

Elevator Speech

Hi my name is Johan Bester. I'm a web developer and Martial Arts enthusiast. My sport of choice is the Filipino Martial arts, particularly stick fighting.

The Filipino Martial Arts, or FMA as we call it, is a lesser known sport but one of the fastest growing sports in the world. Not only is FMA a great sport, it's easy for anybody to pick-up, and is one of the most effective self-defense systems in the world.



There are currently about the 3,500 clubs and 175,000 FMA practitioners in North America. However, finding schools and events is still hard.

I've developed a sweet SPA solution called "STIX FMA Fun Finder" to help FMA practitioners find each other!

There is only one other similar option in the market -- a paid general search platform -- but their list of FMA resources is severely lacking in substance.

My solution is unique in that it offers a free to use platform that will soon feature info on all FMA clubs and events in the whole of North America.

The app has a simple interface that asks for a zip code and returns result of groups or events within a certain radius. Searches can be refined through some filter options to narrow down or expand the list of offerings.

Not only will this app provide simple information about FMA schools and events, but the app also has a button people can click to add more schools or events!

By allowing for info to be "crowd-curated", the list of resources and the value of the app will continue to increase as it provides a more and more comprehensive service to the FMA community.

Having an application like this would not only help FMA practitioners find each other, it would provide clubs and schools more business, and help grow the FMA sport in general.

But there's more!

Because of the simplicity of this application, it can be implemented for any service or activity with only minor customization!

This solution is so versatile that a whole array of "Finder Apps" can be produced to help people find anything -- from knitting-circles, to organic florists, to ice-fishing clubs!

While the FMA Fun Finder is initially provided free, other future applications could easily be monetized through advertising and pay-to-use sections...