

Market Requirements Document

MatchUP

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.

Table of Contents:

Vision.....	1
Motivation.....	2
User Personas.....	2
Unmet Needs.....	6
Existing Solutions.....	8
Differentiation:.....	9
Why Now?.....	10
Use Scenarios.....	12
Adoption Barriers.....	17
Risks/Key Dependencies.....	18
Team Members.....	19
Go/No Go Recommendation.....	19
Research Data Appendices.....	20


Motivation

User Personas



Yash

Graduate Student



Age: 23 Years	Country India
Sex: Male	Education: Graduate Student
Marital status: Unmarried	Occupation: Student

BIOGRAPHY

Born and raised in rural India, Yash grew up in a family household that valued education. He studied hard and decided to pursue university in the United States. Yash played soccer competitively throughout middle and high school, and continues to make time for soccer even during the busy school schedule. He lives in a shared apartment with 3 other Indian students from different programs who he met through an incoming student group on Facebook. Yash was able to make friends easily in the States, but once everybody schedules get busier it is hard to find times where everyone can hang out. He misses his family and keeping busy helps him cope.

GOALS AND OBJECTIVES

- He wants to keep a routine to help him with his busy school schedule.
- Wants to meet new people and learn about their cultures
- Wants to make connections that may help further his career in the future
- Doesn't want to forget soccer completely since he feels like it is a part of him in a way
- Wants to learn American slang

FRUSTRATIONS

- Study schedule does not line up with most times that people are exercising
- At one point in his life he was playing soccer 5 times a week, and now he hasn't touched one in a month.
- Feels like he spends too much time at home with his roommates, but doesn't know anyone else that he would even hang out with.

PERSONALITY

Openess



Self-Confidence



Extroversion



Agreeableness



QUOTES

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

"I don't have my mom to cook for anymore, so I'm just hoping that soccer will keep me in shape instead."



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, Paying, and Playing 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.

Use Scenarios

Scenario 1: Kyle's Journey to Staying Active and Meeting New People

Scenario Context:

Kyle, a young professional, finds it challenging to connect with his co-workers through sports due to conflicting schedules and commitments. He seeks alternative ways to stay active and build connections with others who share his passion for sports.

Key Path Scenario:

Kyle, frustrated by the inability to bond with his co-workers through sports, decides to explore other avenues for playing basketball and connecting with like-minded individuals. However, his busy schedule prevents him from committing to regular leagues or team sports.

Key Path Variant:

Determined to find a solution, Kyle opens the MatchUp app on his phone, intrigued by the prospect of discovering pickup sports games that fit his busy schedule. He navigates to the basketball section of the app and is delighted to find several pickup games happening nearby, offering him the flexibility to play whenever his schedule allows. Kyle selects a game taking place at a local park later in the evening and decides to attend, hopeful for the opportunity to engage in his favorite sport and meet new people outside of his work circle.

Upon arrival, Kyle easily identifies the other players through MatchUp's player profiles and seamlessly integrates into the game, enjoying the camaraderie and friendly competition. After the game, MatchUp suggests nearby venues for post-game socializing, providing Kyle with the chance to forge connections with fellow players and fulfill his desire for both physical activity and social interaction.

Scenario Summary:

This variant showcases MatchUp's ability to cater to individuals with busy schedules, offering them convenient and flexible options to participate in sports and connect with others in their community.

Scenario 2: Yash's Quest for Balance in a New Country

Scenario Context:

Yash, an industrious international student from rural India, has recently embarked on his university journey in the United States. Balancing a rigorous academic schedule and a longing to reconnect with his passion for soccer, he faces challenges in aligning his exercise routine with his demanding study hours. Yash also grapples with feelings of isolation, yearning for meaningful social connections beyond the confines of his shared apartment.

Key Path Scenario:

Yash discovers Matchup, an app tailored to alleviate his frustrations. Leveraging Matchup's live attendance metric, Yash can identify optimal times for soccer games that align with his study schedule, ensuring a seamless integration of exercise into his routine. The app's cost-effective alternative to recreational leagues caters to Yash's budget constraints, making it an accessible option for his regular soccer sessions.

Key Path Variant:

Having not played soccer for over a month, Yash eagerly creates a personalized profile on Matchup. The app's personalized match recommendations quickly connect him with like-minded individuals who share his passion for soccer. Through Matchup's instant connection feature, Yash effortlessly discovers nearby games, addressing his need for both physical activity and social interaction outside his apartment mates.

Scenario Summary:

Matchup emerges as a transformative solution for Yash, bridging the gap between his academic commitments and his desire for routine exercise and social connections. The live attendance metric, cost-effective alternatives, personalized recommendations, instant game connections, and consolidated communication channels within Matchup provide Yash with a comprehensive platform to revive his soccer routine and expand his social circle. As Yash embraces this tailored solution, Matchup becomes an integral part of enhancing his overall well-being and satisfaction with the university experience.

Use Scenario 3: José Navigating Business, Bonds, and Heritage through Sports**Scenario Context:**

Enter José, a proud Chicagoan deeply rooted in Mexican culture. His parents' immigrant journey shaped his upbringing, and sports, especially soccer and baseball, were the threads that wove his childhood friendships. These bonds are not just nostalgic; they're the heart of his community in Chicago.

Key Path Scenario:

José has big dreams – taking the reins of the family restaurant, a testament to his parents' hard work. Simultaneously, he's determined to keep the spirit of sports alive with his childhood friends. The catch? Recreational leagues are becoming pricier, making it challenging for his buddies to commit. Enter MatchUp, an app offering a budget-friendly alternative to organized sports, ensuring José and his friends can continue to play together without breaking the bank.

Key Path Variant:

José, keen on staying connected to his Mexican roots through sports, is frustrated by the rising costs of recreation leagues. MatchUp steps in, providing not only a financial reprieve but also a

consistent means for José and his friends to engage in soccer and baseball. This tailored solution offers an accessible, year-round platform that transcends the limitations of traditional leagues, allowing José to sustain his friendships and cultural connections.

Scenario Summary:

In José's narrative, MatchUp emerges as the game-changer, aligning seamlessly with his budget and providing a reliable avenue to keep playing with his childhood friends. This app becomes more than a solution to expensive leagues; it becomes a bridge between José's aspirations for the family restaurant, the preservation of cherished friendships, and a connection to his Mexican heritage through sports. As José integrates MatchUp into his journey, the app becomes the catalyst for continuity, both in business and in the bonds that define his sense of community in Chicago.

Market Size

Freemium business model

Age range	Male Identifying pop. residing in the United States	Percentage participatin g 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

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**

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.

Adoption Barriers

Critical Mass Requirement:

The product's effectiveness is contingent on achieving a critical mass of users. The value proposition of a network of individuals looking to play pickup sports is intricately tied to the number of users, making it imperative to onboard new users swiftly to harness the networking effect for widespread adoption.

Dependency on User Engagement:

The platform's efficacy relies on a substantial number of users actively engaging with the features. Therefore, strategies for initial user acquisition are important, but maximizing engagement and long-term retention of current users is also crucial for success.

Novelty and User Familiarity Dynamics:

The distinct advantage of our product resides in its novelty, presenting innovative solutions for community-building, healthy lifestyle promotion, and flexible schedule management through sports. While this uniqueness enhances the platform's appeal significantly, it simultaneously introduces a potential limitation for adoption, given the absence of a comparative benchmark for users.

Existing Methodology Resistance:

Users entrenched in current communication methods (e.g., group chats across multiple platforms), individual exercise routines, or inertia towards adopting any platform at all may lead to adoption resistance. Convincing users to switch from their established methods to our platform represents a notable adoption challenge. Therefore, we must effectively lower the barrier to entry for use of our product.

Strategies to Mitigate Adoption Barriers

Strategies for Achieving Critical Mass:

1. **Increase our reach through Influencer Collaborations:** Collaborate with popular sports influencers and local community leaders to endorse our platform. By doing this, we not only establish trust in our brand but also attract their followers to join. Similar platforms, such as former NBA player Metta World Peace's XvsX sports app, gained a considerable amount of traction thanks to his celebrity endorsement. Given the amount of influence that celebrity athletes have within the sports world, and outspoken commitments by athletes such as LeBron James in basketball and Derek Jeter in Baseball to "grow the game," this avenue could prove extremely beneficial.
2. **Reward Early Adopters:** By offering special rewards and premium features to users who register early and share our platform with others, we can incentivize users to share information about our platform within their personal networks through rewards and premium features.

Enhancing User Engagement:

1. **Gamification:** By incorporating "gamified" qualities such as Match-Points, Multi-Sport Match Badges, and Streak Leaderboards, we can gamify MatchUp's platform to heighten engagement and incentivize activity.
2. **Create a MatchUp Culture:** By cultivating a MatchUp community with location, sport, and even season specific events and challenges, we can create a strong sense of community among MatchUp users.
3. **Personalization:** By leveraging data on preferred sports, locations, and filled out profiles, we can personalize the platform for each user and provide tailored match recommendation and notifications, ultimately helping maintain user loyalty. It is important to note that this may not be fully realized until later features of the platform are implemented.

Overcoming Novelty and Familiarity Challenges:

1. **Draw Parallels to Existing Platforms:** By showing users how specific features of MatchUp are similar to other existing platforms, they will feel more comfortable interacting with those MatchUp in general. An example of this could be with the creation of custom user profiles. Popular dating apps like Tinder and Hinge have user profiles that when filled out to a greater extent give better recommendations for potential matches. By showing users that MatchUp profiles work in a similar way, we can create a symbiotic relationship where users have improved recommendations for matches and thus a better user experience, and we as developers have a better understanding of our users for future feature development.

2. **Maintain Familiar Design and Usability:** By maintaining simple design principles and best practices for usability, we can reduce the friction for new users. Therefore, by having a differentiation strategy of novel features rather than design and usability we can help to overcome familiarity challenges.

Overcoming Existing Methodology Resistance:

1. **Give Users Similar Communication Functionality:** Many potential users of our platform currently have their own methods of finding recreation sports games. The most common method that we have identified through research is a large number of group chats across multiple messaging platforms for different days of the week, locations, and groups of people. By giving users the ability to maintain this communication capability on our platform, in addition to our added functionality benefits, we help improve chances of adoption.

Risks/Key Dependencies

Risk	Description	Possible Mitigants
Safety Concerns	Matches organized or advertised by non-trustworthy sources may lead users into unsafe environments.	Implement user verification processes such as background checks or identity verification. Enable user reporting and moderation features to flag suspicious activity.
Privacy Concerns	Collection and storage of user data may raise privacy concerns among users, potentially leading to distrust and reduced usage of the platform.	Clearly communicate privacy policies and data usage practices to users. Implement robust data encryption and anonymization techniques to protect user information.
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.
Interdependencies	Key internal systems, processes, or operations (geolocation services, payment processing, etc.) may have interdependencies with the platform, leading to disruptions or failures if not properly managed.	Conduct comprehensive system testing and establish backup systems or redundancy measures to minimize the impact of failures. Develop clear protocols for handling interdependencies.
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.
Piracy Concerns	The platform may be used as a tool for piracy, with users posting external links or promoting unauthorized content in game chats. potentially leading to legal consequences.	implement strict content moderation and enforcement policies. Use automated tools to detect and remove pirated content. Educate users about acceptable use policies and consequences.

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

Go/No Go Recommendation

Decision: Go

The current sports app market is fragmented, lacking a clear leader, particularly for niche and community-driven sports. Recognizing the opportunity to unite sports enthusiasts, MatchUp emerges as a timely solution. Addressing the absence of comprehensive features in existing apps, MatchUp aims to bridge the gap by offering a holistic approach, combining skill-based matchmaking, real-time coordination, and vibrant community engagement. With the market plagued by user experience challenges and a lack of personalization, MatchUp's commitment to user-centric design positions it as a standout player. The increasing demand for niche sports further reinforces the app's strategic position to cater to diverse athletic interests. Leveraging technological advancements, including AI and AR/VR, MatchUp is poised to revolutionize the sports app landscape. The decision to proceed is backed by a thorough understanding of market gaps, MatchUp's unique offerings, and the evolving landscape of sports technology, ensuring its potential to become the go-to platform for the modern athlete.

Research Data Appendices

Appendix A: Research Interview Protocol and Samples

Introduction:

This is research for a class project, trying to understand people's daily lives. (be vague so as not to lead the interview in any specific direction)

Demographic Information:

Interviewee Name:

Age:

Gender:

Ethnicity (where from?):

Where Living now:

Occupation:

Definite Questions:

1. Walk me through a day in your life.
2. How long have you been living at/in ____?
3. Do you feel like you have found a sense of community at or with ____?
4. What do you consider to be a community?... a place, clubs, groups with similar interests/ideas?
5. Walk me through how you find that community or how have you tried to (and maybe failed) find that community?
6. Would you consider yourself an introvert or an extrovert, and why? (try to have them expand further on these points)
7. As an introvert/extrovert what are some of the obstacles you have faced meeting new people?
8. Have you tried to establish routines to help overcome some of those obstacles? How did you go about doing that?
9. Do you care about meeting new people with similar interests to you?
10. How do you go about meeting people with similar interests to you?
11. What do you do on your days off? How do you unwind?
12. Is fitness in general important to you? On a scale of 1-10, how important is it to you?
13. Are pickup or intramurals or rec leagues something you've participated in the past?
14. What do you think are some of the most annoying things about pickup sports? (Finding people to play with, time to play, where to play)
15. Are there group chats that you are a part of?
16. What are some things you think could solve these issues?

Sample interview profiles:

Interview Profile 1:

Ricardo P.
Student & Aspiring Athlete

Age: 19 Years
Sex: Male
Marital status: Unmarried

Country: Mexican
Education: Currently in College
Occupation: Student

BIOGRAPHY

Ricardo was born and raised in Monterrey, Mexico. He has a passion for soccer, which he has played informally with friends since childhood. Currently, he is studying engineering at a local university and often finds it challenging to organize soccer games due to conflicting schedules among his peers. He lives with roommates close to his university and spends most of his free time on the campus grounds. Ricardo is tech-savvy but has expressed concerns over the usability of sports-organizing apps.

GOALS AND OBJECTIVES

- Find an easy way to organize and play soccer games
- Meet new people in Monterrey through sports
- Improve the user experience for sports-organizing apps
- Balance his university studies with his love for sports
- Build a community of soccer enthusiasts

FRUSTRATIONS

- Difficulty in coordinating schedules for soccer matches
- The complexity of sports-organizing apps
- Lack of user-friendly interfaces in current apps
- Disconnection from technology during sports activities
- The struggle to maintain physical activity alongside studies

PERSONALITY

Openness: Curious about new technologies and ways to connect with fellow sports enthusiasts.

Self-Confidence: Confident in his sports ability, but admits challenges with tech usability.

Extraversion: Social and outgoing, enjoys the camaraderie of team sports.

Agreeableness: Team player, eager to make the sports-organizing process smoother for everyone.

QUOTES

"Organizing a game of soccer should be as simple as playing one. We need something that doesn't require a tech manual to figure out."

"It's tough when technology becomes a barrier instead of a bridge. We're missing out on the game because we're stuck on our phones trying to organize it."

Walk me through a day in your life.

So, my days are usually a mix of school, hanging out, and of course, soccer. I start with classes - I'm studying engineering, so it's pretty intense. Afternoons are for project work or if I'm lucky, a quick soccer match with whoever's around. Evenings are more laid-back, maybe a bite with friends or planning the next soccer meet-up.

How long have you been living in Monterrey?

Born and raised, my friend. Monterrey's my home, and I love everything about it - the culture, the people, and the soccer scene.

Do you feel like you have found a sense of community with soccer enthusiasts?

Yeah, definitely. The soccer community here is tight. We all share this passion for the game, which pretty much brings us together.

What do you consider to be a community?

To me, a community is about people who share your interests and support each other. It's not just about living in the same area, it's about sharing experiences and goals.

Walk me through how you find that community or have tried to find that community.

Mainly through soccer. I also use social media to connect with people who love the game as much as I do. Sometimes it's a hit, sometimes a miss, but you gotta keep playing the field, right?

Would you consider yourself an introvert or an extrovert, and why?

I'm more on the extroverted side. I love being around people, especially on the soccer field where you're part of a team.

As an extrovert, what are some of the obstacles you have faced meeting new people?

Schedules, man. Everyone's got their own thing going on, so lining up times to meet is tricky.

Have you tried to establish routines to help overcome those obstacles?

Sure, I try to set up regular soccer games and study sessions. Consistency's key, you know?

How do you go about meeting people with similar interests to you?

Through soccer leagues, school clubs, and online forums. Anywhere I can talk about soccer, really.

Is fitness in general important to you? On a scale of 1-10, how important is it?

Oh, it's a solid 10. Soccer is life, so staying fit is pretty much a part of that.

Are pickup or intramurals or rec leagues something you've participated in the past?

Yeah, that's where I spend most of my time. If there's a ball and two goals, I'm there.

What do you think are some of the most annoying things about pickup sports?

Getting everyone to show up at the same time and place. And then there's always someone who forgets their cleats...

Are there group chats that you are a part of?

Yeah, a few for different soccer groups. It's how we try to keep organized, but it can be a mess.

What are some things you think could solve these issues?

An app that makes organizing games super simple. One where you see who's down to play, set a time and place, and just show up and play. That'd be awesome.

Interview Profile 2:

BORCELLE

Alex Alvarez

Tech-Savvy Sports Enthusiast

Age: 20 Years

Sex: Male

Marital status: Unmarried

Country: Spanish

Education: University Student

Occupation: Student & Part-Time Web Developer

BIOGRAPHY

Alex Alvarez is a vibrant 20-year-old university student from Gijón, Spain. He is studying computer science and works part-time as a web developer. Alex is an avid sports fan and enjoys playing football with his friends. He lives in an apartment near the beach and often plays beach soccer on weekends. Alex is deeply interested in technology, especially how it intersects with sports, and often thinks about how to enhance digital experiences for athletes and sports enthusiasts.

GOALS AND OBJECTIVES

- Enhance social media interaction with sports statistics
- Streamline the user interface of sports apps for better aesthetics
- Integrate scoreboards into friend group chats for competitive play
- Personalize player stats with habitual locations and preferences

FRUSTRATIONS

- Overcomplicated user interfaces in sports apps
- Difficulty in tracking and sharing sports achievements
- Lack of personalization in digital sports platforms
- Inability to easily compare stats within his social group

PERSONALITY

Openness: Enjoys exploring new ways to integrate social features into sports apps.

Self-Confidence: Confident in both his sports and tech abilities, seeks to apply his skills to improve user experience.

Extraversion: Active in social media and likes to connect with friends over shared interests.

Agreeableness: Collaborative and enjoys sharing achievements and experiences with others.

QUOTES

"Being able to boast about my wins on social media should be a tap away. It's all about sharing the glory in today's digital age."

"I like my apps clean and functional - essentials on the front, settings in the back. It's all about the user journey."

"Our group's leaderboard? That's the kind of competition that keeps the game alive even after the whistle blows."

Walk me through a day in your life.

My days are pretty packed but in a good way. I wake up early, go for a run – it's my little piece of Gijón here in the States. Then I dive into my studies; I'm juggling computer science classes with a part-time job in web development. In the afternoon, I try to catch up with my family back home, maybe sneak in some coding for my personal projects. Evenings are either for a local football pick-up game or brainstorming my app ideas. Late-night is for chilling, could be gaming or just streaming shows.

How long have you been living in the United States?

It's been a couple of years now. The transition was tough at first, but I've found my groove.

Do you feel like you have found a sense of community in the United States?

Yeah, I've found pockets of community here. There are tech meetups, and I always look out for football groups. It's different from back home, but it's growing on me.

What do you consider to be a community?

A community is where you feel you belong, where people share your interests and support each other. It can be your local coffee shop where you code, or the regulars you meet for a game.

Walk me through how you find that community or how have you tried to find that community?

I actively search for tech and sports meetups online. I've joined a couple of local football leagues to feel more at home. There's been trial and error, but the key is to keep putting yourself out there.

Would you consider yourself an introvert or an extrovert, and why?

I'm an extrovert for sure. I thrive on interaction, whether it's a heated debate about the newest tech or shouting for the ball on the football field.

As an extrovert, what are some of the obstacles you have faced meeting new people?

The biggest challenge is matching schedules and finding common ground when you're the new guy. People already have their circles, so breaking in takes effort.

Have you tried to establish routines to help overcome those obstacles?

Definitely. I've tried creating study groups, organizing regular football matches, and attending recurring local tech events. It helps to have these constants when everything else is so new.

Do you care about meeting new people with similar interests to you?

Yeah, it's essential. It makes life more enjoyable when you share experiences with people who get you.

How do you go about meeting people with similar interests to you?

I look for local events on social media, use apps to connect with nearby football players, and never miss a chance to attend coding hackathons.

Is fitness in general important to you? On a scale of 1-10, how important is it?

It's a 10. Staying active is non-negotiable for me, both for my health and as my main social activity.

Are pickup or intramurals or rec leagues something you've participated in the past?

Absolutely, that's my jam. I've played in various leagues and pickup games since I can remember.

What do you think are some of the most annoying things about pickup sports?

Organizing them is a pain. Aligning everyone's time, finding a place, ensuring everyone shows up – it's like herding cats.

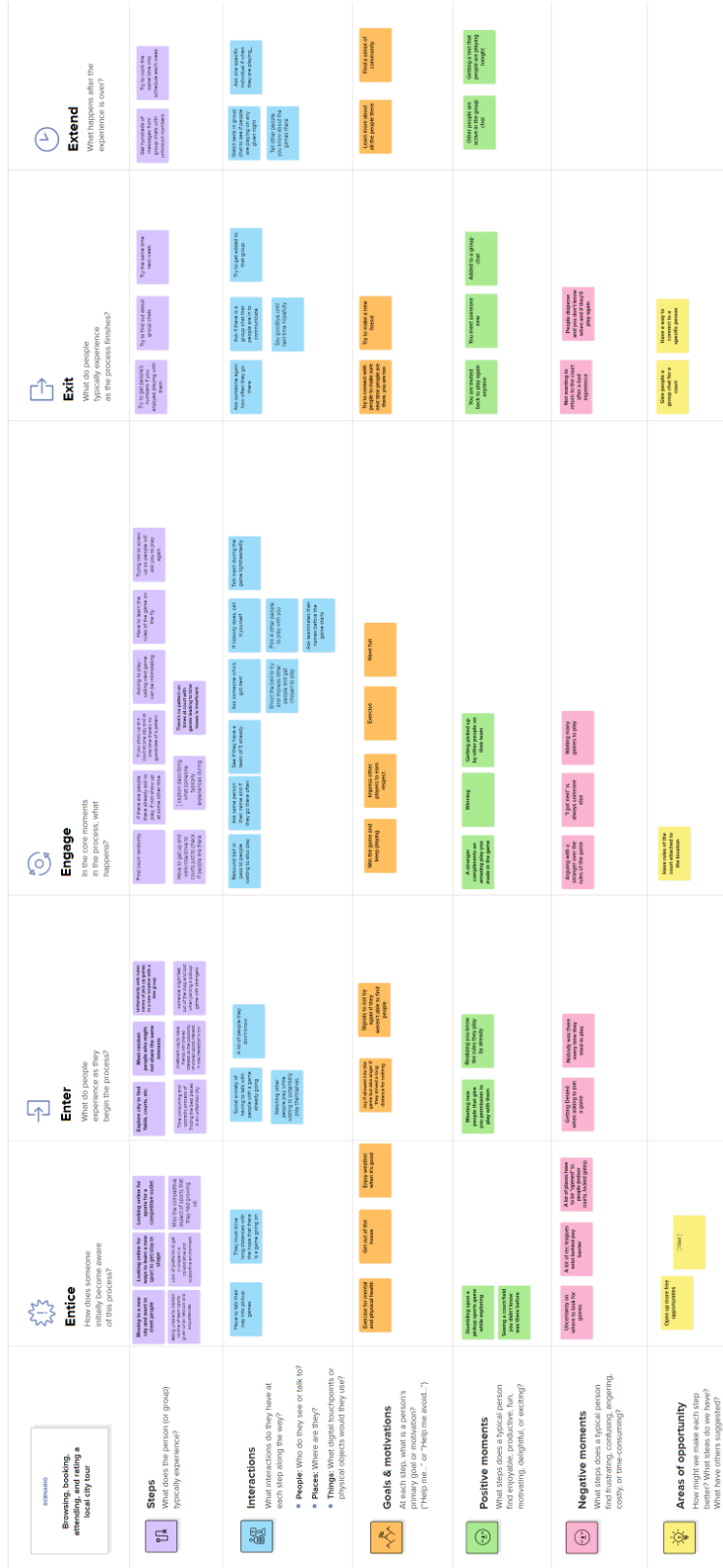
Are there group chats that you are a part of?

Too many, honestly. Some are great; others are just a stream of 'Sorry, can't make it' messages.

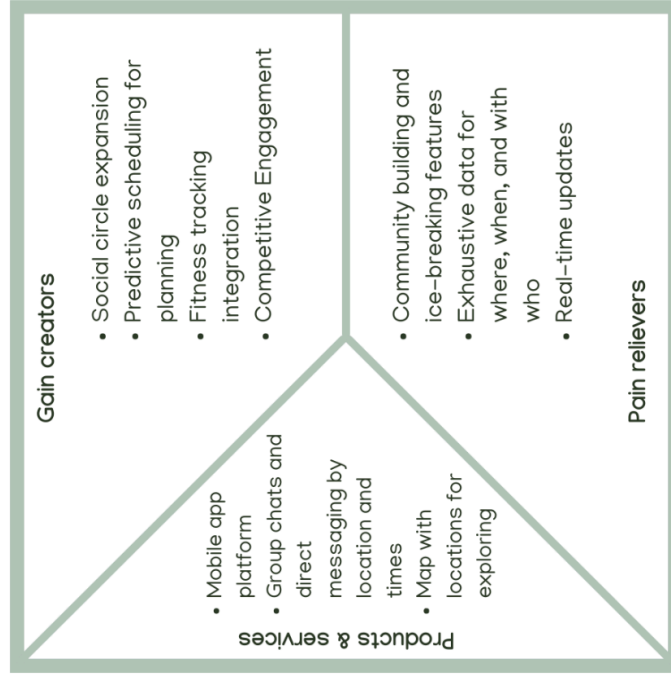
What are some things you think could solve these issues?

An app that simplifies the organization of sports, where you can track who's in, who's out, set locations, times, and maybe a bit of competitive stats to spice things up. That'd make life easier.

Appendix B: Value Prop Canvas and Customer Journey Map



Value proposition canvas



Value proposition



Customer segments