



# ZONE

YOUR ULTIMATE COMPANION

# MEET OUR Team Zone



**FAN  
WU**

**M.S  
Supply  
Chain  
Management**



**SHUBHAM  
BARGAL**

**M.S  
Information  
Technology  
And  
Management**



**ISHIKA  
SINGH  
CHANDEL**

**M.S  
Information  
Technology  
And  
Management**



**ZOHAIB  
SHEIKH**

**M.S  
Information  
Technology  
And  
Management**



**HARISH  
SASIDARAN**

**MBA  
Finance**

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## PRODUCT DESCRIPTION

Managing and organizing sports activities will not be a ruckus anymore. Introducing Zone, the all-in-one platform designed to revolutionize the world of sports management, training & collaboration. Whether you are a player, coach, parent, team manager, club manager, or director of sports, Super Sports App has something to offer you. Few highlights of features that we offer –

- ✓ Schedule matches & practices and reserve venues
- ✓ Manage equipment inventory
- ✓ Offers a comprehensive catalog of upcoming tournaments
- ✓ Virtual reality training platform
- ✓ AI-powered game analysis
- ✓ Stay connected with your team through the app's in-app communication and social media integration features
- ✓ Fitness tracking and dietary monitoring features to promote healthy habits, ensuring you stay at the top of your game.

With over 800+ sports worldwide, Zone caters to players of all sports. Be a part of this revolution in sports management and download our app today.

# VISION And MISSION

## VISION

We endeavor to **transform** the way sports enthusiasts of all levels manage and organize their sporting activities. We aim to **empower individuals and teams** of all levels to achieve their full potential by providing an innovative and comprehensive platform that promotes healthy lifestyles, fosters community connections, and drives personal growth

## MISSION

**Revolutionize** the sports industry and become the **go-to platform** for sports enthusiasts worldwide by offering cutting-edge features like virtual reality training, augmented reality scouting, AI-powered game analysis and dietary monitoring, as well as social media integration. Our mission is to make sports management accessible, efficient, and enjoyable for everyone, so they can focus on what they love most - playing the game.

# PRODUCT ROADMAP

## Phase 1 LAUNCH

(Sep 2022 – Apr 2023)

- **Free Trial Promotion**
- **Ad Monetization**
- **Background Check:** authentication
- **AI-generated Animated & Visual Content** for learning
- **Scheduling venue:** matches, practices
- **Near Me** - recommends events near user location
- **In-app Fee Payment**
- **Equipment Inventory Mgmt:** order new equipment and assign it to players or teams
- **Parental Supervision (Kids Mode):** parents can view anything their children are viewing
- **Coach Connect:** players connect to expert coaches
- **View latest sports news**
- **Sonia: personalized chatbot**
- **Social Media Integration**

## Phase 2

(May 2022 – Oct 2023)

- **Expansion to Texas**
- **Collect Subscription Payments**
- **Zone Community:** social platform for players to connect based on similar interest
- **Wearable:** health & fitness tracking through wearable device
- **VR Training and AI-based Motion Capture Feedback System**
- **Augmented Reality (AR) Technology:** track & analyze players during live games, provide real-time performance metrics and insights
- **AI Game Analysis:** provide insights on player & team performance, as well as game strategies

## Phase 3

(Sep 2023 – Dec 2023)

- **Predictive Analytics:** predict game outcomes and player performances
- **Virtual Coach:** chatbot coach can provide users with guidance, tips, and feedback on their performance
- **Professional Coaching Mentorship Program:** collab with Official Sporting Organizations that connects aspiring coaches and experienced coaches
- **Zone Marketplace:** shop any sports merchandise
- **Kit Customization and Design**
- **Dietary Monitoring & Recommendation**
- **Wellness & Injury Tracking**
- **Weather App Integration**
- **Sports League Collab**
- **Travel Mgmt:** manage team travel with 3<sup>rd</sup> party vendors

## Phase 4

(Jan 2023 – May 2024)

- **Expansion to sunbelt region**
- **Personalized Badges:** for player accomplishments
- **Amateur Live Match Broadcasting**
- **Personalized Training Programs:** AI algorithms create personal programs for users based on skill level & goals
- **Smart Contracts:** help players get brand endorsements & create a transparent and secure system for managing contracts and financial transactions between players, teams, and sponsors.
- **Skill Assessment**
- **Localization of Languages**
- **Fan Engagement:** such as live Q&A sessions, autograph signing events, personalized fan merch
- **Upselling and Cross-selling:** recommend customers upgrades, add-ons, or related products
- **User Feedback Survey:** for continuous improvement



# INNOVATION



AI Based Learning



Community Building



Professional coaching  
mentorship program



Social Media  
Integration



Sports and Fitness  
Management



Smart Kit  
Customization

# DISRUPTIVE INNOVATION

## Traditional Sports Management Applications

- These apps may not cater to all the needs of sports organizations, professionals, and enthusiasts.
- This can result in inefficiencies and difficulties for users who have to switch between multiple platforms to meet their requirements.
- Using multiple apps can be time-consuming and confusing, as users have to remember different login credentials, interfaces, and features.
- This can also lead to data silos and inconsistent information across different apps, making it harder to manage and analyze sports-related data effectively.



## The Disruption

Zone is an all-encompassing ecosystem catering to the diverse needs of sports and fitness management.

This comprehensive platform provides a range of some unique services and tools all under one platform :

- ✓ AI-Powered Analysis
- ✓ Integrating Wearables with Health & Fitness Tracking
- ✓ VR Training and AI-based Motion Capture Feedback System
- ✓ Smart Contracts
- ✓ Coach Connect
- ✓ Augmented Reality (AR) Technology
- ✓ Amateur Live Match Broadcasting

# MARKET SURVEY



## Training and Workouts

70% of respondents expressed a desire for a feature that provides access to training and workout plans customized to their fitness goals.



## Social Media Integration

85% of respondents indicated that they would like a feature that allows them to easily connect their social media accounts to the app, and track engagement metrics across platforms.



## Team Management

70% of respondents expressed a need for a feature that helps coaches and team managers manage their teams by providing team scheduling, attendance tracking, and team communication tools.



## Live Streaming

75% of respondents expressed a desire for a feature that allows them to stream live sporting events or matches directly from the app.



## Customized Performance Metrics

65% of respondents expressed a need for a feature that provides customized performance metrics and analytics, including personalized training recommendations based on performance data.



## Customized Kit Designs

90% of respondents showed the keen interest of customized jersey and kit selection option as a feature to look for.



## Community and Networking

80% of respondents indicated that they would like a feature that allows them to connect with other users, join sports-related communities, and network with other athletes, coaches, and sports enthusiasts.



## Equipment Inventory Management

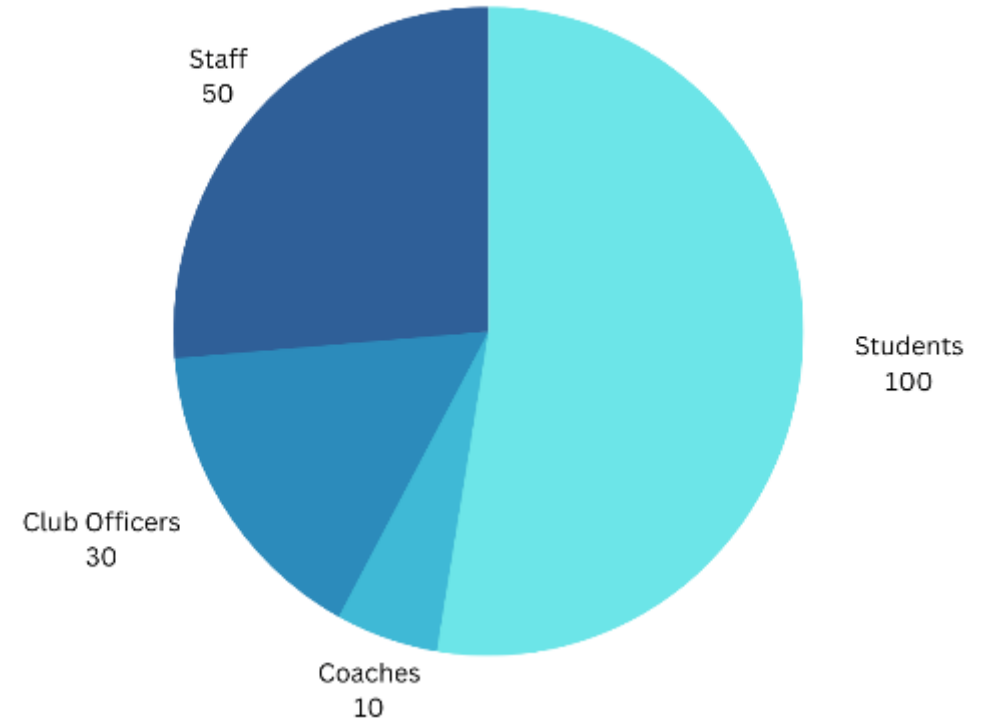
90% of respondents expressed a need for a feature that allows them to track their equipment inventory, including equipment check-in/check-out, maintenance and repair schedules, and replacement planning.



## Travel Management:

40% of respondents indicated that they would like a feature that helps them manage their travel plans related to sports events, including booking transportation, accommodation, and event tickets.

## We Interviewed UREC Staff and Students





# MARKETING STRATEGY

## Target Market

Clubs/Teams

Universities

Enterprises

Individual

## Go to Market Strategy

### Promotions:

- Free trial
- Student plan
- Referral

### Marketing

- Influencer Marketing
- Website
- Newsletter

### Partnerships:

- Sports Clubs
- Teams
- Leagues

### Rewards:

- Venue discounts

Tiered pricing and discount off yearly subscription

### Host sports/fitness events:

- Marathons
- Rock climbing

App Store Optimization (ASO)

### Ads at:

- Local events
- Schools/Universities



# VALUE CREATION

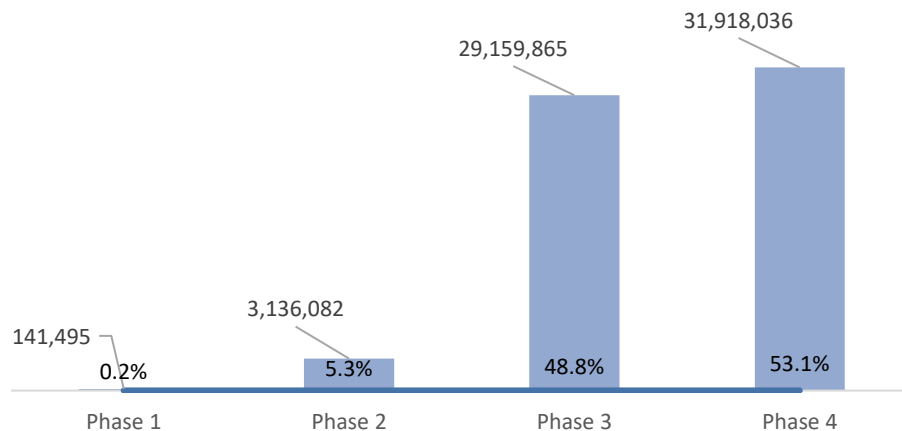
## Shareholders

- Rev streams
  - Subscription-based
  - Commissions
  - Additional fees (aftermarket)
  - Ad rev

- Dividends

Total Users in Market Share %

■ Total Users ■ Market Share



## Users

- **Amateur athletes**
  - Easy learning (AI content)
  - Sports journey companion
- **Individual users**
  - Fitness journey companion
  - Fan engagement
- **Team/club users**
  - Digitize management
  - Gain exposure
  - Earn \$\$

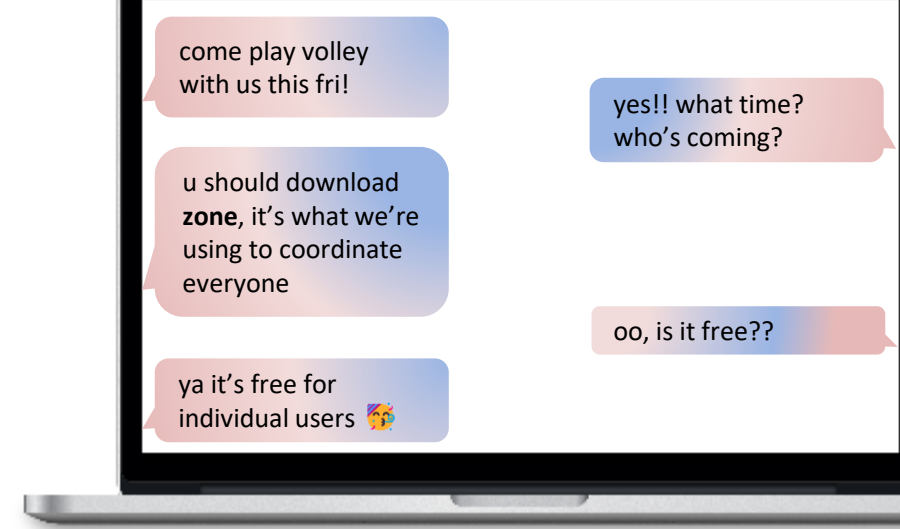
## Employees

- Team building events
- Support work/life balance





# STICKINESS



Aggressive marketing  
= users ↑

Create ecosystem =  
change consumer  
behavior

Integration after  
users ↑ =  
loyalty

Aftermarket =  
market  
momentum ↑

Low

- we are the solution
- influencer marketing
- free trials
- sponsor local events

- event mgmt
- social media
- track fitness/sports data
- buy merch

- universities
- gyms
- rec centers
- private lessons

- connect players/teams to brand endorsements
- live broadcasting
- AI data analysis

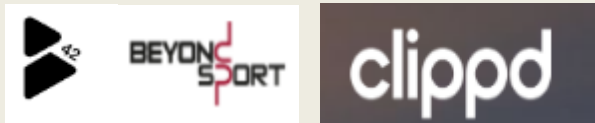
High

# MARKET TYPES

## Existing Markets

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- Sports Technology
- Sports Training & Coaching
- Video Streaming
- Travel Management



## Adjacent Markets

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- Education
  - AI generated content and videos
- Customized Merchandise
  - Zone Marketplace
- Physiotherapy
  - AI motion analysis tech applies towards physical therapy patients
- VR Gaming

## New Market

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- Sports & Fitness Management
  - Exponential Growth: capturing sports mgmt & fitness mgmt market

# PRICING STRATEGY

## Promotions!

First 6 months  
**FREE**

**STU AND IND  
USERS**



1 month **FREE**  
**ENTERPRISES**



## Student Plan

\$ **5** /month

**FREEMIUM**

~~\$60~~  
\$51/year

## Individual User

\$ **9** /month

**FREEMIUM**

~~\$108~~  
\$92/year

## Enterprise

\$ **110** /month

+3500 one-time set up

**FREEMIUM**

~~\$1,320~~  
\$1,254/year

\$ **19** /month

**PREMIUM**

~~\$228~~  
\$199/year

\$ **19** /month

**PREMIUM**

~~\$228~~  
\$199/year

\$ **198** /month

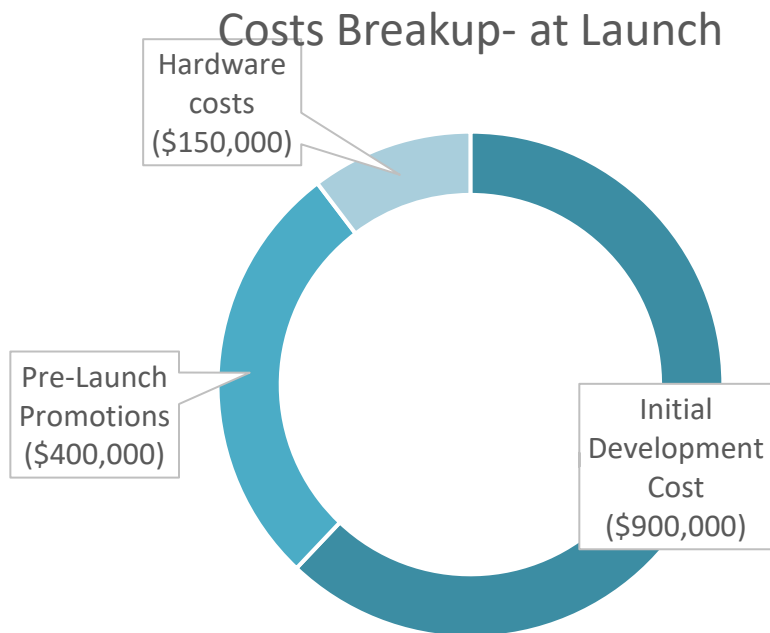
+3500 one-time set up

**FREEMIUM**

~~\$2,476~~  
\$2,257/year



# COST ASSUMPTIONS- Prelaunch

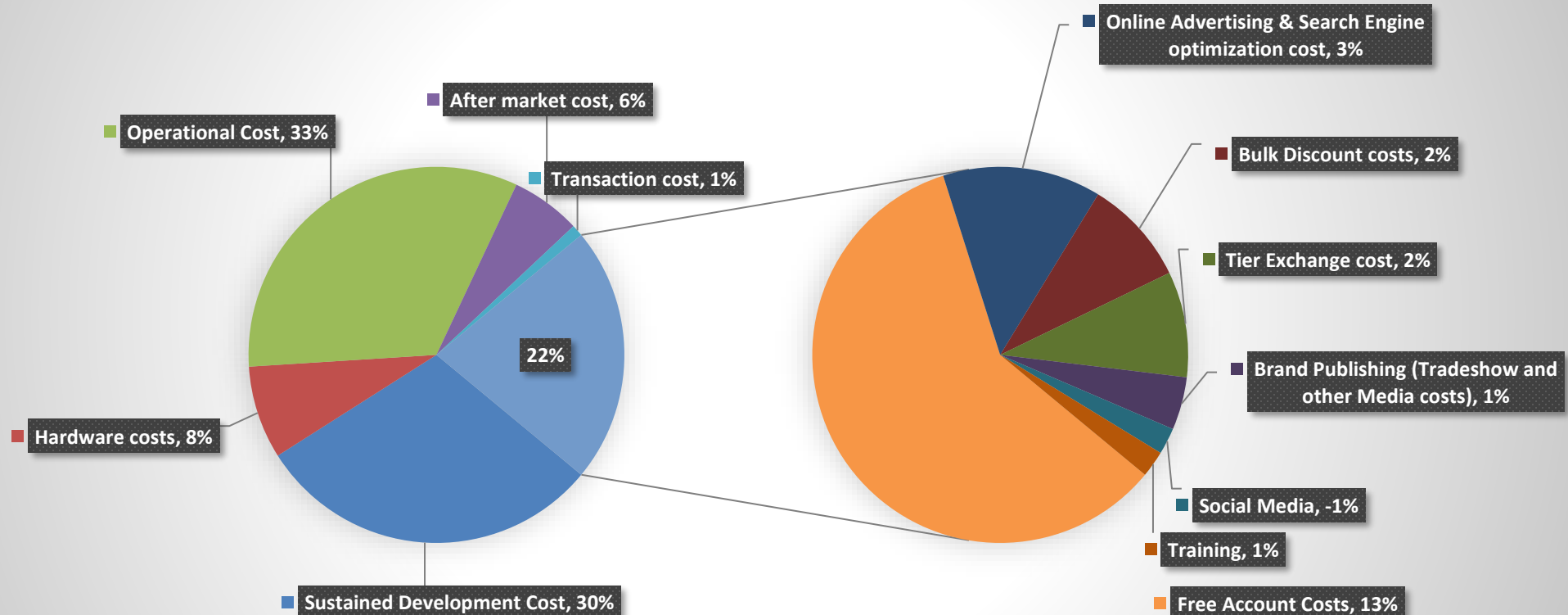


Cost Assumptions		
Founders Stipend	Split amongst 5 founders	\$ 36,000.00
Developers (5)	Development period of 6 months	\$ 500,000.00
Initial Hardware	High performance computers/desktops	\$ 150,000.00
Rent & PPE	Lease, intangible assets	\$ 98,000.00
Testing - 3rd Party	Testing requires different mobile devices with diff OS and screen sizes	\$ 450,000.00
Cloud Hosting and Miscellaneous IT	Software programs, cloud storage, cloud encryption	\$ 220,000.00
Pre-Launch Promotions	Website & email updates to announce app, influencer marketing	\$ 400,000.00
<b>Total</b>		\$ 1,450,000.00

1. Initial Incorporation cost and Development cost is 1,454,000, with app development cost being 60%
2. All core app development, marketing, and administrative expenses are inhouse ( 5 developers at 100,000 USD each per year)<sup>1</sup>
3. Founders' stipend is 6000\$ monthly- till the end of the stage –l or launch
4. Developers are for core product development and in the USA
5. All Testing and SQA are third-party at \$50/hr for 9000hrs
6. Cloud computing and storage costs are based on median Amazon/ Azure cost for startups in the early phase
7. Rent and other PPE based on DFW commercial property rents

# COST ASSUMPTIONS – Post Launch

Cost Growth Assumptions Breakdown<sup>2</sup>



Total COGS & SGNA Costs

Marketing & Sales Costs

1. Post-launch expenses breakdown is 33% operational and 30% sustainment costs
2. Marketing and Sales are 22% of the cost, with free user accounts costing 60% of marketing budget<sup>2</sup>

# Subscriber Growth Assumptions

Target Market  
School+ Retail  
Users+ Enterprises

Market Size-  
Students Retail-  
Enterprise

Market Share

Premium Users and  
CAGR

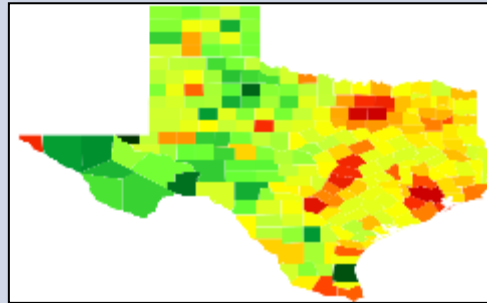


Stage -I DFW

Individual customers  
– 9.4M, Enterprise  
2.7K

3.4% in Schools, 0.2%  
retail customers,  
3.5% Enterprise

6%, 4.6%



Stage –II Texas

Individual customers  
– 21M, Enterprise  
8.5K

3.56% in Schools,  
0.23% retail  
customers, 3.8%  
Enterprise

7%, 4.8%



Stage -III Sunbelt States

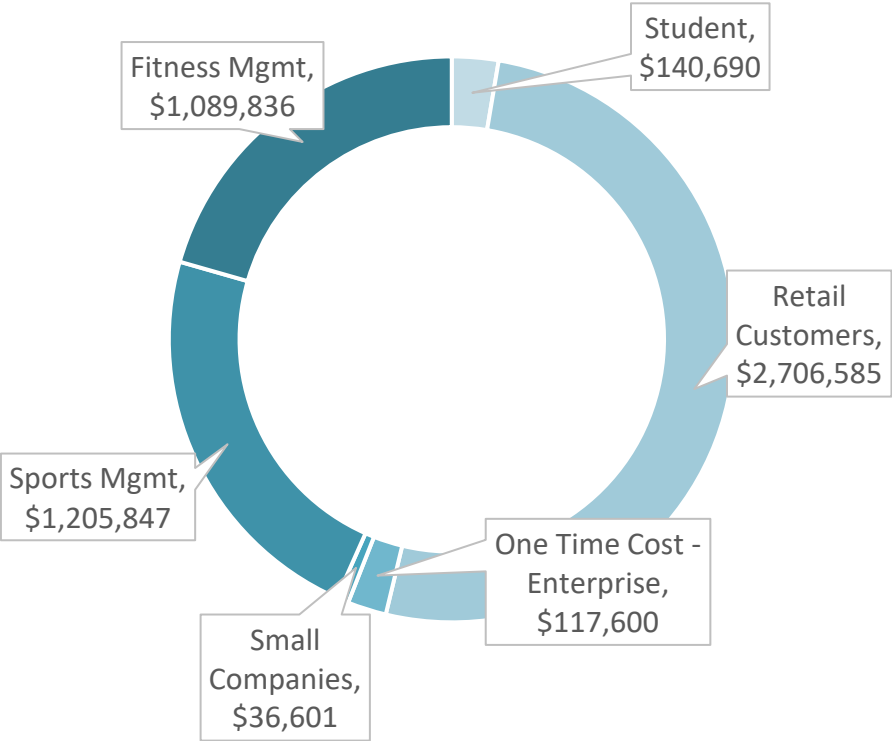
Individual customers  
– 255M, Enterprise  
101K

3.7% in Schools,  
0.26% retail  
customers, 3.9%  
Enterprise

7.3%, 5.1%

# REVENUE ASSUMPTIONS

Sales – launch in DFW



Total Revenue **\$5,657,323.00** = **3%**  
initial uptake in DFW market

Revenue Assumptions		
Student	Capturing <b>145,000 users/1,538,000 total</b> market	\$140,690.00
Fitness & Sports Mgmt	Capturing <b>51,988 users/3,239,000 total</b> market	\$2,706,585.00
One Time Cost - Enterprise	Capturing <b>5118 enterprises/452,243 total</b> market	\$117,600.00
Small Companies	Capturing <b>972 small companies/59,000 total</b> market	\$36,601.00
Retail (Individual) Customers	Capturing <b>133,983 users/900,507 total</b> market	\$1,205,847.00
Total		\$5,657,323.00

# ROI

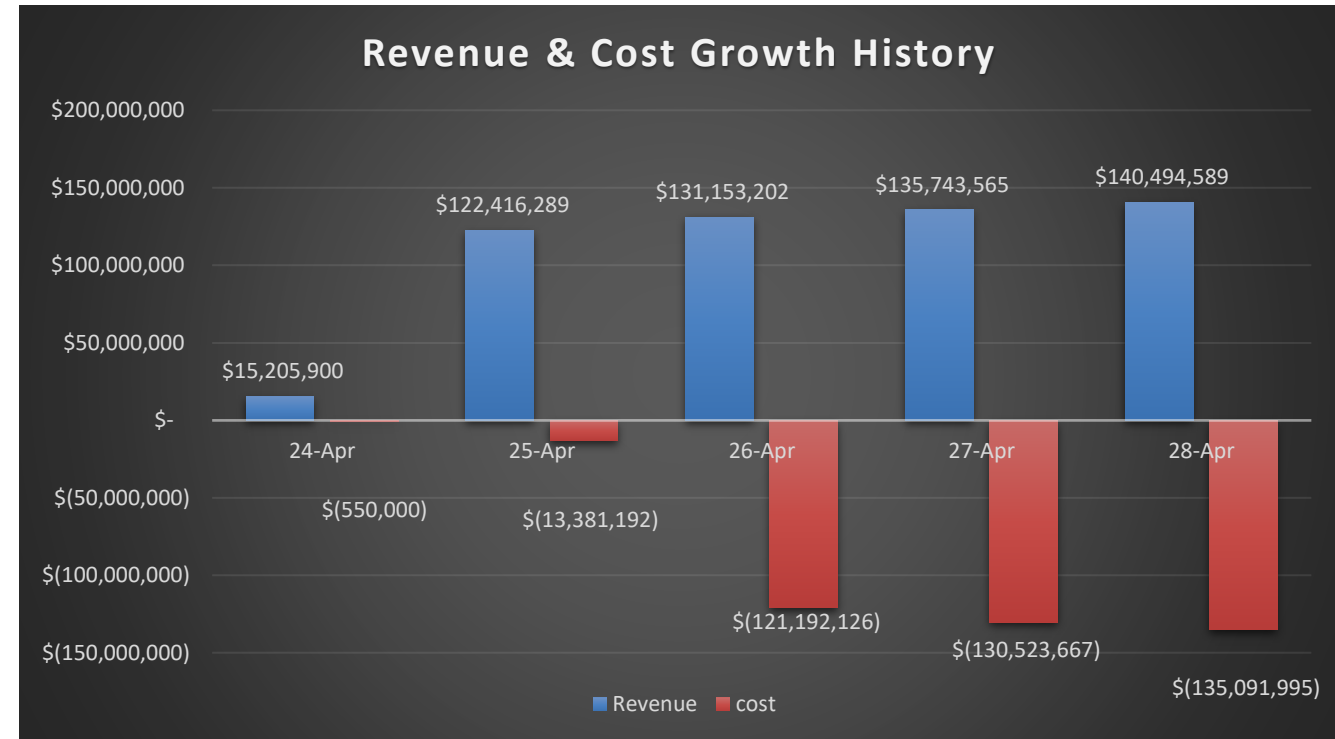


**Breakeven in Year 2.3**

**IRR = 32%**

**ROI = 3.07X**

**Fitness & Sports Management = 64% of Total Revenue**





# AFTER MARKET STRATEGY

**Upselling and Cross-Selling:** Offer premium features & package to current users or cross-sell products or service such as merchandise or tickets

**Personalization:** Use data analytics to personalize the user experience, by offering them game feedback and analysis, personalized training program, badges skill assessment

**Partnerships & Collaborations:**  
Collaborate with relevant sports organizations, sponsors, brands to promote the platform & offer added value to users

**Subscription Model:**  
Offer a yearly subscription for access to premium features, content, or support for all users

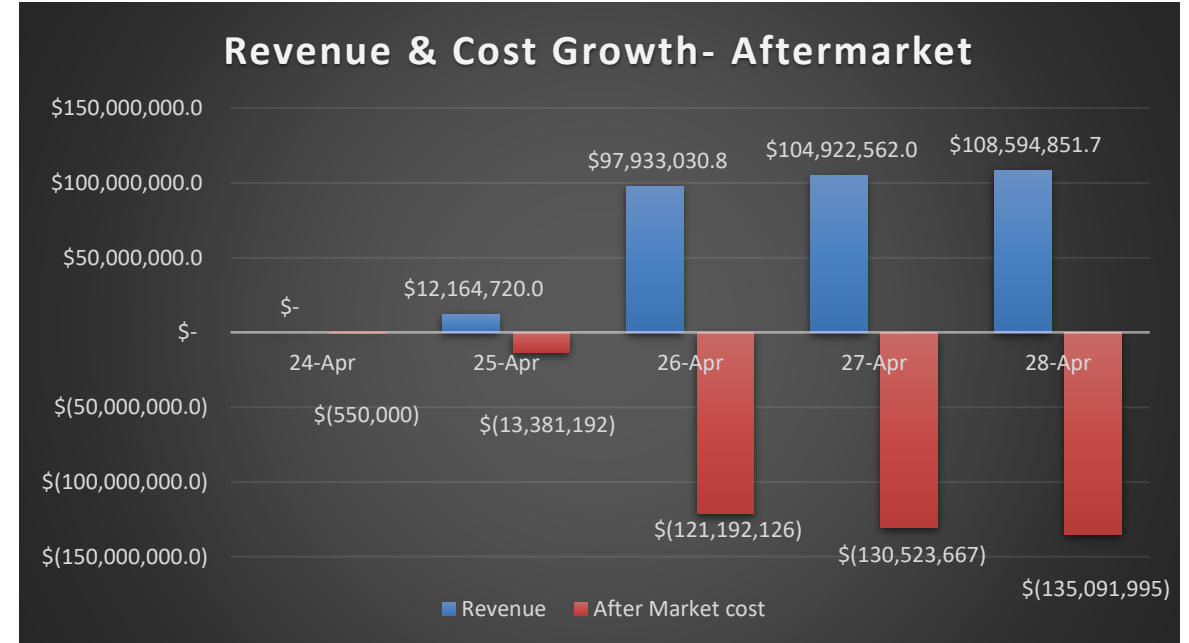
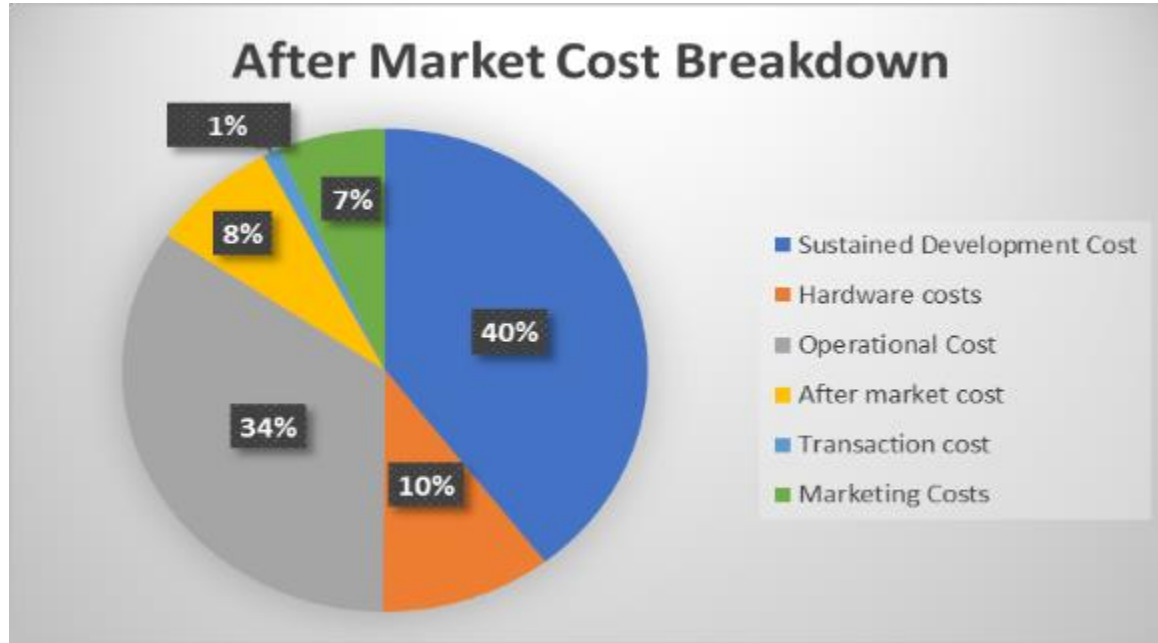
**Affiliate Marketing:**  
Establish partnerships with sports-related companies and offer affiliate marketing opportunities to players to allow users to earn commission

**Sponsorship and Advertising:** Offer sponsorship & advertising opportunities to sports-related companies looking to reach a targeted audience. Additionally, help players get brand endorsements

**Loyalty Program:**  
Reward repeat customers with exclusive perks, such as early access to new features or discounts on future purchase, vouchers for store marketplace

**Travel Management:**  
Handle players traveling & accommodation services, such as booking flights, hotels, and rental cars.

# AFTERMARKET ROI



Strategy	Market Capture	Annual Revenue	Revenue (2026)	Revenue (2027)	Revenue (2028)
After Marketing Strategies	145,000 / 1,538,000	\$140,690.00	\$1,256,275.00	\$1,353,015.00	\$1,405,080.00
Personalization	51,988 / 3,239,000	\$2,706,585.00	\$24,283,192.50	\$26,173,899.54	\$27,188,356.30
Partnerships & Collaboration	5,118 / 452,243	\$117,600.00	\$1,053,972.00	\$1,137,330.36	\$1,182,385.92
Travel Management	972 / 59,000	\$36,601.00	\$328,422.00	\$354,667.56	\$368,702.44
Loyalty Program	133,983 / 900,507	\$1,205,847.00	\$10,833,659.50	\$11,703,905.61	\$12,149,275.32
Total		\$4,207,323.00	\$38,755,721.00	\$41,722,829.07	\$43,293,090.98
ROI			101%	135%	163%



**Thank you for your time!**

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Your interface has been  
customized to include:

- ✓ fitness tracking
- ✓ "near me" enabled for Dallas,  
Texas
- ✓ team management

**Questions?**

Click here to  
sign up for  
the student  
plan!

# THANK YOU

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**Reach our Zone Product**

**Managers at:**



[zone.sportsjourney@zone.com](mailto:zone.sportsjourney@zone.com)



**800-319-7853**

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# Appendix- Cost Models

Initial Starting Cost ( Table-1)	
Founders Stipend	\$ 36,000.00
Developers (5)	\$ 500,000.00
Initial Hardware	\$ 150,000.00
Rent & PPE	\$ 98,000.00
Testing- 3rd Party	\$ 450,000.00
Cloud Hosting and Miscellaneous IT charge	\$ 220,000.00

Sales and  
MKT Cost

Cost Growth Assumptions Table 2	
Sustained Development Cost	30%
Hardware costs	8%
Operational Cost	33.00%
After market cost	6.00%
Transaction cost	1%
Free Account Costs	13%
Online Advertising & Search Engine optimization cost	3%
Bulk Discount costs	2%
Tier Exchange cost	2%
Brand Publishing (Tradeshow and other Media costs)	1%
Social Media	0.5%
Training	0.5%

1. Founders stipend is 6000\$ monthly- till the end of the stage –I or launch
2. Developers are for core product development and in the USA
3. All Testing and SQA are third-party at 50\$ / hr for 9000hrs
4. Cloud computing and storage costs are based on median Amazon/ Azure cost for startups in the early phase
5. Rent and other PPE based on DFW commercial property rents



# Appendix- Subscriber Growth Models

Subscriber							1.194052297			
Monthly	Initial	Recurring	Total							
			DFW	Texas	Sunbelt Region	United states	Initial Uptake	Growth Rate	User factor for sports	
Students			145,000.00	5,156,972	33,000,000	49,500,000.00	3%			
Potential users			9,132,079	16879396	222,191,705	333,287,557.00	0.20%	8.00%	5%	
B2B			DFW	Texas		US				
School +Colleges			355	8161	79717	119576	4%	12%	3%	
Institution/ Sports club			2117.75	8471	27460	41190	3%	3.5%		
Fitness Management							3.8%	4.2%		

1. Founders stipend is 6000\$ monthly- till the end of the stage –I or launch
2. Developers are for core product development and in the USA
3. All Testing and SQA are third-party at \$50/hr for 9000hrs
4. Cloud computing and storage costs are based on median Amazon/ Azure cost for startups in the early phase
5. Rent and other PPE based on DFW commercial property rents