

Define Market

The customers for mouthpiece include:

1. Athletes
 - a. Under looked athletes
 - b. Athletes in underrepresented communities
 - c. Athletes who want to join teams in local areas.
2. Coaches
 - a. Coaches who want to create/coach teams.
3. Recruiters
4. Casual Viewers
 - a. People who enjoy watching sports but not necessarily play it.
5. Trainers
6. Tournament Organizers
7. Teams

Potential users:

1. A male student
 - a. Attends Griffin Middle school in Tallahassee
 - b. Has a passion for basketball and plays it in his neighborhood with other middle school students.
 - c. Comes from a low-income family
 - d. Cannot afford to join expensive sports organizations (AAU,etc.)
 - e. Wants to show off his abilities.
 - f. See other talent/learn from others since he is not able to do it through the sports organizations.
 - g. Build confidence and get encouraged through the viewers (likes/comments)
2. Recruiter
 - a. Wants to recruit talent from underrepresented communities.
 - b. May not be able to travel and see all players.
3. Casual Viewer
 - a. Someone who used to play sports all their life and genuinely enjoys watching it.
 - b. Does not want to go on YouTube every time to look up talent/highlights.
 - c. Wants to keep up with local talent that's going to be big in the future.