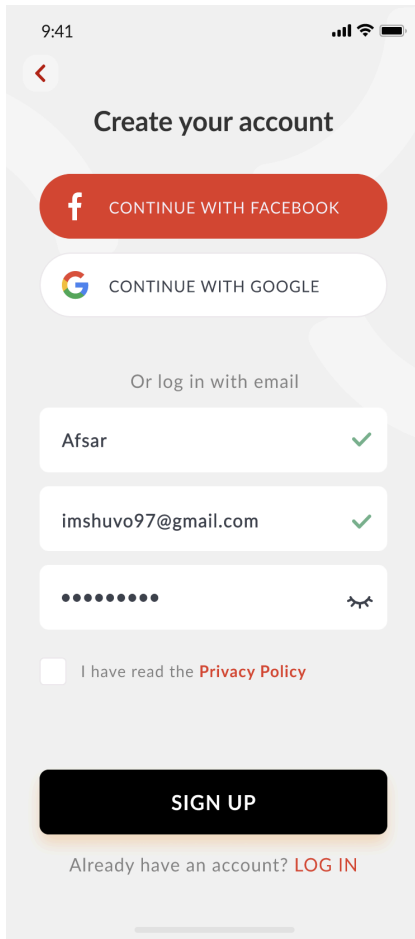
- Time: 9:41
- Back arrow icon
- Header: Create your account
- Buttons: [CONTINUE WITH FACEBOOK](#) (red), [CONTINUE WITH GOOGLE](#) (white)
- Text: Or log in with email
- Form fields: (with green checkmark), (with green checkmark), (with eye icon)
- Text: ☐ I have read the [Privacy Policy](#)
- Button: SIGN UP (black)
- Text: Already have an account? [LOG IN](#)

Right Screen: Verification

- Back arrow icon
- Header: Create your account
- Buttons: [CONTINUE WITH FACEBOOK](#) (dark blue), [CONTINUE WITH GOOGLE](#) (dark blue)
- Image: Illustration of two people playing basketball
- Section: Verification
- Text: Lorem Ipsum is simply dummy text of the printing
- Button: CHECK EMAIL (red)
- Button: SIGN UP (dark blue)
- Text: Already have an account? [LOG IN](#)

After a friend tells Jose about Match-Up, he decides to create an account. Jose prefers not to link his social media accounts, so he types in his email and creates a password. After some initial excitement, Jose hesitates to create his account until he has reviewed the privacy policy. Jose clicks on “Privacy Policy” and finds that the data being collected does not violate his personal privacy. Jose then checks the Privacy Policy box and clicks SIGN UP. Once he clicks SIGN UP, a message appears asking Jose to verify his email. Jose must then go to his email inbox where he will see an email from Match-Up asking him to confirm that it is him trying to create an account. After confirming that it is him, Jose is ready to go, and his account has been registered with Match-Up!

2. Existing User Login



9:41

<

Create your account

f CONTINUE WITH FACEBOOK

G CONTINUE WITH GOOGLE

Or log in with email

Afsar ✓

imshuvo97@gmail.com ✓

•••••••• ••••••••

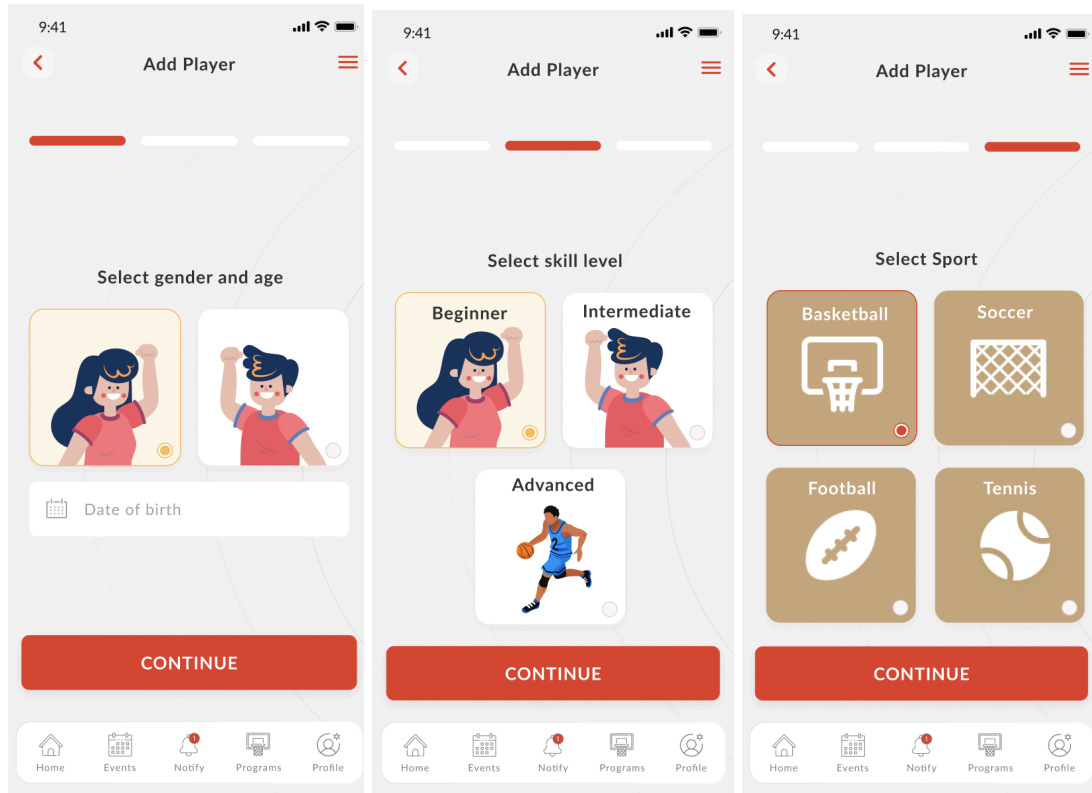
☐ I have read the [Privacy Policy](#)

SIGN UP

Already have an account? [LOG IN](#)

Jose returns to the app after creating his account. He clicks log-in and proceeds to the login page. To his relief, Jose finds that despite not initially linking his social media accounts to his login, he has the option to do so at any time. By linking his Facebook, Gmail, or Instagram, Jose can log in instantly and not have to worry about remembering all of his credentials. However, Jose is eager to dive into the action, so he decides to log in with his email address and his Match-Up password that he created. Jose types in his information in the required fields, and he is good to go. Luckily, Jose remembered his password, but if he had forgotten his password, he would find that recovering his account would be easy. By clicking "I forgot my password," Jose will be taken to a new page that provides instructions on how to reset his password.

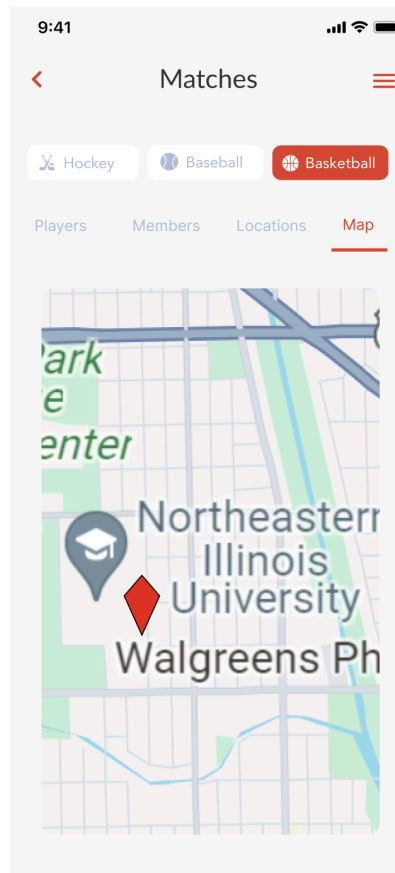
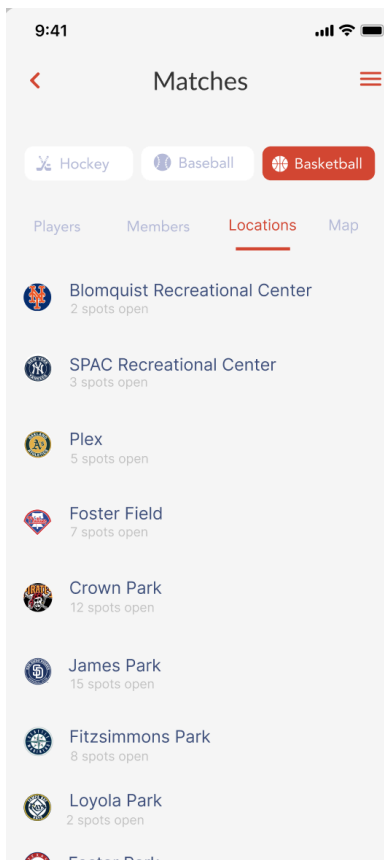
3. Profile Customization - Jose



After logging in, Jose is directed to the profile customization hub, where he can input his athlete profile and get paired with games and locations accordingly. Initially, he inputs his gender and age, then clicks Continue to proceed. Next, he selects his skill level, opting for "Advanced" due to his confidence from playing Varsity basketball. Moving on, Jose chooses the sports he's interested in, instantly selecting Basketball, his lifelong passion, and adds soccer and football, inspired by multi-sport athletes. After this, he completes his profile customization and is now ready to play!

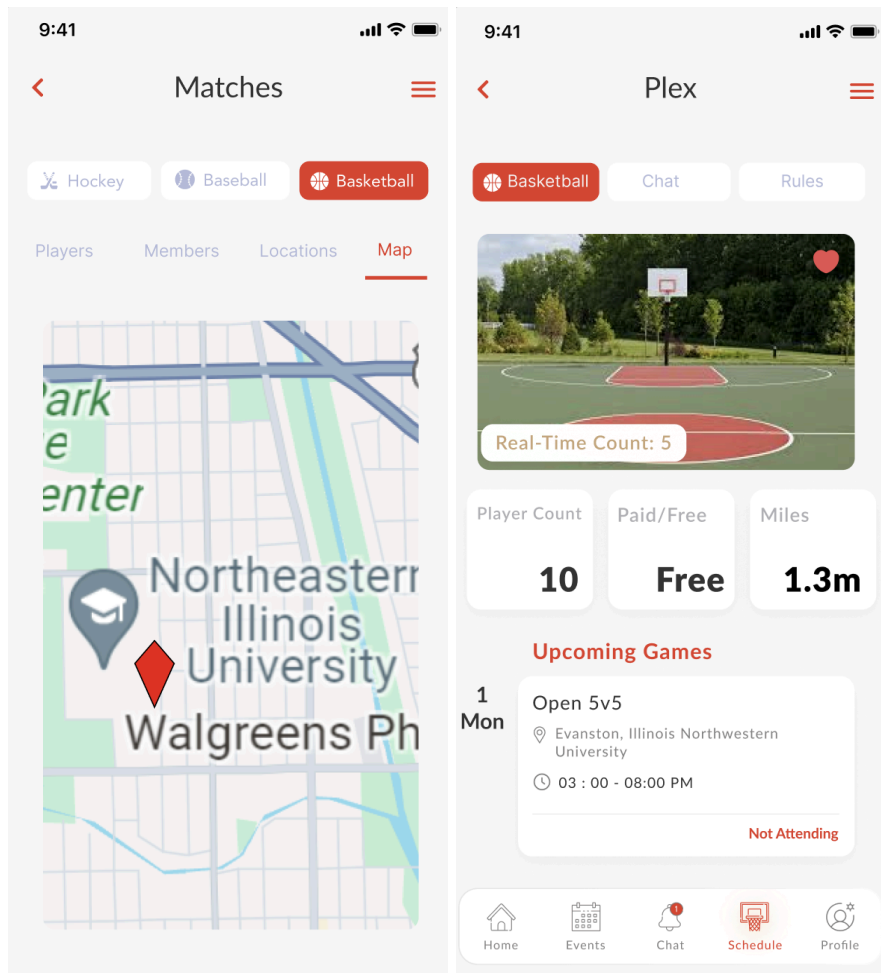
Use Case 2: Finding A Pick-Up Game - Jose

1. Matches Near Me



Eager to hit the court after completing his profile, Jose grants Match-Up access to location services. This enables him to view every public basketball court in his area. On the matches page, he sees a list of these locations along with the number of players currently there. Since Jose is unfamiliar with many of these places, he decides to check their proximity. He navigates to the maps tab, where he finds a map of his location with nearby courts marked by red pins.

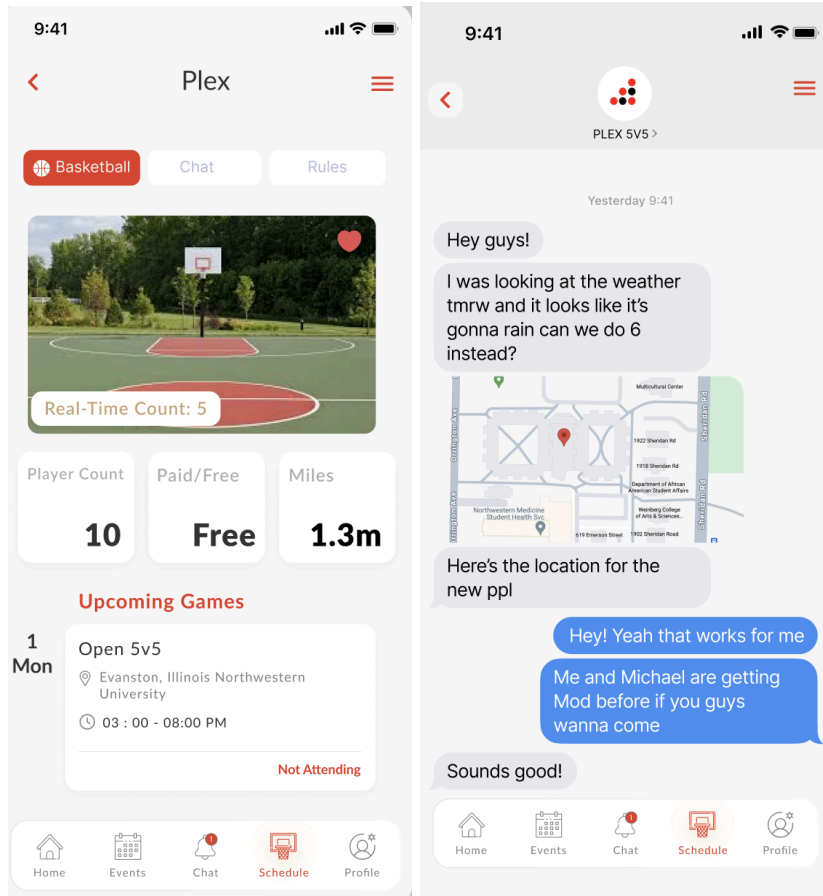
2. Location Information



Jose locates a nearby court within walking distance. Clicking on the red pin on the map, he's directed to a detailed page providing all the essential information for an athlete. Here, he sees a picture of the court along with the current player count. Moreover, Jose can view the distance to the court, the maximum capacity, and whether it's free or paid to access. Additionally, the upcoming games section displays the weekly schedule, allowing Jose to select a match and RSVP. With everything sorted, Jose is now set to enjoy the game he loves.

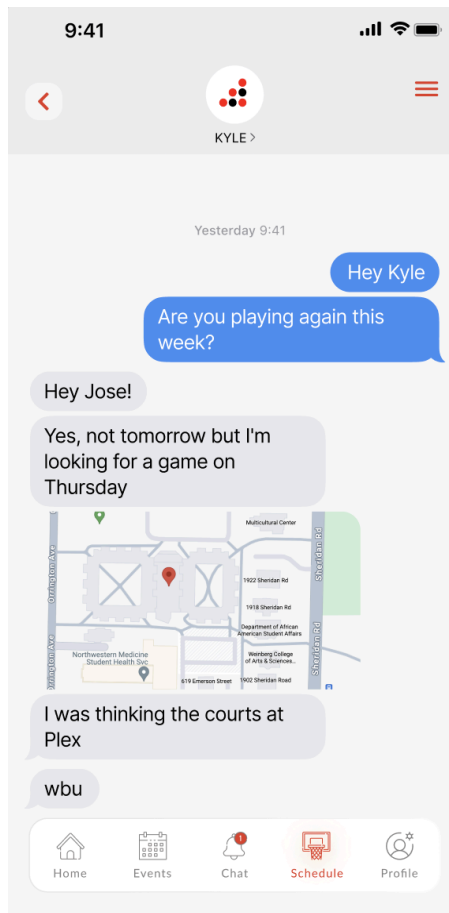
Use Case 3: Messaging - Jose

1. Location Group Chat



As Jose heads to the court, he worries that the real-time count might be inaccurate, potentially impacting his ability to play 5v5. Fortunately, Match-Up offers a solution by enabling communication with individuals at the location. On the location page, there's a group chat section serving as an open hub for anyone interested in playing. Jose types, "Hey, are people playing games right now?" Within minutes, someone responds, "Yeah, come through." Relieved, Jose knows his afternoon won't be wasted. Excited to play basketball, he no longer has any anxiety about the court situation.

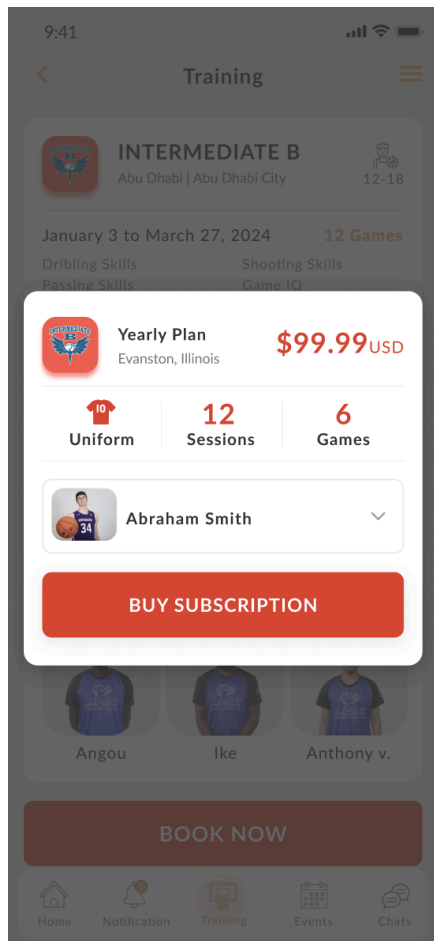
2. Direct Messaging



Jose just wrapped up his session at the court, and his first Match-Up experience was a success! Among the highlights was his on-court chemistry with Kyle. Jose is eager to team up with Kyle in the future. He searches for Kyle's profile and finds it. Here, Jose can view Kyle's Match-Up information, including the sports he plays, his statistics, and the option to directly message him. Jose clicks the chat icon and sends, "Hey Kyle, are you playing again this week?" Within minutes, Kyle responds, "Yes, not tomorrow but I'm looking for a game on Thursday." With this easy communication, Jose has his recreational plans set for Thursday.

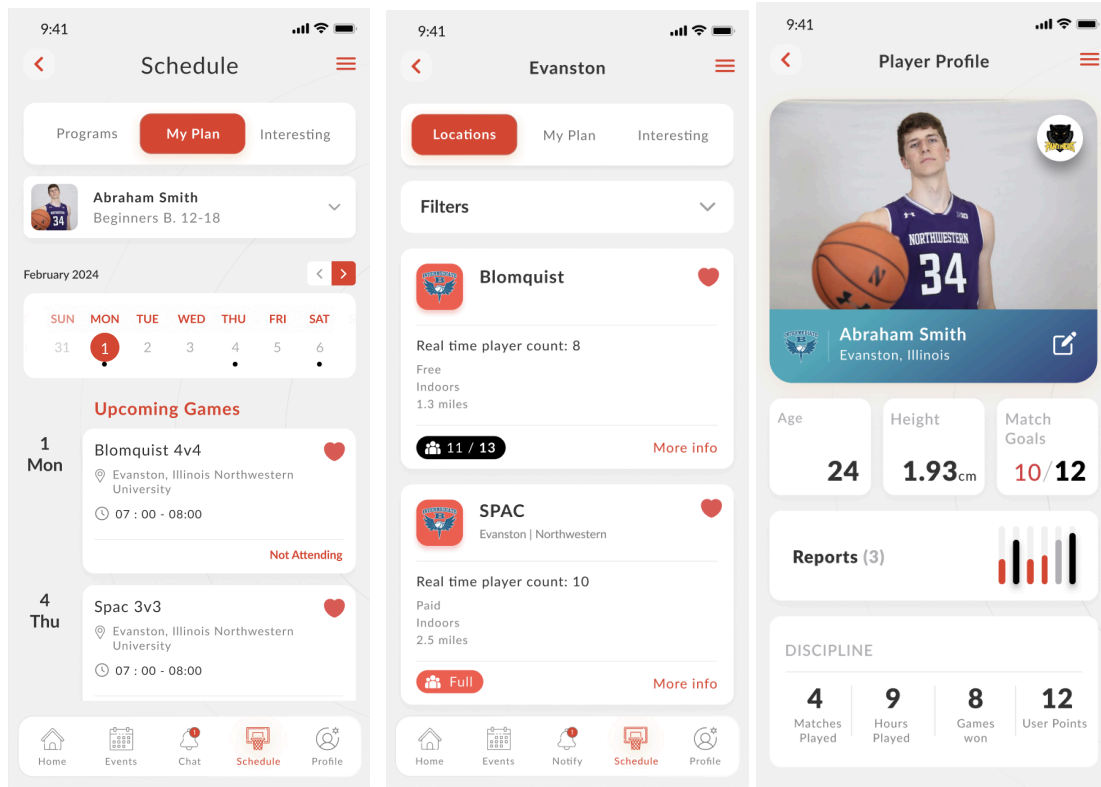
Use Case 4: Match-Up Premium - Jose

1. Subscription



Jose has been enjoying the Match-Up app, but he's eager to unlock more features. Unfortunately, he's used up all his free matches and can't RSVP without subscribing to Match-Up Premium. Unwilling to compromise the valuable sports opportunities he's found through Match-Up, Jose decides to subscribe. After entering his payment details and completing the subscription process, Jose is now a Match-Up Premium Member.

2. Enhanced UI/UX



Now that Jose is a Match-Up premium member, his UX/UX has undergone a significant improvement. He can now discover games and locations he hasn't seen before, with the added ability to favorite these locations by clicking on the heart emoji. By favoriting a location, he receives notifications about it, and it prominently appears at the top of the location page. Additionally, Jose can now enhance his personal profile extensively. He has the freedom to add statistics, images, and even his height and weight. With Match-Up Premium, Jose has the liberty to explore the world of Pick-Up sports in any way he desires.

Detailed Design & Features Description

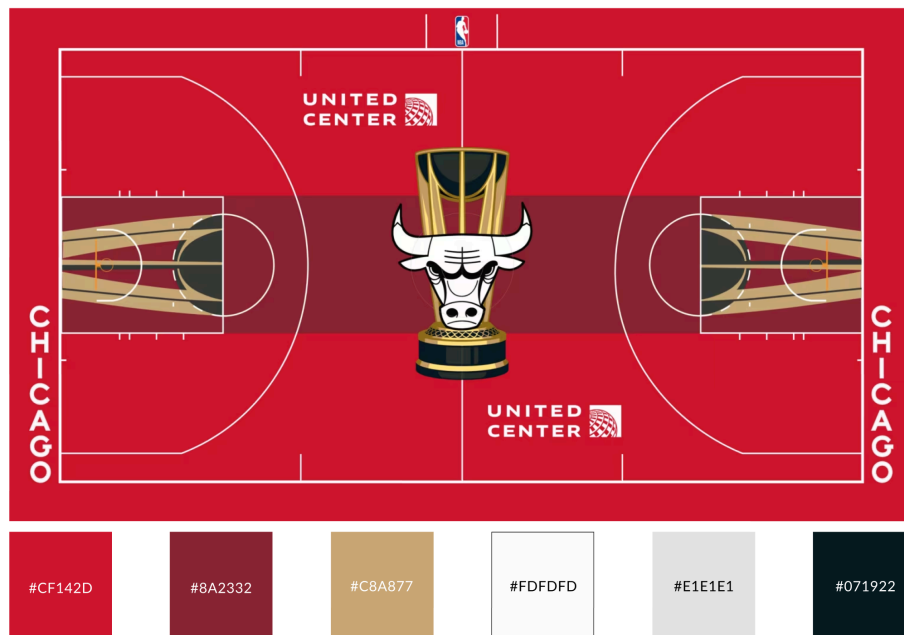
Design Principles

- Drew inspiration from the [Chicago Bulls colors](#) and [design principles](#), because we will launch in Chicago where there are a lot of Bulls fans which increases familiarity with the app design
- Simplicity of colors increases usability
- [Images are easier to process than words](#)
- Simpler & clean aesthetics reflect legitimacy
- Personalization elements should work to enhance functionality
- Time matters, the reservation process for players quick and straightforward
- Playing pickup sports should be a fun activity
- Customers feel their needs are understood
- Relevant features to the target audience
- We are willing to omit incremental features such as personal QR codes and social media sharing which will be added in V2

Below is our design style guide, along with the fonts, hues, logos, icons, and typography that will be used as design elements in MatchUp:

<https://www.figma.com/file/7dsKYxsEmIWuHc7qo1RW08/MatchUp-Mockups-2-21?type=design&t=dua7eDZQPEkb2Nyf-6>

Color Palette



Typography

Create your account
1 2 3 4 5 A B C D
'EVANSTON'

Icons



Logo

- Sporty
- Intuitive
- Inviting
- Engaging

MATCHUP

Features

Version 1 - MVP

Golden Feature: A Real-time count of players at each listed location

For the initial version of our app, we are focused on the four main functionalities:

- The real-time count of players, which is our largest differentiating feature
- The ability for users to create basic custom profiles
- The ability for users to access possible locations and filter by sport
- The ability for for users to interact in group chats for those locations

Detail Features V1 - MVP			
Feature Name	Feature Description	List of Dependencies	Feature Priority
Real-time Count at locations	Users being able to see the number of people at any given location during real-time	Location of each registered user, a way to update count by users for non-users, people to actually interact with features, OR computer-vision to count players for us	P0
Manual updating number of players by users	Users can manually input real-time player count themselves or validate the number shown	Users to interact with the feature, frame to upvote current count, or input a new count	P0
Location description features	When is it open? Indoor/outdoors, lighting, free/paid, name, Sport, surface	Information on particular locations	P0
Personalized profile creation	The profiles of players are customizable and interactable with other players	People to actually fill them out, value-adding prompts, ability to login with other platforms (google, facebook, apple)	P1
Favoriting locations	Adding a "heart" feature to save a specific location	Having a location and a button	P1
Location and Sport specific group chats	Public group chats for each location	User on the platform to participate in group chat, locations and sports listed properly	P1

Notifications for upcoming times/locations of interest	Notifications sent out when favorite locations have matches going on	Real time count and favorite locations	P1
--	--	--	----

Version 2 - Next Version

Golden Features: Connecting and Chatting with players through custom chats

For the second version of the platform, we are focused on improving upon past features, while giving users new ways to connect with individuals:

- Connecting with other users through custom direct messages and group chats
- Improving availability of information for old locations
- Give users the ability to add new locations to allow platform to scale
- Further personalization for individual user profiles and schedule integration

Detail Features V2 - Next Version			
Feature Name	Feature Description	List of Dependencies	Feature Priority
Individuals pinning locations	Locations where pickup sports happen close by appear to users after other users pin them	Users pinning actual locations, a validation process, accurate gps coordinates	P0
Schedule @ each location	Visual portrayal of "hot" times at a location	Long-term past usage data to help predict future usage, algorithm to consider weather, sunrise/sunset, holiday, day of week, time of day	P0
Custom Group Chats	Create group chats with anybody who has an account	Reliable web servers, data storage	P0
Location recommendations	Recommendations on where to go to play should there be availability based on past behavior	Past information on location choices/preferences to certain features and distance to locations	P1
Travel time to location based on type of desired travel	Estimated travel time to location for walking, driving, and public transportation	Time of day, traffic, transportation data	P1

Location rating system	System where users rate the location and its features as well as feedback	User authentication, Location tracking system, feedback mechanism	P1
Availability calendar	Connects to user's apple/google calendars to indicate and filter notifications for matches	People to have accurate calendars, apple/google api calls	P2
Connecting with other users through personal QR codes	When you meet new players at locations that you would like to personally connect with, you can add them directly through personal user QR codes	Integration with phone's camera, ability to create custom QR codes for each user, agreeing too terms and conditions	P2
Share progress on other social media platforms	Similar to "Spotify Wrapped" users have the option to share to other social media platforms directly through MatchUp	Data storage of individual information, api calls to other social media platforms	P2
Expand customizability of personalized profiles	The profiles of players are customizable and interactable with other players	People fill them out, value-adding prompts, ability to login with other platforms (google, facebook, apple)	P2

Version 3 - Long Term

Golden Feature: Personalized matching algorithm to suggest times, locations, and users

For the the long term version of our platform, we are focused on using modern AI technology to improve user experience and promote platform usage:

- Personalized participation metrics for users to track participation over time
- Improved location matching
- Individual matching algorithm to help people connect directly
- Platform gamification to promote platform usage and commitment

Detail Features Long Term Version			
Feature Name	Feature Description	List of Dependencies	Feature Priority

Personalized participation metrics	Metrics tracking their reliability and usage of the app, how often they play/organize pickup sports	Consistent location and login info for each user, data storage, visualization interface for metrics	P0
Age/gender/skill specific filters at a specific time and location	Typical users based on location and time listed	Accurate demographic information for each user	P0
"Friend" recommendation/matchmaking	Product matches users with other people of similar skill level, schedule, location, and sports	User authentication, Algorithm to accurately match people with similar metrics	P1
Reward system (gamification)	Points to encourage users to participate more and interact with product features	Features that can gamified, short-term and long-term goals to reach	P1
Robust match suggesting algorithms	Design a predictive model for personalized match suggestions based on other users who frequent locations, favorite sports, weather forecasts, and availability of users	Access to servers for model training, sufficient user interaction with features as model inputs, access to other data apis	P2

Roadmap

Roadmap			
Features	V1 - MVP	V2 - Next Version	V longterm - Final
Real Time Player Count	Location data of users, users can input and validate	improved accuracy of predictions and updating interface	Uses modern AI, in addition to user input to track and predict player count
Location Information	Admin pin and validate locations manually, basic location info available, capable of saving	user's can manually pin new location, location validation process, location ratings	Age/gender/skill specific suggestion and filtering
Personalized User Profiles	Basic user profiles	improved customizability, share info and posts to other social media platforms	personalized user metrics dashboard, gamification of app

Messaging and Chat Capabilities	Chats are limited to location and sports channels	Custom group chats with specific users	Improved UI and UX
Scheduling and Notifications	Notifications for pinned locations only	Integrated calendar feature, improved location notifications with profile improvements	Matchmaking and matchmaking algorithm taking user availability, location information, and current matches into consideration
Connecting with other users	Limited to sport/location chats, viewing other player profiles, meeting in person	Personal QR codes to scan for other users, individual chat capabilities	Recommended "matchmaking" with specific users based on sport, skill level, and proximity

Go-To-Market Strategy

The most important considerations for us, apart from the technological considerations outlined in alternative sections of this document, are our promotional strategies. As such, to test the viability of MatchUp as a platform, we plan on executing the following strategies prior to our Chicago-wide launch in Q4 2024.

Distribution Channels:

Email: Utilize targeted email campaigns to reach potential users and inform them about the platform's features and benefits.

Facebook Ads: Leverage Facebook's extensive user base and advertising tools to target specific demographics interested in recreational sports.

Instagram Ads: Utilize visually appealing ads on Instagram to engage with a younger audience interested in fitness and social activities.

Ambassador Program: Recruit influential individuals in the sports and entertainment industry to act as ambassadors for MatchUp and promote the platform to their followers.

Google Ads: Implement targeted Google Ads campaigns to capture users actively searching for recreational sports-related keywords.

Marketing and Promotion:

Influencer Collaborations: Partner with well-known personalities such as Metta World Peace, who is known for being a serial entrepreneur in retirement, Shaquille O'Neal, one of the biggest personalities in the sports world, and Adam Sandler, who is a prolific pickup basketball player, to promote MatchUp to their large fan bases.

Corporate Partnerships: Forge partnerships with renowned sports brands like Nike Basketball, Jordan Brand, Spalding, Wilson, and ESPN Play 60 to enhance brand

credibility and reach a wider audience.

Sponsor Leagues and Recreation Events: Sponsor local leagues and recreation events to increase brand visibility and engage directly with potential users.

User Acquisition:

Promotional Offers: Offer promotional discounts and free trials of premium features to encourage app downloads and incentivize users to spread the word about MatchUp.

SEO through Content Creation: Create high-quality content related to recreational sports and fitness to improve search engine rankings and attract organic traffic to the platform.

Word-of-Mouth: Encourage satisfied users to refer their friends and colleagues to MatchUp through word-of-mouth marketing, leveraging the power of personal recommendations.

Offline Advertising: Physically post ads and stickers at strategic locations across Chicago to increase brand awareness and drive foot traffic to the platform.

By implementing these comprehensive strategies, we aim to effectively promote MatchUp, generate user interest, and drive app downloads leading up to our Chicago-wide launch in Q4 2024.

Milestones and Timing

At MatchUp, we are committed to the Agile product development process, and as such look to run multiple product sprints prior to launching the MVP.

We hope to launch our MVP on a Chicago-wide scale as soon as possible to begin the user feedback loop. Specifically, following 2 product sprints for the 2-levels of prioritized features, we are setting a tentative launch date of May 1, 2024.

After a sufficient period of time (approx. 6 weeks) to troubleshoot and launch incremental feature updates, we will begin product development for V2. We plan on running 3 product sprints for the 3 levels of feature priorities. Following these sprints, the quality assurance team will conduct product and regression tests to ensure proper implementation. We have included additional time for the development team in order to address any issues found during this testing period. We plan to launch V2 at the beginning of Q4 2024 across the Midwest.

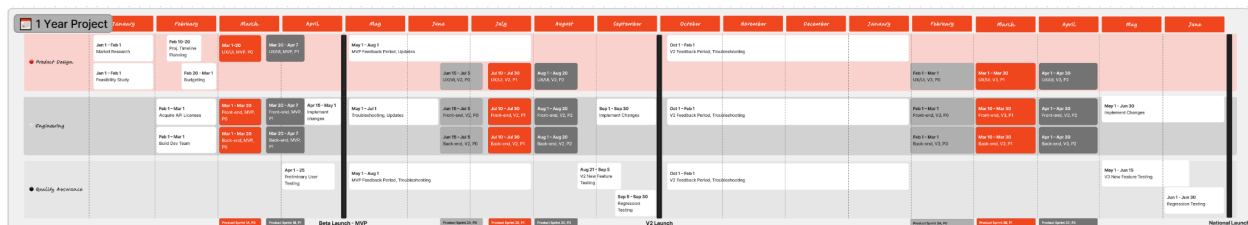
Following the Midwest Launch, there will be a long period of prioritizing user feedback and troubleshooting. Development of V3 product features will begin in February 2025. We will conduct 3 design sprints to implement 3 sets of features. A period of user and regression testing will be conducted. Any necessary changes will be implemented by the development team. We are aiming for a national launch at the beginning of Q3 2025.

An outline is tabulated with the associated dates for development below. Additionally, a Gantt

chart outlining the timeline is shown below and can be seen in greater detail at the following link - ([GANTT CHART LINK](#)).

Milestones and Timing				
Task Name	Sprint	Team	Start Date	End Date
Market Research	-	Product Design	1/1/2024	2/1/2024
Feasibility Study	-	Product Design	1/1/2024	2/1/2024
Acquire API Licensure	-	Engineering	2/1/2024	3/1/2024
Build dev team	-	Engineering	2/1/2024	3/1/2024
Project timeline planning	-	Product Design	2/10/2024	2/20/2024
Finalize project budget	-	Product Design	2/20/2024	3/1/2024
UX/UI design, P0 features	1A	Product Design	3/1/2024	3/20/2024
Front-end dev, P0 features	1A	Engineering	3/1/2024	3/20/2024
Back-end dev, P0 features	1A	Engineering	3/1/2024	3/20/2024
UX/UI design, P1 features	1B	Product Design	3/20/2024	4/7/2024
Front-end dev, P1 features	1B	Engineering	3/20/2024	4/7/2024
Back-end dev, P1 features	1B	Engineering	3/20/2024	4/7/2024
Preliminary user testing	-	QA	4/1/2024	4/25/2024
Implement changes	-	Engineering	4/15/2024	5/1/2024
Beta Launch V1 - MVP	-	All	5/1/2024	-
MVP user feedback period	-	Product Design	5/1/2024	8/1/2024
Troubleshooting	-	Engineering/QA	5/1/2024	7/1/2024
UX/UI, V2, P0 features	2A	Product Design	6/15/2024	7/5/2024
Front-end, V2, P0 features	2A	Engineering	6/15/2024	7/5/2024
Back-end, V2, P0 features	2A	Engineering	6/15/2024	7/5/2024
UX/UI, V2, P1 features	2B	Product Design	7/10/2024	7/30/2024
Front-end, V2, P1 features	2B	Engineering	7/10/2024	7/30/2024
Back-end, V2, P1 features	2B	Engineering	7/10/2024	7/30/2024
UX/UI, V2, P2 features	2C	Product Design	8/1/2024	8/20/2024
Front-end, V2, P2 features	2C	Engineering	8/1/2024	8/20/2024
Back-end, V2, P2 features	2C	Engineering	8/1/2024	8/20/2024
V2 New Feature Testing	-	QA	8/21/2024	9/5/2024
Implement V2 changes	-	Engineering	9/1/2024	10/1/2024
V2 Regression Testing	-	QA	9/5/2024	9/30/2024

Launch V2	-	All	10/1/2024	-
V2 user feedback period	-	All	10/1/2024	2/1/2025
UX/UI, V3, P0 features	3A	Product Design	2/1/2025	3/1/2025
Front-end, V3, P0 features	3A	Engineering	2/1/2025	3/1/2025
Back-end, V3, P0 features	3A	Engineering	2/1/2025	3/1/2025
UX/UI, V3, P1 features	3B	Product Design	3/1/2025	3/30/2025
Front-end, V3, P1 features	3B	Engineering	3/1/2025	3/30/2025
Back-end, V3, P1 features	3B	Engineering	3/1/2025	3/30/2025
UX/UI, V3, P2 features	3C	Product Design	4/1/2025	4/30/2025
Front-end, V3, P2 features	3C	Engineering	4/1/2025	4/30/2025
Back-end, V3, P2 features	3C	Engineering	4/1/2025	4/30/2025
V3 New Feature Testing	-	QA	5/1/2025	6/15/2025
Implement V3 changes	-	Engineering	5/1/2025	6/30/2025
V3 Regression Testing	-	QA	6/1/2025	6/30/2025
National Launch		All	6/1/2025	-



Unit Economics and Metrics

Pricing structure:

Freemium model:

- Users have access to a free app version
- Have access to other premium features available through subscription
- Premium features include personalization, group chat creations, game organization, and matching with others to reach out in order to play games, Ad free

Cost of Goods Sold (COGS):

Since the product is software our COGS is virtually 0 with only some data storage costs. The average COGS for completely SAAS businesses is said to be between 10% - 20%. Due to our low need for human resources once deployed, we expect to be on the lower end of the range, averaging about 12% COGS/Revenue value for a gross income of around 88%.

One-off discounts and rewards system:

To ensure proper operation of the app with active participation of users that help with player tracking, scheduling and chatting features of the app we envision a reward tier system with points and free months of premium features achievable through the achievement of some participation points. This will only be available for existing premium subscribers and we hope to adjust the rate of free months earnings per premium subscriber to approximately one every two years. This will likely decrease our revenue by approximately 4%.

Features	Free	Monthly (9.99\$ per month)	Yearly (99.99\$) per month
Real-time Count at locations	✓	✓	✓
Location and Sport specific group chats	✓	✓	✓
Individuals pinning locations	✗	✓	✓
Personalized profiles	✗	✓	✓
Notifications for upcoming times/locations of interest	✗	✓	✓
Favoriting locations	✓	✓	✓

Location description features	✓	✓	✓
Scheduling @ each location	✗	✓	✓
Custom Group Chats	✓	✓	✓
Location recommendations	✗	✓	✓
Travel time to location	✗	✓	✓
Location rating system	✓	✓	✓
Availability calendar	✓	✓	✓
Personalized participation metrics	✓	✓	✓
Age/gender/skill specific filters at a specific time and location	✓	✓	✓
"Friend" recommendation/match making	✗	✓	✓
Reward system (gamification)	✗	✓	✓

Customer Acquisition Costs (CAC):

We expect at first a rather significant CAC for the first few months as we improve our targeting and delivery mechanism. We also expect to offer a free monthly premium membership to entice first joiners to try the features. As such we expect a discount part of CAC to be 10\$.

For the marketing side we expect our CAC spend to somewhat follow a U curve with the first users being the hardest to get due to our reliability in the network effects of the platform and our low user base to begin with, then go down as we better strategize our marketing channels and our user network and then to increase again once the low hanging fruit of likely users are exhausted. We expect the marketing side of CAC to start at around 5\$ per user, progressively go down to 2\$ per premium user after our first year and then slowly increase to around 6\$ with more aggressive strategies to entice new paid users, or users converting from free to premium in the next 3 years while stabilizing there. These numbers are based on CACs for services with similar products like Duolingo or Coursera. This gives a weighted average of CAC of around 4\$ on the marketing side leaving total CAC at around 14\$.

Lifetime Value (LTV):

We expect around 20% of users will be in our annual plan where we expect a 40% churn yearly rate based on similar industry benchmarks at gyms like equinox and outdoor sports facilities. The remaining 80% of our customers will be in a monthly plan with around a 20% estimated monthly churn based on gym memberships. This implies that the LTV for our Annual customers is approximately 250\$, $(100/0.4)$ and the LTV of our monthly customers to be 50\$ $(10/0.2)$. This implies that our weighted LTV is 90\$.

This implies a relatively healthy LTV:CAC ratio of around 6.5:1

Our key metrics for success are marketing costs per new user to be consistently below 6\$. Our LTV is largely dependent on annual users, so we hope to keep over 15% of our users in an annual plan. Should we not be able to do that, we will reassess our annual plan's pricing. Our final metric of tracking success is new users.

Our projection:

Year	Projected Monthly user onboarding
1	15000 users per month
2-4	50000 users per month
5+	25000 users per month

Success Metrics:

In order to gauge the success of our platform throughout the development phase, into our launch, and beyond, we have pinpointed a number of crucial features and corresponding metrics we plan to actively track to inform resource allocation and feature development. We have chosen these metrics as they are verifiable based on user data available to us. Further, we have compiled a set of intermediate composite metrics that can be used to gain higher level insights for the effectiveness of different aspects of our platform. These metrics will culminate in our NorthStar metric, which we will use as our main guide for measuring the success of our product.

Top Features and Feature Metrics:

1. Real-time count at locations - Number of locations with an accurate count

By tracking the number of locations that have an accurate count of players across our areas of operation, we will be able to understand how well our number one feature, the accurate count, is functioning. This information will also inform improvements to the feature's functionality.

2. Schedules at each location - Predicted player counts vs. actual

This feature and metric will help us to improve our prediction accuracy as we expand our scheduling feature set. It is worth noting that this feature will likely only be realized and implemented fully in the long term versions of the product, as more user data over different seasons and locations will be available to us.

3. Custom group chats - Number of group chats per user

This feature will help us understand how engaged a user is within their respective communities. Rather than track the number of individual messages sent by a user, we elected to track the number of group chats simply due to the fact that users can check a chat and be informed by any messages in there, regardless of whether or not they send a message. We could also consider revising this metric to track message reactions such as message liking, hearting, or laughing at messages, to further break down engagement. These revisions can be made after the initial product launch.

4. Location and Sport specific group chats - Number of messages per location chat

This chat feature and metric, which are separate from the previous chat feature and metric, will help us understand how users who have no previous connections interact based on geographical location and sports. This will help us understand how our platform helped connect new people.

5. Individuals pinning locations and validation - Total number of verified locations

This feature and metric will help us understand how much we have scaled geographically. Further, it will also provide us insights about how scalable our system of pinning and verifying locations is. By having this insight, we will be able to launch in new cities with little friction. Alternatively, we will be able to pivot early to improve the scalability of the product prior to V2 launch.

6. Personalized profiles with participation metrics - Percentage of bio filled out

This feature and metric will help us understand how important a user's personal expression is within the realm of our platform. This metric will help us to improve the profile usability, or inform us as to how much of our development time should be on profile features, as opposed to other features previously mentioned.

Composite Metrics:

1. Game hours posted at active locations

In order to gain higher level insights centering around user engagement, we have created this composite metric. This will help us to understand how the number of users playing at locations compares to non-users who are accounted for based on users inputting real-time counts. Further, it will help us to understand our engagement over time based on feature launches, new geographical locations, and expansion to new sports.

2. Activity level (total number of messages) per user in all chats

Activity level, in the form of messages per user, will help us to understand how the platform engages users on a variety of levels. Whether it is connecting a user to new users based on location or sport, or group chats that connect users with others in their existing network, this number will give us a higher level insight of engagement.

Northstar Metric:

****Number of User-Hours Played****

The most important metric that we are tracking for overall success of our platform is the number of user-hours played. This will not only capture usage levels for our current users, but also allow us to see how the product is capturing additional users and engaging them.

Resources Required and Projected Costs

Engineering Development Costs

To assess the cost of developing MatchUp, we'll divide the project into its main parts, estimating the number of engineers and weeks required for each component. We'll also consider the costs associated with storage and compute resources. Since the MRD lacks specific details, we'll rely on industry standards and assumptions for projects of this nature.

Main Components of the Project

- User Interface (UI) and User Experience (UX) Design
- Backend Development (APIs, Database, Server-side logic)
- Mobile App Development (iOS and Android)
- Web Platform Development
- Quality Assurance and Testing
- Security and Compliance

Engineering Team Composition

- UI/UX Designers
- Frontend Developers
- Backend Developers
- Mobile Developers (iOS and Android)
- Quality Assurance Engineers
- Security Specialists

Estimated Engineering Effort

Assuming a medium-sized project complexity and a timeline for reaching a Minimum Viable Product (MVP) within 3 months, here's a rough estimate of the product development timeline:

- UI/UX Designers: 2 designers * 6 weeks
- Frontend Developers: 2 engineers * 6 weeks
- Backend Developers: 3 engineers * 6 weeks
- Mobile Developers: 2 engineers (iOS) + 2 engineers (Android) * 6 weeks
- Quality Assurance Engineers: 2 engineers * 4 weeks (overlapping with development phases)
- Security Specialists: 1 engineer * 6 weeks (intermittent involvement throughout the project)

Hourly Cost Estimate for UI/UX Designers:

UI/UX designers earn an average hourly rate of approximately \$54 in Chicago, IL (source: [ziprecruiter](#)).

Hourly Cost for Software Developers:

Software developers earn an average hourly rate of \$52 in Chicago, IL (source: [ziprecruiter](#)).

Hourly Cost for QA and Security Specialists:

QA and Security Specialists earn an average hourly rate of \$42 in Chicago, IL (source: [ziprecruiter](#)).

Product Related / Sustaining Engineer Costs

For a service-based product like MatchUp, the Cost of Goods Sold (COGS) consists of direct costs incurred in providing the service to users. Unlike physical goods with material and labor costs, MatchUp's COGS includes costs related to hosting services, charges for third-party services, and expenditures associated with maintaining and operating the software service. Let's explore how COGS applies to MatchUp:

Hosting Fees - Cloud Services:

The most significant ongoing cost will likely be for cloud services, which includes servers for hosting the app, databases, and any additional compute resources for processing data. These costs scale with usage, meaning the more users you have, the higher the costs, due to increased data storage and transfer rates.

Software license

When calculating the Cost of Goods Sold (COGS), remember to include costs for software licenses, such as database management systems and development frameworks. These licenses may be charged per user or per server.

To provide a comprehensive view including projected values and numbers for MatchUp's Product Related / Sustaining Engineer Costs, let's incorporate estimated figures based on the anticipated user growth and the elements identified earlier:

1. Cloud Hosting and Infrastructure:

- Year 1 (15,000 users/month): Estimated at \$2,000/month, scaling to \$5,000/month by year-end as the user base grows.
- Years 2-4 (50,000 users/month): Costs increase to \$20,000/month, reflecting the higher demand on resources.
- Year 5+ (25,000 users/month): Stabilizing at \$10,000/month with optimized infrastructure for steady user growth.

2. Third-Party Services and APIs:

- Payment Processing: Assuming a \$0.30 + 2.9% transaction fee, with an estimated 5,000 transactions/month in Year 1, costs would start at around \$1,450/month and scale up to \$14,500/month by Year 4.
- Map Integration, SMS Notifications: Approximately \$500/month in Year 1, increasing to \$2,000/month by Year 4.

3. Customer Support and Success:

- Starting at \$3,000/month in Year 1 for software and personnel, increasing to \$12,000/month by Year 4 as the user base and support demand grow.

4. Software Licenses:

- Fixed costs around \$1,000/month, with slight increases based on additional features or services needed due to scaling.

5. Security and Compliance:

- Initial setup costs of \$5,000 for audits and certifications, with ongoing costs of \$2,000/month for monitoring and compliance software.

These projected values offer a framework for understanding how MatchUp's operational and sustaining engineering costs might evolve over time. It's crucial to note these figures are estimates and should be adjusted based on actual usage patterns, negotiated service rates, and the evolving needs of the user base. Monitoring these costs closely will be

essential for maintaining financial health and supporting scalable growth.

These are extremely conservative engineering and development costs for the launch of our MVP, taking into account all factors mentioned in the sections above.

Task	Cost
UI/UX TEAM	\$25,000
Software Developers	\$100,000
QA	\$15,000
Cloud Hosting	\$10,000
Third Party services	\$20,000
License	\$15,000
Security	\$10,000
Total Cost	\$185,000

Marketing Costs

Our first and most hopeful channel is word of mouth, where it organically grows through positive experiences of current users. We hope to test as many marketing channels as possible. We believe that our business model really lends itself to the ambassador model where some relatively influential player in an area is given a commission for onboarding new players into the app. We hope to have at least 20,000\$ to pay these commissions. We also hope to advertise as sponsors of leagues or amateur sports competitions where our target audience is located and we hope to have another 30,000\$ yearly to deploy here. Our final channel that we wish to explore is social media, with targeted facebook, instagram and google ads. We hope to have at least 50,000\$ to test this channel.

These are the marketing costs for the launch of our MVP, and for the entire year of promotional efforts after our Chicago-wide launch as we scale across the Midwest and the US.

Task	Budgeted Values
Google Ads	\$30,000
League sponsorships	\$30,000
Influencer Partnerships	\$20,000

Social Media Outreach	\$20,000
Total Marketing Budget	\$100,000

Total Costs

Taking into all design, engineering, and development costs, along with the marketing budget outlined above, our total cost for bringing MatchUp to market and ensuring scalability is \$285,000. These costs are tabulated below.

Task	Costs
Engineering & Development	\$185,000
Marketing	\$100,000
Total Costs	\$285,000

Operational Needs and Risks

To address the ongoing customer service and operational support requirements for MatchUp, we will implement a multi-tiered support system, leveraging both technology and human resources. This includes:

Continuous Improvement and User Feedback

1. User Feedback Loop:

- Collect user feedback on their support experience.
- Use feedback to identify areas for improvement.
- Evaluate the effectiveness of support channels.
- Adapt strategies to meet changing user needs.

2. Training and Development:

- Regularly train customer support teams on new app features.
- Provide training on common user issues.
- Focus on training for effective communication skills.
- Ensure teams stay knowledgeable to offer high-quality support.

3. Creation of the Community Forum

- Consider integrating forum software into the app or using external platforms known for building strong communities such as Reddit.
- The platform should support different content types (text, images, videos), easy navigation, and robust moderation tools.
- Categories can cover various topics, from general advice and tips to specific sports, event planning, and feature requests.
- Frequently create and share high-quality content, including guides, success stories, and updates on features/events. This content encourages discussions and provides valuable information to the community.

Operational Support Team

1. Technical Support:

- Resolving user-encountered technical difficulties, including bugs, performance issues, and connectivity problems.
- Utilizing a ticketing system to track and prioritize issues based on their severity.
- Working towards prompt resolutions for reported problems.

2. Account Management:

- Handling user account-related inquiries, aiding in account setup, billing, subscriptions, and privacy settings.
- Ensuring smooth account usage and navigation for uninterrupted user experience.

3. Collaboration with Product Development

- Feedback Relay Process to create a structured method for relaying user feedback and insights from the operational support team to the product development team.
- Product development dashboards to visualize and monitor user feedback, allowing both teams to analyze user behavior and identify areas for improvement.

Risk Management

Category	Description	Mitigants
Safety Concerns	Kyle and José, as well as other users, may be hesitant or cautious about participating in games with people they do not know and unfamiliar places.	Incorporate a verification process to guarantee each user's identity. - Establish a rating mechanism for players to evaluate and rank each other's conduct. -

		Provide detailed safety instructions within the app to ensure a secure playing environment.
Privacy and Data security	Users may express concern about the privacy and security of their personal information due to the creation of personalized profiles and the sharing of their data.	Implement data protection measures that comply with GDPR regulations. Utilize end-to-end encryption to safeguard chats. Grant users the ability to manage their privacy preferences.
User Engagement and Retention	Ensuring users remain actively involved with a product or service over time can be a difficult task, especially in markets with diverse user preferences and expectations.	Loyalty programs: Create a rewards system to encourage frequent use of the app. App updates: Keep the app fresh and interesting by adding new features and content. Push notifications: Send timely and relevant notifications to keep users informed and engaged.
Legal/Patent Risks	Use of certain features or functionalities may infringe upon existing patents or intellectual property rights, leading to legal disputes and financial liabilities.	Conduct thorough patent searches and consult legal experts to ensure compliance with existing patents. Consider licensing agreements or redesigning features to avoid infringement.
Technical Scalability	Guarantee that the infrastructure can accommodate an increasing number of users, especially during events with large attendance.	1) Leverage cloud platforms that can adapt to changing requirements without compromising performance or reliability. 2) Implement load balancing techniques to ensure optimal resource allocation and prevent server overload. 3) Anticipate and prepare for periods of high demand

		by utilizing predictive analytics and strategic capacity planning.
Availability of Third-Party Complements	Dependence on third-party services (public courts, fields etc.) or complements may pose risks if these services experience downtime, discontinuation, or service disruptions.	Diversify reliance on third-party services and evaluate alternatives. Establish service level agreements (SLAs) with third-party providers to ensure uptime and reliability.

Team Members

- Tyler Hummer, Co-founder, CEO.
- Carlos Vasquez Arbizu, Co-Founder, CFO.
- Will Moore, Co-Founder, CMO.
- Prasanna Bansode, Co-Founder, CTO
- Asha Yearwood, Co-Founder, CDO