**Business Proposal**

**Digital tactic board in American football, soccer, and basketball**

The business idea is to design a digital tactic board application that functions best on electronic tablets. In team sports, like basketball, soccer, and American football, we often see the coaching team hold a tactic board on the sidelines. When strategies are demonstrated on a board, it is very easy to interpret. Coaches need to make the best of the 60-second timeout to display their next play. Especially during the countdown minutes of the game, coaches’ plans and decisions would have enormous effects on the outcome of the game. People tend to have shorter thoughts during high pressure and are more likely to make a mistake.

The digital tactic board has a broad database with 1000+ strategies suitable for different situations in different team sports. In addition, the coaching team can design new strategies and save them to a personal folder. Coaches could also pre-set the recommended or favorite tactics for different situations, so that the critical strategies could come in handy.

The digital tactic board can be useful not only during games, but also off-game. When coaching teams are trying to design a new form of tactic, they could easily design it in their workbook and have the system leverage the database to challenge the new tactic to discover the weaknesses and strengths.

Recently, there has been no incumbent in the digital tactic board market. All the applications or similar products only replicate the structure of the physical tactic board, but do not contain the concept of a database and data analysis. The new concept is refreshing to all potential consumers, but also a challenge to educate the users.

The other challenge is that the designer of the application has to have a really good understanding of the sport. Every sport has its unique knowledge and requires experience and a comprehensive understanding. Therefore, a strong potential competitor would be the professional sports team that has sufficient funds and has the intention to introduce technology into the sport.

The digital tactic board targets both 2B and 2C markets. The 2B version is charged by annual membership, with access to the database, and the flexibility to design their tactics. The 2C version has some free features, and only around 10 available tactics from the database that free users can use. And the paid version would enable more features and wider access to the database.