



CAPSTONE ANALYTICS

Camarillo, CA 93010

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Kyle Noland

Scope Statement

Mr. Noland,

Capstone Analytics (formerly known as Team 4) has conducted initial research and proposes developing a web-based application for analyzing baseball statistics. This analysis would be used to calculate salaries based on statistical performance. The total cost is projected to be \$295,000 and would take 700-750 hours to complete. Annual subscription fees will be \$6,000 per year for all services and \$2,400 per year for limited services.

In initial research Capstone Analytics found multiple websites from which to extract statistics to build a database from. With both performance based statistics and current salaries, we can do statistical analysis to determine if a statistic has a positive correlation with salary. Other tools included would determine the deviation between individual players and the mean.

Once the statistical analysis is complete, players that are underpaid based on performance would be identified as optimal candidates for acquisition. Conversely overpaid players could be avoided. Ultimately the user could use these tools to maximize their profits by ensuring they avoid signing bad contracts.

Depending on the CEO's vision this could be kept inside the company as an analysis tool. This would be logical if the program were developed for a CEO of a sports franchise. If a software company developed the program, then it could be marketed to sports franchises, agents, and salary arbitrators.

The business model would be an application service provider. Hardware requirements would be a company server or secure website to provide the service. During the design phase, the team will choose between HTML and Java as a language to develop the program. This will drive software installation requirements, but they should be minimal unless the customer does not meet basic compatibility requirements. Most likely our clients will not need additional software installation, but this will be included in our setup package. We will target development to be compatible with the following web browsers: Chrome, Internet Explorer, Firefox, and Safari. However, Chrome and Internet Explorer comprised 65-75% of the market so they will be prioritized.

The salary of the Capstone Analytics team is \$295,000, which is down from \$340,000 since one of the engineers has failed to respond to being hired. In order to recuperate salaries already paid, the initial subscription fees would be in excess of \$10,000 per user. A marketability assessment would need to be conducted in order to justify this fee. However, this application could prove to be a multi-million dollar advantage over competitors. This would include a two-day in house training session and follow up tech support during business hours.

After the release of the baseball centric prototype, it would be recommended to start expanding into additional sports to broaden the consumer base. Other strategies to offset the cost would be to solicit customer input to expand the functionality of the statistical analysis and consider a tiered subscription model. Ultimately, an ideal cost in the long run would be \$6,000 dollars annually. If you have any questions regarding the proposal, please contact me via e-mail bbays2@uis.edu and I will be happy to address your questions.

Sincerely,

Benjamin Baysinger
Project Manager
Capstone Analytics