

Chris -

- **Statement of Purpose:** product or service and why the world needs it, why does the world need it from you or why should you sell it
 - At least a paragraph long and explain why people will pay for it, how payment will be made (**ex. App download, subscriptions, etc.**)
- **Define Market:** describe customer base, use examples (**journal articles, statistics, news, personal accounts**)
 - Ex. Similar successful apps, demographic/marketing surveys, media reports, sports media announcers, personal backstories of potential users
 - Age demographics, location, sport, income, and education level, sex if necessary****Build an example customer (ex. Under looked athlete, casual viewer, recruiter, etc.)**

Statement of purpose:

Mouthpiece aims to provide those interested in the athletic community a social media catered to them. It will allow athletes, trainers, coaches, and fans to promote themselves and engage more with their communities. This is a service in which there is a huge market with sports being one of the most popular hobbies, yet this idea has never been successful before. We believe we can change that. Our team is heavily immersed in already established social media platforms such as Instagram, Twitter, and TikTok and we believe these platforms do not provide enough for sports fans. Mouthpiece plans to acquire revenue by employing a yearly subscription service for teams who wish to sign up and compete with others. Another way we plan to make ourselves profitable will be by charging a set fee for tournament organizers to promote on our application.

Define Market:

Our target markets will be basketball players, coaches, recruiters, trainers, and casual fans. We are focused on players who want to show off their skills and potentially take their talents to the next level. These are players who do not have the resources or opportunities to become noticed in a more traditional way. We want recruiters to have a presence on the app to become more aware of these talented players and perhaps even provide them with an opportunity for a scholarship or training camp. It is already shown that recruiters use TikTok to recruit and we want to make the process easier ([How to Use TikTok to Get Recruited](#)).

Demographics might include:

- Teenagers and Young Adults
- Low-income individuals
- College coaches
- College recruiters
- Those involved in the pick-up basketball scene