 MYTOURNEY

Business Overview

Problem

*People are not getting the exercise they need because it is inaccessible and doesn’t provide a satisfactory reward to motivate them.*

80% of Americans don’t get enough exercise and 80% of adolescents globally are not sufficiently active (WHO). Furthermore, the CDC found that 88% of high school students engage in less than 60 minutes of physical activity per week.

From these statistics, it is clear that people are not getting the exercise they need to stay healthy, especially in the United States. To determine why this is the case, a number of surveys have been conducted, and the results are what you would expect to see:

*Survey Results*

|  |  |
| --- | --- |
| Don’t have the time | 32% |
| Don’t have motivation | 25% |
| It’s too expensive | 20% |
| It’s inconvenient | 19% |
| Other | 4% |

Solution

MyTourney provides the silver bullet to solve all of these problems in one shot. MyTourney is the go-to hub for tournament organizers and players to have fun and win big! With MyTourney, people can quickly and easily find tournaments near them, register their team by paying a small entry fee, and if they win the tournament, they will earn monetary prizes. By turning sports from a money drainer into a side hustle, more people will be motivated to compete. Allowing hosts to list their tournaments on the app makes tournament organizing more convenient. Players and hosts can even do MyTourney tournaments full-time and earn as much as $2,000 or more per tournament.