



Strength, Weaknesses, and Opportunities				
	Competitor 1: Adidas miCoach Smart Ball App		Competitor 2: Big Bang Referee Smartwatch	
Screenshots				
Strengths				
What are their advantages?	Coach Notes feedback	Easy app interface	Approved for on field wear unlike fitbit	Compatible with VAR
What are their core competencies?	Easy to understand viz, graphs, metrics.	Strong smart-phone apps	Alerts when ball has crossed goal line	Track a lot of data and centralize it for refs
What are they doing well?	Free app	Power-full feedback for assessing free kicks	Familiar to google smartwatch users	Straightforward and good color scheme with stat highlights
Weaknesses				
What areas are they avoiding?	Continuous kicks of the ball	Free flow of play	recreational referees	Further app integration
What are they doing poorly?	Records through your phone but you need someone to hold the phone	Recording speed accurately	Very expensive	
What does need improvements?	Ability to assess successive kicks	Not having to sync kicks each time or tell the app a kick is coming	Cheaper commercial version	
Opportunities				
What are their beneficial trends?	Wearable technology market is growing		Featured at 2018 World Cup	Approved for in game wear and growing market for wearable devices.
What niches are they missing?	Ability to analyze regular play	Integration with devices other than phones	Budget market	Compatibility with smart balls