

## Julien

- **Business Description:** exact detail on how the app will operate
  - How services will be provided
  - Where things will be bought that are needed for its **build (ex. Software platforms and other services)**
  - Who are the customers and how will they pay?
  - Number of employees and responsibilities of each
  - Hours of operation
  - Location of business and how people will find it
  - **\*\*Answer all possible questions about features, subscriptions, etc. (ex. Privacy issues)**
- **Analyze Competition:** current competitors and future
  - Their strength and weaknesses
  - **\*\*Offer something that no one else can (what is that extra step that you'll be taking to stand out and remain on top?)**

### **Business Description:**

- This app will be operated solely on iOS in the beginning stages, and if the business goes as strategic, we will open to the android sector.
- Services will be provided through phones, tablets, laptops, and other ios compatible devices.
- We will be using an iOS software called XCode.
- The customers are athletes, coaches, recruiters, casual viewers, trainers, teams, and tournament organizers. The app will be free for users, but businesses will be charged an advertisement fee. This will be our main source of income in the early stages.
- There are 4 employees and the responsibilities for each are project leader, back-end, and front-end.
- 24/7
- The location of business is on app stores. There where people will find it.

### **Analyze Competition:**

There are some competitors, but their app is not pushing—for example, XvsX sports. The weakness is that the XvsX is not appealing, wasn't marketed properly, and wasn't user-friendly. The strength of the XvsX app is that it has the potential to evolve because the owner of the app is a well-known former NBA player. What makes our app "Mouthpiece" different and stands out is that we provide geolocation where it can show the nearest court and hot courts in the area, which no other competitors have on their app. Furthermore, a tournament locator is provided where athletes can join and compete.

Some ranks will show under every athlete user that joined this app. The rank goes by the number of games these athletes win and their stats. In addition, it will show their profile and what type of player they are.