MatchUp

FIND YOUR MATCH, PLAY YOUR GAME

Our Team

Asha Yearwood, Co-Founder CDO

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Who We Serve - Understanding Our Audience

Dynamic Young Adults

Community Seekers

Wellness Advocates

Problem to Solve: Struggling to maintain consistent physical activity due to monotonous fitness routines, inflexible schedules, and consequent neglect of physical health and mental well-being.

Who We Serve - Understanding Our Audience

Dynamic Young Adults

Community Seekers

Wellness Advocates

Problem to solve: Finding accessible and engaging ways to build community and stay socially active, amidst limited opportunities for interaction.

Who We Serve - Understanding Our Audience

Dynamic Young Adults

Community Seekers

Wellness Advocates

Problem to solve: Finding simple ways to help people stay fit and mentally healthy when there aren't enough good options available.

Vision Statement

MatchUp transforms how students and young professionals connect and stay fit. It's a free platform where they can effortlessly join pickup sports games. By making fitness fun and social through recreational sports, MatchUp empowers users to enhance their physical health, mental well-being, and community involvement. This creates a more energetic and interconnected network.

Vision Statement

Dynamic Young Adults

Community Seekers

Wellness Advocates

MatchUp redefines fitness and community, providing a fun platform for exercise and socializing. We aim to make workouts enjoyable, foster connections, and ensure easy access to wellness, creating a vibrant space for active, connected lives through pickup sports.

User Personas

Kyle, 25, Consultant

Is frustrated... that co-workers don't share the same interests or priorities.

Quote... "I thought my coworkers would become my friends but somehow I didn't realize that a lot of 30 year old have families."

Yash, 23, International Student

Wants... to meet new people and learn about their cultures.

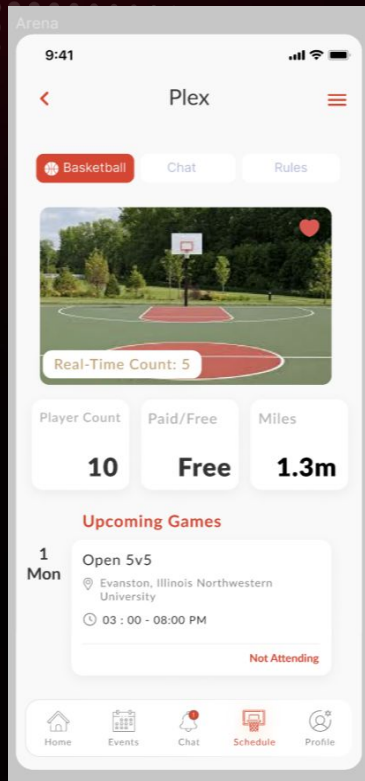**Quote...** "I know I need to study all the time, but I'm already here so I might as well meet new people."
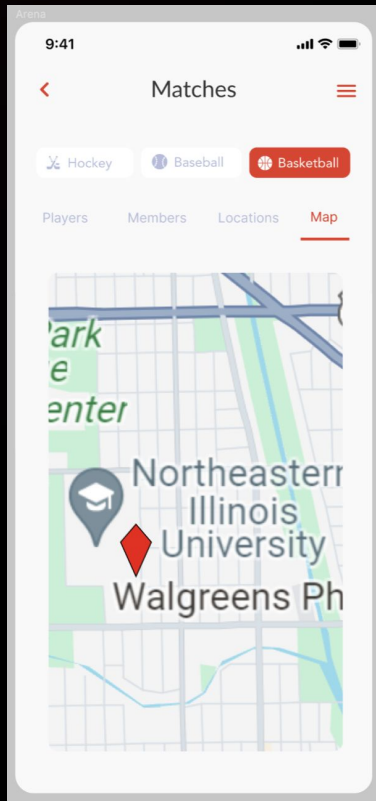
Jose, 27 Years, Line Chef

Wants... to continue to stay close to his childhood friends by playing soccer every week.

Quote... "I look forward to Tuesday and Thursday for the rec leagues, but they jacked up the prices this summer. I hope other guys don't bail out because of it."
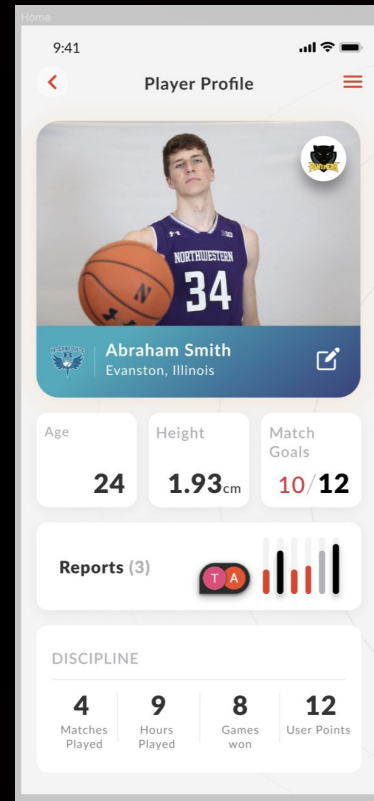
Real-time Count at locations: Users are able to see the real-time number of people at any given location

Pinned Locations on the Map: Locations where pickup sports happen close by appear to users

Personalized player profiles: The profiles of players are customizable and interactable with other players

Success Metrics

Feature Metrics

- Verified locations
- Messages per location
- Locations with accurate counts
- Percentage of user bio filled out

Composite Metrics

- Game hours posted at active locations
- Activity level per user across all chat channels

NorthStar Metric

Number of user-hours played

Business model

- **Freemium business model** where users can have a free and a premium subscription

- Pricing for Premium subscription **9.99$ per month or 99.99$ per year**

- **Premium subscription unlocks certain features** like …

  - ad free service
  - more organizing power
  - a reward system for constant usage

| 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)	❌	✅	✅

Market Size

TAM: $124.8M

↓

Only those interested enough in pickup sports to pay for the business

SAM: $42M

↓

Only those currently dissatisfied with their current pickup sports arrangements

SOM: $21M

TAM: $124.8M

SAM: $42M

SOM: $21M
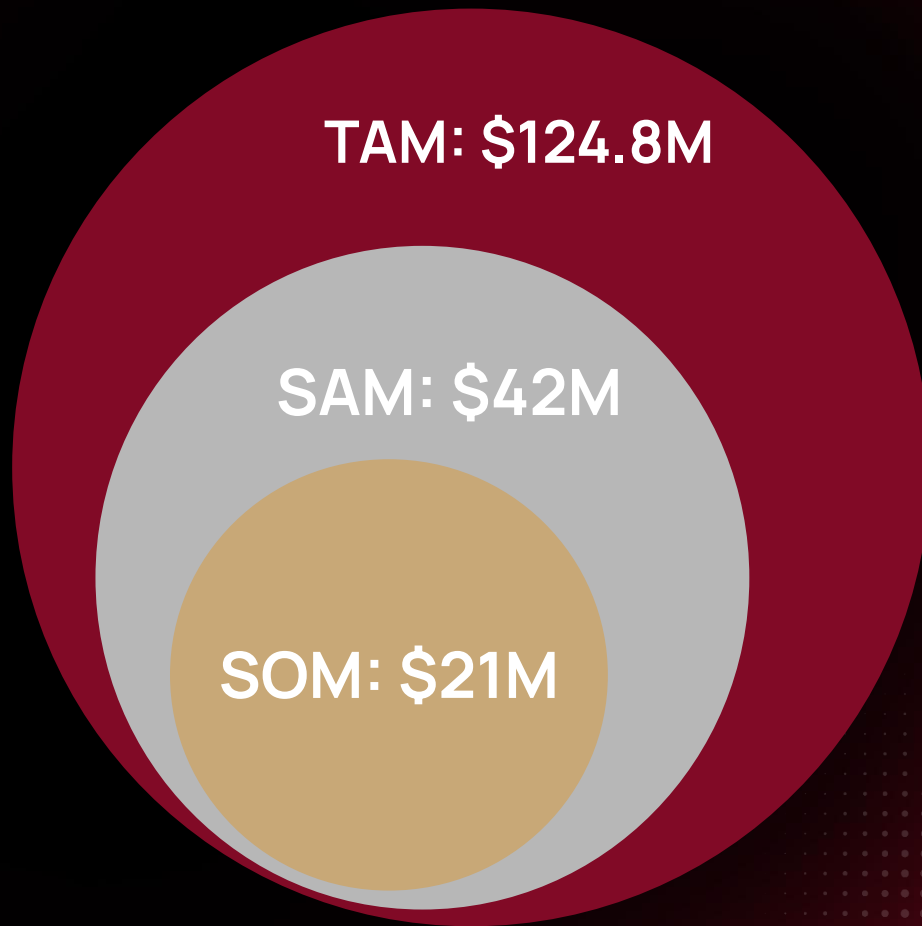
Market Size: Freemium Business Model Calculations

TAM:

Total Number of Users = **~2,600,000**
High use users opting for premium model (~40%) = **1,040,000 users**
Annual cost of premium model = **$120**
TAM = $120 * 1,040,000 users = **$124.8M**

SAM:

Total Number of Users = **~900,000 users**

High use users opting for premium model (~40%) = **350,000 users**
Annual cost of premium model = **$120**
SAM = $120 * 350,000 users = **$42M**

SOM:

Assume about 50% of the market can be captured and is not currently being served by an alternative
SOM = 0.5 * SAM = **$21M**

Market Size

Freemium business model

Age range	Male Identifying pop. residing in the United States	Percentage participating in rec sports	Moving rate	Active local pickup sports players	Percentage living in big cities	TAM: (P*S*(2M+A)*B)	Percentage interested in pickup sports app	SAM: Male, rec sports potentially interested in pickup sports (P*S*(2M+A)*B*I)
22-25	6,000,000	25%	15%	25%	70%	577,500	80%	462,000
25-28	6,000,000	22%	12%	20%	70%	406,560	60%	243,936
28-31	6,000,000	19%	10%	15%	70%	279,300	40%	111,720
31-34	6,000,000	17%	8%	10%	65%	172,380	20%	34,476
34+	80,000,000	15%	6%	5%	60%	1,224,000	5%	61,200
Total						2,659,740		913,332

Market Size: Freemium Business Model Calculations

Assumptions and sources:

1. **US population by age:** Statista
2. **Percentages of people living on big cities:** Statista
3. **Percentages of people moving to a new city:** US Census
4. **Assumption:** high movement when young, low movement when older
5. **Percentage of people participating in rec sports:** Statista
6. **Assumption:** Significantly more participation when young
7. **Assumption:** At $10/month, MatchUp will have a competitive advantage as compared to other comparable platforms or alternatives.

Unit Economics

10$
Discount

Monthly free trial for new users

4$
Marketing cost

Marketing cost per new user

CAC:14$

250$
LTV Annual users

Annual users have an estimated 40% churn

50$
LTV Monthly users

Monthly users have an estimated 20% monthly churn

Weighted LTV: 90$

Based on gym memberships churn and assuming 80% monthly users and 20% annual users
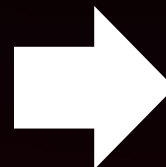
~6.5 LTV:CAC ratio

0.2*250+0.8*50

Go-To-Market Plan

Distribution Channels

- Emails
- Instagram Ads
- Facebook Ads
- Google Ads
- Ambassador Program

Marketing/ Promotion

- Influencer Collaborations
- Corporate Partnerships
- Sponsor Leagues and Events

User Acquisition

- Promotional Offers
- SEO Content Creation
- Word of Mouth
- Offline Advertising

Product Timeline

Product Creation
- User Research
- Market Research
- Prototyping

May 2024

Midwest Launch
- Custom chat feature
- Social Media Marketing
- Streamline UX

Jun 2025

International Launch?

Apr. 2024

Chicago Launch
- Real-time count feature
- Implement scalability feature

Oct. 2024

National Launch
- AI Matching Feature
- Celebrity Partnerships
- Improve UI

2026