Capstone Project

START-UP NAME: BALLIQ

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Problem Statement

Target Audience:

Football fans with a passion for fantasy sports games, especially those focused on the Premier League and people who want to test their football knowledge. This audience includes individuals eager to test their football knowledge while competing with friends to determine who truly knows the most about football.

Context:

Users trying to build their fantasy team often have to manually search through long lists of players with few filters to make their choices easier. What is needed is an AI assistant that not only refines this search, but also suggests the choice of certain players considering both personal preferences (e.g. favorite club, type of footballer, or formation) and external factors, such as recent performance, available money and future matches.

Impact:

The lack of personalized filters and automated suggestions makes the process of choosing a team long and tedious. Some users may quit the game early, leading to a less active and competitive platform, hindering the growth of this type of entertainment, which has the potential to connect more and more people to the beautiful game.

Final Problem:

Many fantasy gaming platforms don't have personalized filters or AI assistance when it comes to choosing the players who make up their teams. This inefficiency leads to a boring and less detailed experience, reducing community engagement. By using LLMs to build this intelligent assistant, our solution aims to improve the user experience by allowing them to quickly assemble a 100% personalized team based on their preferences. Thus, whether for more competitive or more playful purposes, all players can have access to this tool, keeping them active for longer and increasing the game's popularity.

Company Name: BallIQ

Mission Statement:

Modernize the selection process in fantasy games with the help of AI tools that allow users to customize and/or optimize their teams, saving them time and making the game accessible and easy to understand for everyone, including people who aren't so knowledgeable about football.

BallIQ AI:

BallIQ uses LLMs to jointly analyze users' criteria, extract their personal preferences and evaluate external factors (such as available money, player form and schedule difficulty), recommending the best choices. This tool is dynamic, adapting to changes in filters and frequently reviewing all the nuances that can influence scores.

Value Proposition

Core Benefit:

BallIQ streamlines the search and selection process by recommending the best options to the user, taking into account all the factors they want to predefine.

Differentiators:

The use of LLMs gives this system a modern search method, differentiating it from the mechanisms currently in use. By suggesting options and continually receiving feedback from fantasy players, this model will be able to be increasingly customizable.

Customer Impact:

By using BallIQ, users will save time and have a more enjoyable experience in this game. Its popularity will increase, which will bring benefits to the community that is a fan of this type of entertainment, allowing them to connect more with players and clubs.

Summary Statement

BallIQ transforms the fantasy gaming experience using LLM technology. With this, football fans, especially Premier League fans, are able to simplify the process of selecting their squad, as our AI assistant not only analyses factors inherent to players and teams, but also the preferences and characteristics of each user. By streamlining the search for and construction of the desired roster, BallIQ makes the fantasy game experience faster and more engaging, increasing user activity and longevity, strengthening the community and boosting this form of entertainment.