

# Exsports summary

*(100-150 words)*

The site will be modern and present itself as a showcase site.

The colours will be mainly shades of black and grey for reasons of simplicity and sobriety.

In addition, there will be the colour red to represent the passion and danger of extreme sports.

Everything now works online and with word of mouth. Our goal is to be as close as possible to our customers through well-known online services (YouTube) and streaming services such as Twitch (kinda like a new television) by proposing partnerships to sports video makers and by broadcasting our ads on these platforms.

We could also sponsor sports professionals by exchanging good-quality products by visibility. Finally, we think about sponsoring or organising extreme sports events in the future.

On our site we will propose to offer promotions, advantages pushing any type of user towards a potential purchase. The red and grey colour codes will help to express excitement and calmness.

Students :

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