DIGITAL ARENA

Presented by Sokol Ymeraj, Rishi Rajiv, Grant Schweber,

Triston Wennersten, Akshit Verma

EXECUTIVE SUMMARY

Digital Arena specializes in live-streaming sports events and supports social media outreach, while also providing tools for skill development across various sports. This technology can widely be utilized in sports across multiple countries. The content can be posted on any social media platform and is valuable for community building.

VALUE PROPOSITION

This is where Digital Arena has its edge in the market. Up till now, you would have had to set up hardware and then use a third-party software package to score, go live and create overlays etc. We have come up with a solution that is simple to use and affordable for everyone. Here are just a few features:

- Cloud Streaming
- Unlimited Games
- First Game Free
- iOS / Android App
- Streaming Quality upto 4K
- Scoring Overlays (Provided with clock)
- Display Streaming Partner/Sponsor logos
- Generate shareable clips
- Remote Score

FUNDING REQUIREMENT

The $10 million in funding will be allocated across several key areas to ensure Digital Arena can scale efficiently and capture a significant market share. Below is the breakdown and justification of how the funds will be used:

Total Funding Request: $10 Million

TECHNOLOGY DEVELOPMENT– $3 MILLION

To enhance Digital Arena's Streaming Software by improving features such as streaming quality, user interface, and integrations for more sports and devices.

EXPANSION OF CUSTOMER SUPPORT– $1.5 MILLION

Build a scalable 24x7 customer support team and improve operational capacity to handle a growing user base.

PRODUCT DEVELOPMENT – $2 MILLION

Introduce new features like advanced scoring analytics, AI-driven highlights generation and enhanced sponsor integration tools.

MARKETING & USER ACQUISITION – $2.5 MILLION

Build brand awareness, drive customer acquisition, and expand internationally through targeted marketing campaigns.

PARTNERSHIPS & STRATEGIC ALLIANCES – $1 MILLION

Develop partnerships with sports leagues, educational institutions, and media organizations.

GLOBAL ELEMENT

Digital Arena is poised to capitalize on the global sports streaming market, projected to exceed $80 billion by 2026. Its cloud-based platform removes geographical barriers, making it accessible for professional and grassroots sports organizations worldwide. Digital Arena targets emerging markets in Asia, Africa, and Latin America, where sports participation is rising but broadcasting infrastructure is limited, offering low-cost solutions for underserved regions with growing mobile penetration. In established markets like North America and Europe, Digital Arena provides smaller leagues, schools, and semi-pro teams with affordable streaming and sponsor integration tools. Global partnerships with sports leagues, educational institutions, and media companies will drive adoption, while $10 million in funding will support localization, partnerships, and market expansion, positioning Digital Arena to capture a

PROJECT CHARTER

- Project Title: Digital Arena
- Project Overview: The Digital Arena project aims to provide a user-friendly, cloud-based solution for live-streaming sports events.
- Purpose and Objectives:
  - Provide a cloud-based streaming solution that simplifies live sports broadcasts.
  - Ensure that the software is intuitive for parents and volunteers to set up and use.
  - Integrate features like scoring overlays, remote scoring, and real-time clip sharing.
- Project Milestones:
  - Milestone 1: Business Plan with Justification
  - Milestone 2: Project Management Plan
  - Milestone 3: Schedule with Critical Path Analysis
  - Milestone 4: Cost Management Plan
  - Milestone 5: Resources, Communication, and Risk Management Plan

KEY STAKEHOLDER IDENTIFICATION

TEAM MEMBERS

- **Development Team**: Engineers / developers responsible for building the platform.
- **Marketing Team**: Promotion.
- **Customer Support Team**: Provides support to customers.
- **Designers**: Ensure the platform is user-friendly.
- **Legal Counsel**: Provides legal advice and ensures compliance.

INVESTORS

- **Venture Capital Firms**: Provide funding for the project.
- **Investors**: Individual investors who provide funding.

END USERS

- **Players**: Individuals who play sports.
- **Tournament Organizers**: Responsible for organizing gaming tournaments.
- **Sports**: Professional teams.
- **Streaming Platforms**: Platforms that stream content.

SPORTS TEAMS

- **Traditional Sports Teams**: May be interested in using the platform for events and fan engagement.
- **Grassroots/ Youth Teams**: May use the platform for training, competitions, and streaming of games.

PROJECT REQUIREMENT

Functional Requirements:

Requirement	Priority	Stakeholder	Acceptance Criteria
Enable live streaming of sports events	High	End Uers/Sports Teams	Stream must be viewable with clear quality on mobile devices
Integrate scoring overlays with a real-time clock	Medium	Team	Overlay updates automaticcally during live games
Allow users to generate sharebale clips during streams	High	End Users/Sports Teams	Users an easily share video clips across social media channels

Non-Functional Requirements:

Requirement	Priority	Stakeholder	Acceptance Criteria
Streaming should have a latency of less than 5 seconds	High	End users/Sports Teams	Latency verified during live game broadcasts
Application should support both IOS and Android devices	High	Team	Application successfully launched and tested on both platforms

PROJECT SCOPE

- **Project Objectives:**
  - Provide a cloud-based streaming solution that simplifies live sports broadcasts.
  - Ensure that the software is intuitive for parents and volunteers to set up and use.
  - Integrate features like scoring overlays, remote scoring, and real-time clip sharing.

- **In-Scope Items:**
  - Cloud streaming solution development.
  - Creation of mobile apps (iOS and Android).
  - Integration of overlays, scoring system, and sponsor logo display.
  - 24x7 support for all users.

- **Out-of-scope Items:**
  - Custom game analytics tools.
  - Advanced video editing functionalities.
  - Hardware development (beyond standard cameras and tripods).

- **Assumptions:**
  - Adequate internet bandwidth will be available for all users during live broadcasts.
  - Hardware setup will be completed by volunteers with minimal training.

PROJECT SCHEDULE

Task	Task Name	Duration	Dependencies
1	Project Start	1 day	None
2	Requirements gathering	5 days	task 1
3	Platform design	15 days	task 2
4	App design	10 days	task 2
5	Streaming Engine Development	20 days	task 3
6	App Development	40 days	task 4
7	Key Feature Integration	15 days	task 5

PROJECT SCHEDULE CONTINUED

Task	Task Name	Duration	Dependencies
8	international regulation approval	70 days	task 5, task 6
9	platform testing	10 days	task 5
10	App testing	10 days	task 6
11	final debugging and bug fixing	10 days	task 5, task 6, task 7
12	Marketing and prelaucnh campaign	15 days	task 8, task 11
13	final review and approval	5 days	task 11
14	Product launch	1 day	task 13

CRITICAL PATH ANALYSIS

1. Identifying Critical Tasks:	2. Task Dependencies:
System Development	System Development must be completed before the platform is tested.
Regulatory Approvals (International)	Regulatory Approvals are a prerequisite for launching the platform in international markets.
Platform Testing and Launch	Marketing & Launch are dependent on both system completion and regulatory approval.

3. Critical Path Visualization

The critical path includes Platform Design, System Development, Testing, and Regulatory Approvals. If any of these tasks are delayed, the overall project timeline will be delayed.

GLOBAL ELEMENT

1. International Time Zones:

Coordination with global teams across different time zones (e.g., USA, Europe, Asia) needs to be accounted for.

This impacts both project development and international regulatory approvals.

Ensure task handovers are smooth and well-planned between different teams working in various time zones.

2. Regulatory Approvals (Global)

Regional Differences: Different countries have distinct regulatory requirements (e.g., GDPR compliance in the EU). Delays in getting approvals from certain countries may push back the launch in those regions.

Buffer Time: Allocate extra time for communication with regulators in different countries, allowing for possible delays in responses and documentation requirements.

3. Logistics and International Considerations

Depending on where the product is marketed, certain countries may have localization needs (e.g., language translations, local partnerships). Factoring in these global elements can impact timelines for marketing and deployment in specific regions.

BUDGET ESTIMATION

1.Development Costs:

Web platform development: $500,000 (including UX/UI design, testing)

Mobile app (if applicable): $400,000

Technology stack (servers, cloud storage, etc.): $200,000/year

2. Marketing Costs:

Digital marketing (SEO, social media ads, PPC): $100,000/month

Content creation (photography, videography, blogs): $50,000/month

3.International Considerations:

Tariffs, shipping costs for any physical products: Estimated at 5-10% of sales.

Currency exchange fluctuations: Build in a 3-5% buffer for exchange rate variations.

Total Estimated Budget: $10 million

(Development: $900,000, Marketing for first year: $1.8 million, Miscellaneous/Buffer:

COST BASELINE

The cost baseline is the approved version of the project budget, including all costs for each stage of the Digital Arena development, which can be monitored and controlled.

Initial Costs (Development): $900,000

Operational Costs (Marketing, Tech Maintenance): $2 million/year

Tracking: Use project management software like Asana/Trello with budget tracking tools.

Change Control: Any changes to the cost baseline must go through a formal approval process, ensuring they are justified and within the project scope.

FUNDING REQUIREMENT

Initial Investment: $900,000 for web/app development.

Ongoing Costs: $2 million/year for digital marketing, maintenance, and international fees.

Potential Funding Sources: Internal funding

Angel investors or venture capital

Bank loans or business grants (especially for startups with an international presence)

GLOBAL ELEMENT

Tariffs and Shipping: If shipping physical goods (like sports gear), tariffs could range from 5-10%, depending on the countries involved.

Currency Exchange: Build a 3-5% buffer into international sales to account for fluctuations in currency exchange rates.

Logistics Costs: Include estimates for international shipping costs, likely to vary between $10-30 per unit depending on regions.

RESOURCE MANAGEMENT PLAN

Human Resources Allocation:

- Project Manager: Full-time throughout the project to oversee tasks.
- Development Team: Cloud streaming developers, app developers, and integration team work full-time during the development phases.
- Quality Assurance Team: Part-time for platform and app testing.
- Marketing Team: Work full-time only after development. Primarily for pre-launch and campaign management.
- Regulatory Consultant: Part-time for international compliance.

Material Resources Allocation:

- Development Tools: Cloud Infrastrucutre, mobile SDKs, third-party APIs.
- Testing Environment: Servers for platform and app testing.

COMMUNICATION PLAN

Communication Channels:

- Project Management Tools: Use tools like Jira, Asana, or Microsoft Projects for task management and progress tracking.
- Video Conferencing: Use Zoom, Google Meets, or Microsoft Teams for weekly team meetings across time zones.
- Instant Message: Slack or Teams for daily updates.
- Email: Formal communications, especially for legal, regulatory, and marketing updates.

Meeting Schedule:

- Weekly Team Meetings: Synchronized across time zones. Rotate meeting times to accomodate various teams.
- Daily Standups: For development teams, use asynchronous communication for those in different time zones.
- Monthly Steering Meetings: Executive team to review project progress.

Global Considerations:

- Language Barriers: Provide project documentation in English and local languages if needed.

RISK MANAGEMENT PLAN

Risk Register:

Risk	Likelihood	Impact	Mitigation Strategy
International Regulatory Delays	High	High	Engage legal experts early for each region. Allow buffer time in schedule
Supply Chain Disruptions	Medium	High	Source alternative suppliers, maintain inventory of critical components
Geopolitical Instability	Medium	High	Monitor geopolitical developments and establish contingency plans.
Data Privacy Compliance	High	Medium	Work with compliance experts to audit data practices early.
Cultural Miscommunication	Medium	Medium	Conduct cross-cultural training for teams. Use visuals in documentation.
Key Personnel Unavailability	Medium	High	Cross-train team members. Keep detailed process documentation.
Technology Failures	Low	High	Regular backups, load testing, and cloud redundancy.
Currency Exchange Fluctuations	Medium	Medium	Hedge against exchange rate fluctuations for payments.

RISK MANAGEMENT PLAN CONT.

Mitigation Strategies:

- Early legal Consultation: Engage with legal teams early for GDPR, COPPA, and international broadcasting approval.
- Supply Chain Monitoring: Partner with multiple suppliers and maintain a buffer of key supplies to prevent delays.
- Cross Training: Ensure multiple team members are capable of taking over critical roles if someone becomes unavailable.
- Backup Systems: Cloud redundancy for key infrastrucutre to minimize downtime due to technology failures.

Global considerations:

- Geopolitical Risks: Regularly assess the stability of key regions for the supply chain and regulatory approval.
- International Supply Chain: Monitor global logstics trends and adjust timelines

EXECUTION OUTLINE

- **<u>Resource Acquisition (Month 1)</u>**- Based on the following key task assignments for teams, human and financial resources will be acquired in phases, teams formed & managed, and deliverables achieved as planned earlier.

  1. **Product Development Team**- interface design and technology development

  2. **Regulatory & Legal team**- contract reviews, copyright compliance, international regulations adherence & obtaining broadcasting approvals

  3. **Marketing team**- create brand awareness and achieve product sales pre and post launch

  4. **Payroll team**- to oversee financial transactions and payments due

  5. **Project Management team**- project planning and execution

- Adequate human and financial resource acquisition **precedes product development.**

- Engineers, UI designers, and functional leaders will be recruited through recruitment campaigns. Employees will be assigned to planned project teams based on regions, and teams managed through conflict resolution and negotiation techniques by Project Manager

EXECUTION CONT.

- **<u>Managing teams</u>**- International developers will be managed by regional team leaders ensuring cultural adaptation (work styles accommodation, festivals celebrations and holidays) and accommodating time differences via scheduled meetings on Google Meets and asynchronous communication on emails.

- Requisite **funds of $9, 00,000 for product development** will be gathered through planned funding sources- VC firms and individual investors. Finances will be allocated across regional teams based on need and phase of development.

- **<u>Product Development & Testing (Month 2-5)</u>**- The website, and iOS & Android applications will be developed by the engineering and UI design employees across global teams using GitHub for development collaboration, Slack for daily communication, emails for regular update sharing, and weekly scheduled virtual meetings.

- Subsequent integration of Overlays, Scoring System, and Sponsor Logo display feature will be carried out following successful streaming platform development. Application development depends on interface design completion, and functional features development depends on website & applications completion.

EXECUTION CONT.

Product development cont.-

- Team leaders will be responsible for implementation success of these features. Any **risks encountered** will be tackled with the risk management plan and added to risk register; **lessons learned** will be added to the lessons learned register during this technology development phase and shared across teams.

- Feature development by global teams will utilize **handovers** to help meet time deadlines. Round the clock work through communication on emails, Slack, and Teams will further support development efficiency .

- **Product Testing**- The technology will be tested and **quality reports, evaluation documents** & **change requests** will be created to ensure quality standards as planned, and any changes implemented via the planned change control process.

- Stakeholders including the investors and team members will be updated on product status through Video Conferencing and Emails, handling time-zone and cultural differences as per communications plan, and stakeholder register will be updated regularly.

EXECUTION CONT.

- **Regulatory approvals (Month 6)**- This phase follows successful product development and testing, and is a dependency for marketing and product launch phases. Regulatory and legal consultants will be onboarded for contract reviews, copyright compliance, adhering to international regulations, and getting the **GDPR, COPPA, other international broadcasting approvals** on time, utilizing the allocated buffer time to accommodate any delays due to distinct international requirements and procedures.

- **Marketing (Month 7)**- **$1.8M funds** will be acquired for first year marketing phase needs. Another round of resource acquisition will create the marketing team, with international partners including social media influencers selected virtually and advertising adapted in local languages and preferences to ensure global success. **Digital marketing- SEO, Social Media ads, and PPC** will be utilized to create brand awareness before product launch. **Target-** establishing broadcasting partnerships with sports organizations and university leagues.

- **Customer Support team** will be created through recruitment for the office in US and through outsourcing agreements in international markets, following more financing for this phase. The customer support teams will be trained on product technology and cultural sensitivity by regional heads and team members via in-person meets and

EXECUTION CONT.

- **<u>Product Launch (Month 8)</u>**-

- Final Review and stakeholder approvals will be conducted before product launch to ensure adherence to the project management plan and meeting the deliverable needs as per planned standards- **Scope Validation.**

- **Product launch** will be conducted in phases, targeting more dominant markets of North America first, monitoring the **live streaming functionality** and the **functional features** of overlays, scoring system and clip sharing, followed by gathering user feedback and refining features for better user experience.

- **<u>Post-launch & Operations (Month 9-12)</u>**-

- Further product launch will be carried out in Asia, Africa and Latin America following any suitable changes to the product through formal procedures. Stakeholders including the investors, teams, and customers including schools/colleges and professional and recreational sports teams will be engaged through regular emails, virtual meets on planned platforms, and face-to-face meetings when needed.

- Following successful launch and product sales, further **financing of $2M per year** will be