

FastFut

by

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BONAFIDE CERTIFICATE

Certified that this project report entitled “FastFut” is a bonafide work of **S. M. Satya Sree Narayanan** - 19BCE1172, **Saravanan Kishan** - 19BCE1337, **Chandru K** - 19BCE1449, **Bettina Shirley R** - 19BCE1482, **Praneeth Sethumadhavan** - 19BCE1599 and **Makesh Srinivasan** - 19BCE1717 who carried out the Project work under my supervision and guidance for **MGT1022 – Lean Startup Management**.

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ABSTRACT

Indoor sports have always been preferred. One of the main reasons for this is that players are shielded from the harsh effects of nature. Recent trends show that Futsal has been the game of choice of youth, countrywide.

A normal game of Futsal needs 10 or more players. In accordance with this the Futsal court owners charge a certain amount for renting out the turf for a specific amount of time.

Problems faced by players:

- The number of players is invariably lesser than the required number.
- Not knowing people who play Futsal.
- Play time slots of the players amongst a group don't match.
- Cost of renting out a Futsal turf becomes too high per person on an average due to lesser number of players in a group.

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1. INTRODUCTION

INTRODUCTION

As India is moving forward with the Indian Super League, the teenagers are however abandoning the traditional game in favour of indoor football. Futsal or footsal is played on a hard court smaller than a football pitch, which is played between two teams with five players each. One of these players is the goalkeeper and unlimited substitutions are permitted. In continuously developing and densely populated cities, Futsal has gained much popularity due to its ability to be played in a small and compact space. Several small institutions have set up Futsal courts and lease them to the players.

The ISL (Indian Super League) was one of the major events that sparked interest in children and adults causing them to take up football as a passion or hobby. Improvement in technology has made people work within the confines of their homes or desks, turning them into claustrophiles. So, in Futsal people are comfortable because they get to play their favorite sport, indoors!

BRIEF DESCRIPTION

FastFut - A Futsal pooling platform.

The core goal of **FastFut** to be able to give people a tool to pool together for Futsal as quick as possible , in a desired location pinned by the host.

We achieve this by letting a user of **FastFut** host a Futsal event with several attributes and filters like ideal location pinned, team size, timing, duration booked and so on (Explored further in the project) Once host posts an event , it gets queued to featured posts for common users (by first come first serve) and also to the network of hosts' friend users. Who can then apply to join if desired. This core idea will be fine-tuned later and compared or analysed with similar business models for more improvements.

2. MARKET ANALYSIS

ENVIRONMENT SCANNING

Football is very popular in India and the passion and love for short-format sports has reached its peak. Futsal has gained immensely due to this popularity. For instance, the inaugural edition of the tournament, Premier Futsal was watched by 13 million viewers. Popularity and business of Futsal has increased drastically over the last 5 to 7 years.

Rakshith Mohan, founder of Bangalore-based Krieda Sports Infrastructure, a company that builds Futsal turfs, says, "When we built our first Futsal turf in 2014, there were only around eight turfs in Bangalore. Today, the city has more than 150 such grounds and most of them are doing good business."

This shows that the business will continue to grow and reap more fortunes for those involved in the business.

The strategic locations of Futsal such as malls, business parks and IT hubs has helped it to reach out to more and attract people from different age groups.

MARKET ANALYSIS

Despite of all the profit made and popularity, problems are still being faced. There are a lot of instances in which Futsal plans have been derailed due to lack of members in a team or a single member who wishes to play football couldn't as he/she failed to gather sufficient players to visit the Futsal arena. So, the market is in need of this product.

Our product will focus on removing such hurdles and ensure whenever an individual or a small group of players wish to visit a Futsal arena and enjoy, they can do so successfully. It can be used to manage various Futsal tournaments held across the country. The number of Futsal clubs being created and looking to take part in such tournaments is growing.

These clubs could sign up on our platform and play against other registered clubs which will serve as a good preparation before taking part in various tournaments as well.

With the Indian Super League(ISL) gaining more and more fans in each edition, it has encouraged more to be involved in this business. The market volume and value has spiked immensely which will help our product to succeed.

USER BASE ANALYSIS

Estimating on the lower end, the number of people who play Futsal every week in Chennai is 15600.

For getting 10 members [numbers only for Chennai]

Of these 15600 people an estimated 74% (according to our survey) face problems finding 10 people to play which makes 11617 people face this issue.

Of these 11617 people an estimated 54% (according to our survey) would resort to using the app and 34% may choose to use the app. Which puts the number of confirmed users at 6273 and the tentative users at 3949 members.

For tournaments [numbers only for Chennai]

Of the 15600 total players per week 55% of players would use the app and 36% may choose to use the app, this puts the confirmed and tentative users at 8580 and 5616 members respectively.

*occupancy hours per week -src: <https://www.businesstoday.in/magazine/the-hub/Futsal-turfs-mini-football-grounds-premier-Futsal-indian-super-league-football-enthusiasts/story/277865.html>

*number of courts in Chennai – 65 src: Google map search

*no of players per occupancy – 8 – (worst case scenario)

(Since the numbers are not accurate, we are looking at the worst-case scenario for all the details)

3. VISION

VISION

FastFut aims to establish a platform for its users to connect with each other and play Futsal together.

This platform can be used by both users who have sufficient members to play Futsal and also those who require more members. It is especially useful for the latter group of users.

The most important problem faced by anyone who is interested in visiting a Futsal turf is the lack of players to play with. Due to this situation, only people with large group of friends are able to play Futsal.

FastFut ensures this situation doesn't arise and any individual who is interested is able to visit a turf and enjoy.

FastFut also helps to connect teams which wish to practice for tournaments. Two teams can play against each other and train themselves.

The emergence of this platform also helps various turf owners as the footfall will increase. More players are willing to visit their turfs and play. More slots which otherwise would have been empty will be filled. This will enable them to optimize their profits.

It will be even more beneficial for the turf owners who have small businesses as the platform helps them to reach out to more players.

FastFut aims to provide all these features whilst ensuring that the platform is convenient and safe to use for its users.

CUSTOMER VALUE PROPOSITION

Designed for users to identify and book Futsal turfs of their choice.

The main objective of the application is to make booking costs per head as minimal as possible by increasing the occupancy of the turf to maximum for each booking.

Helps turf owners to stay in business as all unknown turfs in and around customers are displayed in app.

Rental prices of turfs can be reduced by owners as number of bookings will increase, as losses incurred by leaving the turfs idle are reduced.

Helps in growth of these small businesses.

Wide accessibility due to its multi-platform compatibility.

This model provides maximum profits for the owners and minimum costs for the users which is the ideal outcome as expected.

Source of income for the turf owners is the rent paid by the customers for using the turf for the allotted time.

Main source of monetisation for the app are the small monthly charges incurred by the turf owners for using the services of the app.

4. BUSINESS MODEL

BUSINESS MODEL

Our project is adopting the LEAN strategy to implement the software in the real-world, as opposed to the traditional business model. In this section, we have explored the traditional approach and provided justifications for our reasons to using LEAN strategy. In the following section, the description of LEAN business model with respect to our project is detailed. A business plan is a static document that describes the size of an opportunity, the problem to be solved, and the solution that the new venture will provide. Typically it includes a five-year forecast for income, profits, and cash flow. A business plan is essentially a research exercise written in isolation at a desk before an entrepreneur has even begun to build a product. There is a fixed plan and a roadmap to accomplish a set of tasks. More often than not, the path along this plan consists of short-term goals and long-term goals and they are decided upon very early on in the process.

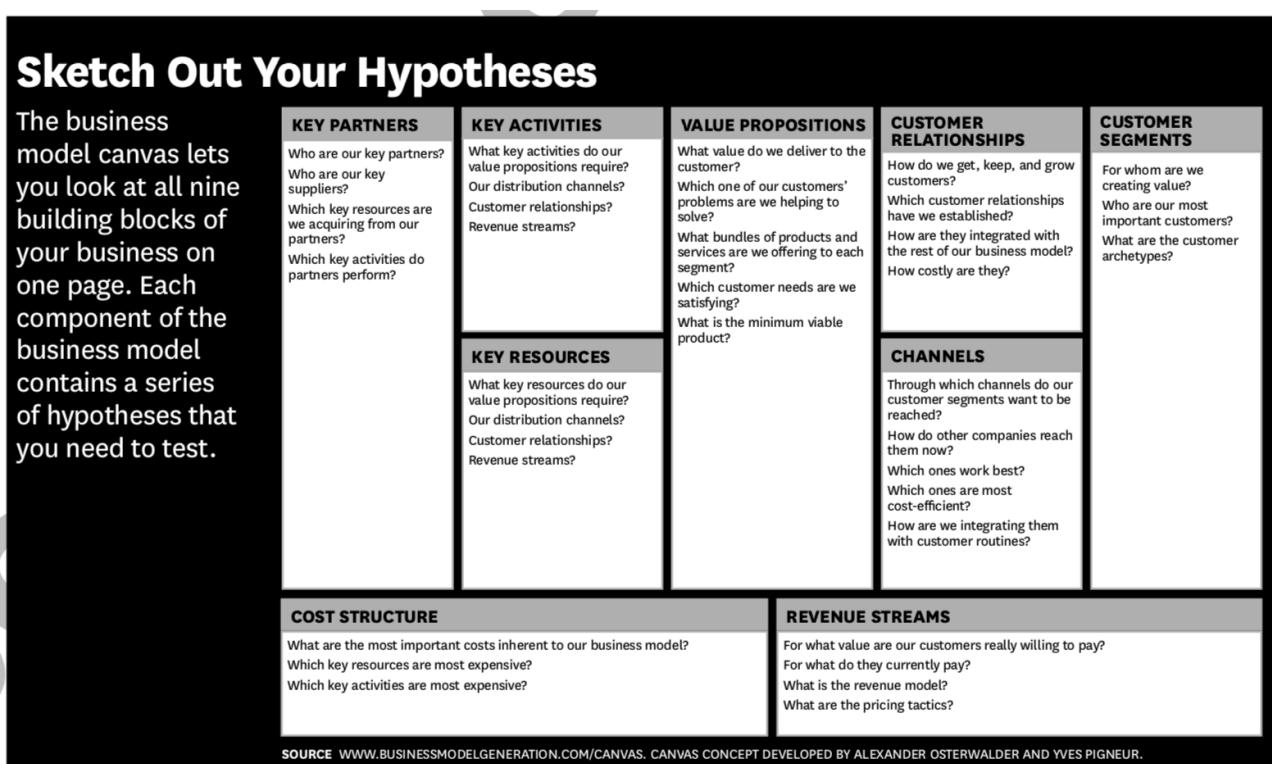
The development processes include traditional approaches such as the Waterfall model, V-model, or the spiral model. They follow a linear step-by-step approach to develop, test and release the product; however, there are cases when agile models are also adopted but regardless of the Software Development Life Cycle model (SDLC), the process is fixed, implementation driven and mechanical. A typical business models have to acquire complete data before building the software, and the market must be completely understood and measured before-hand. However, in case of LEAN strategy, the process is more flexible and adaptive in nature; the developers need to have access to complete data.

LEAN strategy allows us to focus on smaller audience and test our various options in real-world like simulations and build a product that will eventually be something the majority of the population will accept. This feature is important to us as we are building a product that is very novel and relatively new in the market.

It is difficult to perform primary or field research in a domain of market that has never been explored before, as a result we need a system that allows to dynamically change our strategies and to adapt to the ever changing market.

Statistics show that business rarely survive on the first contact with customer; this is because the businesses do not understand what the customers want. They believe one thing while the reality may be entirely different and when they deliver the product, it is not well received. Moreover, planning five years ahead and fixing up a model do not always work and, strategies to adapt and change plans as the situation demands is a skill that has to be developed before creating a five year plan. Start-up businesses are not smaller version of existing big companies; existing companies execute business models while the start-ups constantly look for one and adapt to the surroundings. This distinction is at the heart of the lean start-up approach. It shapes the lean definition of a start-up: a temporary organisation designed to search for a repeatable and scalable business model.

Image 1.1 Business Model Canvas



There are nine main building blocks in a business model and they are depicted in the diagram below (Image 1.1: Business model canvas). Details of each are also provided on the same, but in essence, the blocks focus on individual and key aspects of a business. Key partners explores the partners and stake holders associated with the business. Key activities focus on important tasks and milestones that has to be achieved long the way, in the iterative model of business development. Value proposition is the determination of value of the product that we deliver to the customers. Customer relationships is a very important building block as it allows us to truly understand what the consumer base wants and are willing to pay for. Customer segments focus on the socio-economic group and category of the population to target while selling the product. Key resources and channels helps determine the resources and the factors of production that is required to carry out the business activity, at the sae time allows us to target the audience and appeal to them via various channels. It is important to identify what channel is right for us and also choose the most cost-efficient and useful channel. Finally, cost structure and revenue streams allow us to estimate the total cost of production and based on the anticipated demand for the product, a price can be fixed to sell the products at. This stage is very crucial as money is essentially a medium that allows us to trade value; the value of our product must justify the price point. If not, consumers will not be willing to purchase the product and if the elasticity of demand is very high then customers will opt to buy other alternatives that are at similar price points. Since we are relatively new to the market, we may have to spend some time monitoring the field and looking into possible areas to monetise but not get too ahead of ourselves as a mistake can cost us a very large portion of the market as another application can be easily developed and there is no barriers to entry in a free market such as that of India. We had identified several streams of revenue and weighed our options. The table below (Table 1.1: Revenue streams) summarises the inference we derived from the study.

REVENUE STREAMS

Pricing mechanism that was decided upon for our project is dynamic. Football is a seasonal sport and it is usually more popular around long breaks and holidays, during FIFA world-cup or other league games. There are peak times and non-peak hours and as a result it would not be prudent to charge the same price at all times. Our firm must be capable of managing low inflow during non-popular hours but compensating it with the high inflow seasons. The prices will be fixed based on the demand of the courts and the areas of charging are discussed below in detail.

Table 1.1 Revenue Streams

#	Stream	Description	Evaluation
1	Third-party advertisements on the website	A fee is imposed for advertising the product on the platform. This provides the advertiser with more outreach and also allows us to generate revenue. The type of clients that might be interested are sport-related business and fitness or health related associations.	This revenue stream allows us to raise significant income especially if we are popular and growing, as it provides incentives for both advertisers and us. However, in the initial stages it will be difficult to gather a large audience or consumer base and as a result it will be difficult to acquire advertisers.

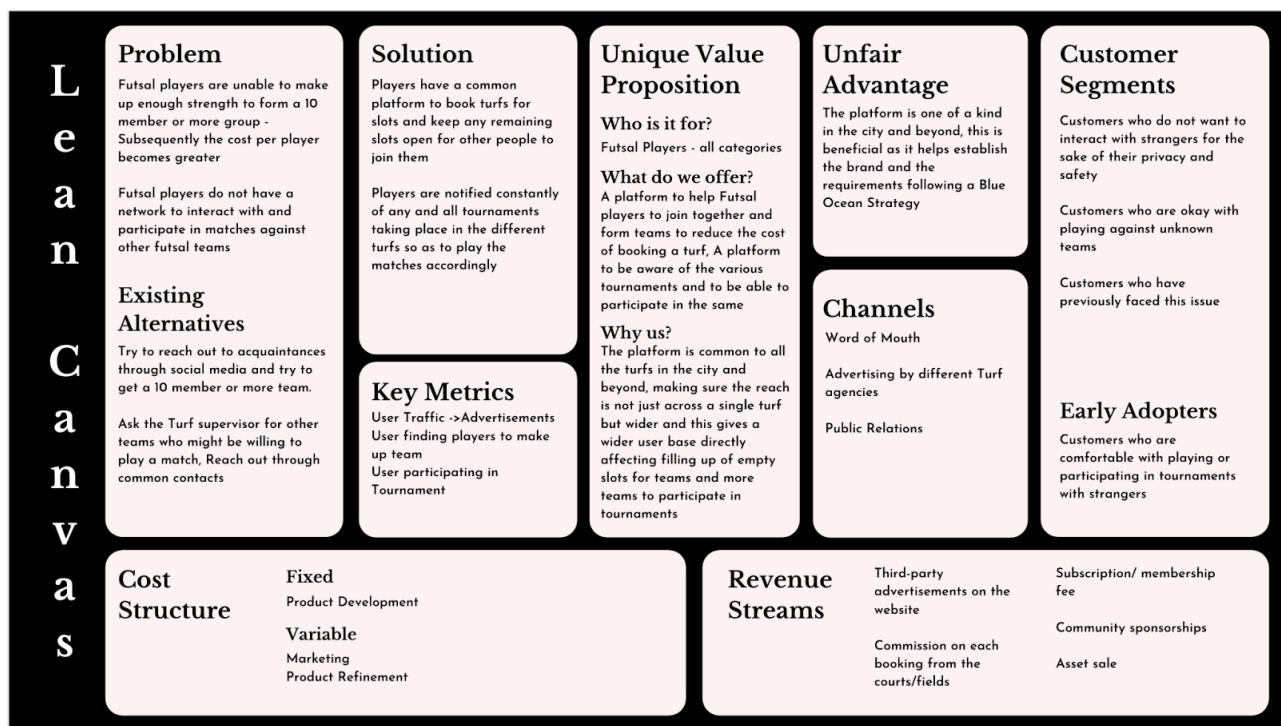
#	Stream	Description	Evaluation
2	Commission on each booking from the courts/ fields	A small portion of the booking charges are held by us as commission for the booking. This is common in hotel booking and other service sectors; however this does not always encourage the clients - football fields and courts - to continue doing business with us. If the prices are extremely static or extremely dynamic, clients will feel that it would be better off to advertise themselves. Moreover, if the consumer base for a particular football court or field increase, they will have less incentive to continue doing business with us.	Although this is a promising stream of revenue, the risks associated with this are high and not ideal at least at the beginning stages of the start-up. We want more people using the website - both consumers and clients, hence we need to provide as little barrier as possible and not charge much at the moment. Perhaps, when the business grows, the commission strategy could be revisited, similar to other major platforms like BookMyShow works. However, as of the moment, this strategy is ruled out.
3	Subscription/ membership fee	Here, a continuous access to a product or service is sold in the form of membership or subscription fee. Users or consumers pay to use the services we provide.	As mentioned in the previous point, we need to provide as little barriers as possible at the beginning in order to gather more audience. Hence, imposing fee would be a bad idea, and thus, we have ruled this out.
4	Community sponsorships	This strategy allows the product to be developed, improved and maintained by the consumer base. This is similar to how Linux's business model works.	This method will work if the consumers really find the product useful and want to contribute to the betterment of the services we provide. Although this may not generate profits, it will certainly generate revenue that could in long-term result in profits.
5	Asset sale	Ownership or right to a product is sold to the consumers in the form of a physical object.	Since we are not selling any merchandise or products at the moment, this stream of revenue will be put on hold.

4. LEAN MODEL

A lean model is an overarching business strategy that focuses on eliminating waste in product and processes while delivering customer requirements concurrently. On satisfying the customer needs, the business is due for positive returns such as growth in sales as well as goodwill.

LEAN CANVAS

A lean canvas, as opposed to a business model, gives a problem solution approach to the business proposition. It dovetails nicely with the lean methodology and allows a comprehensive understanding of the customers' needs, and shifts focus to actionable metrics and delivers a rapid idea-to-product transformation.



MINIMUM VIABLE PRODUCT

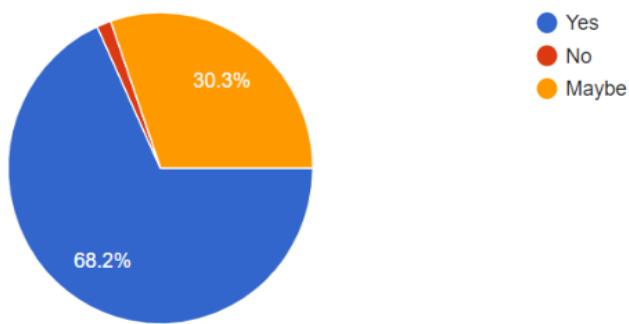
For the purpose of testing and collecting the consumer's feedback about our product, A single module which contains the main features of our proposed application will be developed and shown to the user who can then share their feedbacks. The features of the module are as follows:

- The user will be able book a turf. He/She will be given the option of making the turf public i.e Anyone who has an account can request to join and the slot holder can accept/reject it or as private turf in which no one else can join.
- In case a user wants to join an existing public turf, The user can then choose the desired one and then send a request to the holder of the turf who will review the user profile and can then accept/reject their request.

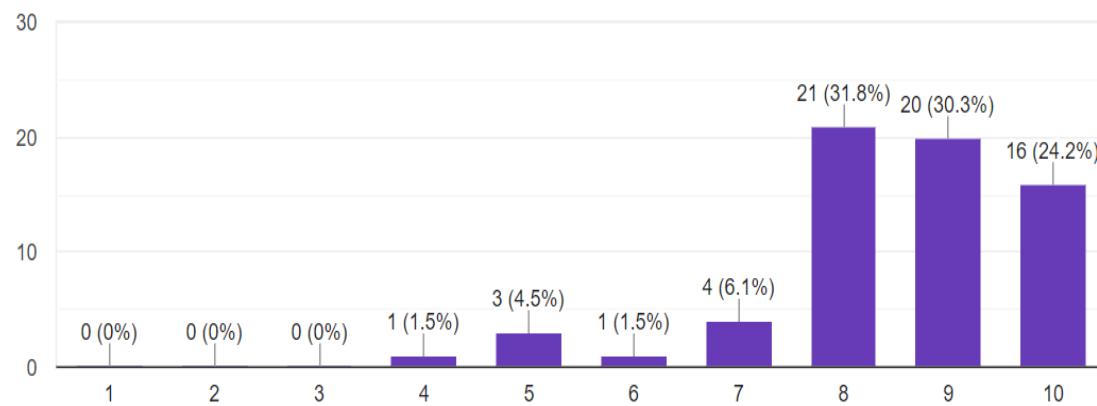
5. EXPERIMENTAL REFINEMENT

The following questions were asked as a part of survey which displayed the results:

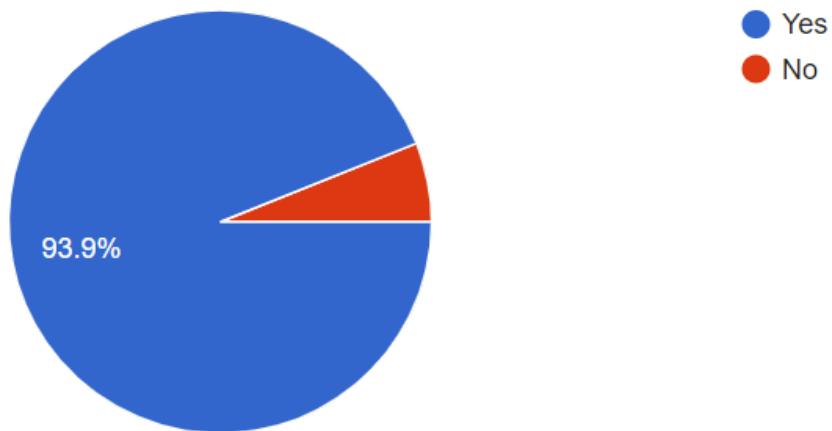
1. Will you be interested in utilising this platform once it launches?



2. How helpful do you think our platform will be for the players who couldn't go and play in turfs due to shortage of players?



3. Are you happy with the features provided by our platform?



4. Are there any other features that you would like us to incorporate?

Discount for slots if we book through this.

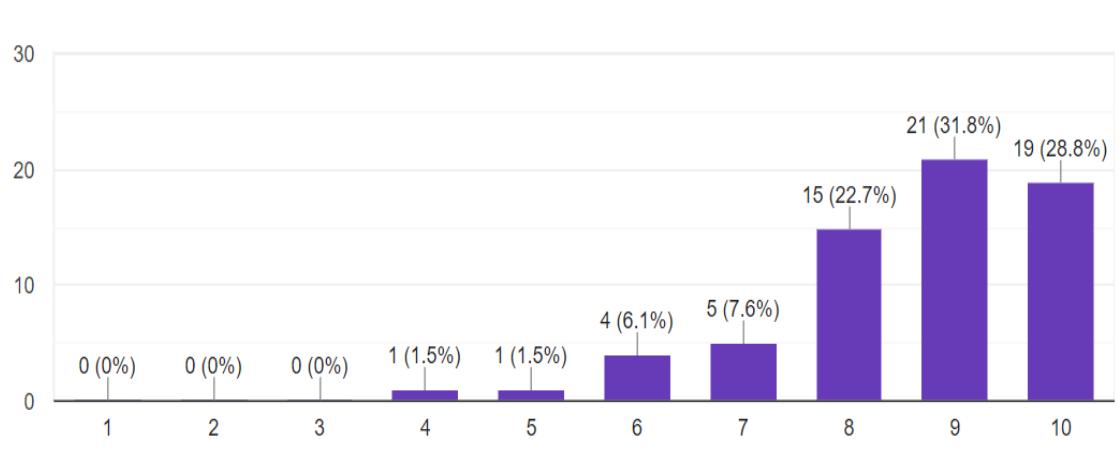
Enable location services that could let the players know some familiar faces

Maybe including a chat option to chat between people and giving an option to create groups for the people in a team to discuss would make it fun !

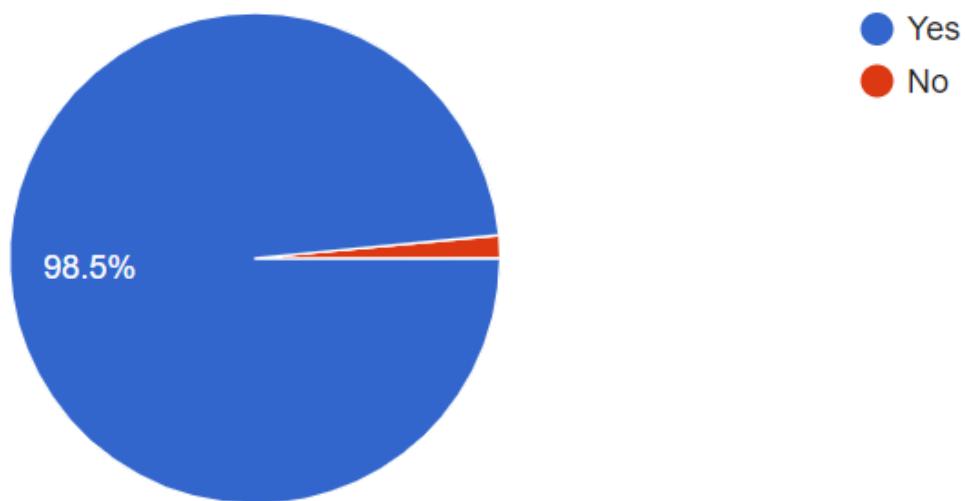
Maybe you can put age group for the players. As some of the players may not be willing to play against much younger or much older players then them.

You can add some photos of the turf we selected and also have a link to the google maps of the location of the turf

5. How will you rate the user interface of our platform?



6. Would you recommend this platform to your friends?



This survey was conducted to understand what the users feel about **FastFut** and if it needs to be improved for the benefit of the user. The results of this survey prove that **FastFut** is greatly welcomed by majority of the users. The results are overwhelmingly positive and encourage us to further work on improved features for the users of **FastFut**. This indicates that we are going in the right direction and also emphasises on the importance of a platform like **FastFut**.

CONCLUSIONS BASED ON SURVEY

- The results indicate that nearly 70% of the people will be interested in using our platform which suggests that a large user base is interested in **FastFut**.
- Around 86% of the users feel **FastFut** will be helpful for the players who couldn't go and play in turfs due to shortage of players. 86% of the users have given a rating in the range from 8 to 10 which emphasises that many have faced problems due to shortage of players and they feel **FastFut** will help them solve this issue.
- 94% of the users are happy and satisfied with the existing features of our platform.
- Some of the users have suggested to include a feature that will allow them to interact with other players directly and also allow the age of the player to be seen so that they can decide to play together only if they are comfortable. Our team will focus on working on these points to ensure a better experience for our users.

- The user interface of our platform has also been rated highly as 83% of the users have rated it 8-10. This indicates that our platform is convenient and comfortable for majority of the users.
- Nearly all (98.5%) of the users have given a strong response that they will recommend FastFut to their friends which shows that our user base will continue increasing and more users will continue to interested in using our platform.

6. CONSUMER BASE

IDENTIFYING TARGET CONSUMERS

Identifying the consumers is centric to the success of this venture as it is directly related to the usability of the services offered by the product and eventually the user base increases generating revenue in due time. The strategic choice of the primary consumer, greatly influences the business and the success or failure of the endeavour. The product here features two types of consumers, Turf owners and Players. Players can be subdivided further into two categories namely Players who are looking to make up a 10 member team (Player T1) and Players who are looking to participate in tournaments (Player T2). Specifically now we can categorise the product's consumers into three categories namely Turf Owners, Players T1, and Players T2.

According to the world football report (2018) India has 128 million people who are ‘interested’ or ‘very interested’ in football which gives a larger number of people who are interested in the sport though the percentage of the total population interested in the sport is not significant compared to European Nations. Additionally, India is associated with an interesting growth market for Football, a big engine of growth in recent years has been the Indian Super League, a nationwide professional league launched in 2013. This sparking interest in football directly translates to an interest in Futsal for active youth, i.e 45% of the Urban population in India is keen on football and 53% of the population belongs to the age group of 16-24. Additionally, 47% of high income earners are interested in the sport. These numbers make it very fetching for Futsal to be a sport of choice by the majority of the football loving population.

Though target consumers are of three types, Player T1, Player T2, and Turf Owners, the primary consumer of the three is the Player T1 i.e a Player who doesn't have enough members to make up a 10 member team and joins with acquaintances or strangers through the application to make up the team. That being surmised the Player T1's features ought to be the primary features of the application and the marketing angle should be focused on the same and the various other features listed as additional features.

The continuous growth of Futsal Turfs in the city and beyond has once again posed an increasing consumer base of Turf owners. This may lead to many turfs facing unoccupied slots, this could be resolved by the linkage of Turf owners and advertisers to conduct tournaments for the Players to participate in and keep them occupied and interested in the sport. Such events could pose a revenue channel for the application and parallelly benefit the Turf owners from facing losses thus achieving the duality of customer satisfaction and revenue generation.

EXTREME CONSUMERS

Extreme consumers help to get a different insight into our product. The general market research methods emphasise on understanding the average experiences of average consumers. This emphasis leads to gaps in our knowledge of consumer behaviour and often fails to uncover insights that can help us to come up with innovative ideas and identify anything missing in our product. They help us to understand how we can think out of the box and further improve our product. The unique expectations extreme consumers have mean that they have a different perspective on what is or is not available. This characteristic enables them to view and present opportunities that general average consumers usually miss.

Our product, FastFut helps people who want to visit a turf to play Futsal even if they are alone or part of a small group. It ensures everyone gets a fair chance at playing Futsal. It also helps several teams to connect with each other and play against each other to train for tournaments and hone their skills.

The people who play Futsal several times a week and book a turf using FastFut will be one case of our extreme consumers. An important characteristic of these type of extreme consumers is their loyalty. They help to recommend the product to several others and increase the awareness around our product. As a result, individuals who otherwise might not know about or try what FastFut has to offer become familiar or at least try FastFut a few times. These new users then also can recommend the features offered by FastFut to others thus, increasing the overall value even more. The higher end of extreme consumers helps us to understand what is available and why it is good. These extreme consumers can also help to identify problems in the product which we otherwise might not know and also might present probable solutions to these problems.

Another case of extreme consumers is those who never use FastFut. These consumers are those who have never heard or used FastFut before or those with limitations that prevent them from using the product. They can even be those who hate using our product or reject using the product for several reasons. It is important to understand the issues faced by the extreme lower end of our consumers as well as why they don't prefer to use our product. If we are able to solve the problems faced by this type of extreme consumers then it will also benefit the other users of the product. If we can make the product easy to use for the lower end of extreme consumers then it will be invariably convenient for the other users as well.

We conducted online interviews and surveys to identify the extreme consumers of our product. While interviewing them we ensured that the consumer is comfortable talking about our product and feels open to talk about what they liked or disliked about FastFut. We asked them to describe their thoughts on FastFut and their suggestions. We also learnt about their different experiences while using FastFut. Interviewing was useful as we were able to interact directly with the different consumers. Some consumers were more comfortable expressing their opinions in the survey. Their thoughts and suggestion on the product were very helpful in understanding the insights of an extreme consumer. We also took the opportunity of identifying the extreme consumers in our immediate circle and those we are more familiar with. These group of people will be more honest and open to share their opinions on the product and may feel more comfortable to criticize the faults in the product If any.

We also observed online social communities to understand their view on our product. We tried to group them as positive, negative and neutral to ensure if we are going in the right direction in terms of developing and improving the features that are liked by our users in our product. It was important to understand the online viewpoint about our product. We went through several reviews on FastFut and if the review is on either of the extreme ends (very positive or very negative) then we look at them even more carefully. We tried to identify if there are any arguments against FastFut and we tried to brainstorm on how we can change their view on our product. We felt turning the haters of our product into regular consumers of FastFut would improve the overall opinion of our product and also help us to reach to a larger population of consumers. We believe the suggestions and insights we got by interacting and understanding our extreme consumers will help FastFut to become a more convenient and attractive platform to use.

7.MARKETING

MARKETING STRATEGY

In order to choose the marketing strategy, The target audience has to be defined. Once the target audience is clear, The most apt marketing strategy could be adopted.

Our target audience mainly consists of teenagers and the youngsters in their early 20's who play/wish to play football in the turfs located across the city. Apart from the mentioned category of people, Football Academies/Clubs who practice in football turfs will also come under target audience who can use our platform to host or have matches against other academies/clubs.

By looking at the target audience it can be concluded that the multi-channel marketing would be the most apt marketing strategy for our product. Multichannel marketing is the business process of developing relationships with customers using a wide variety of direct and indirect channels. This includes websites, search engines, social media, email, mobile, promotional events etc., . Since we live in a digital world, Paid advertising is one of the most efficient form of marketing since it has the ability to reach tons of consumers across various demographics. This is done through internet marketing which include various methods like Pay per click. Apart from these advertisements that are posted on the internet, Traditional methods of paid marketing such as print media advertisements will also be used. The posters of our app will be stuck at the turfs that have signed up for our application. This will prove to be effective because turfs are frequented by hundreds of individuals belonging to our target audience every month and consequently the reach will be significantly high.

Reaching out to football clubs/Academies directly is one more channel that could be used to increase our users. By reaching out to these clubs, We could explain the product in depth and help them understand how it would help them to grow their club's/academy's image and at the same time help their players to build a profile by bringing them onto a platform that will have so many coaches/players from various academies.

Football tournaments are held regularly across the city in various arenas. Some of these tournaments are well known throughout the football community and as a result it's attended by lots of individual players, clubs and is also endorsed by prominent players. By co-sponsoring these tournaments, Our product could become extremely well known in the football community which would consequently lead to a greater number of users.

Finally, Word of mouth which is an extremely powerful and a well-known marketing strategy could be employed to increase the reach of our product. The players who have used our product and are satisfied with it could recommend it to their friends who in turn could recommend it to theirs. Since players tend to have a huge network, Our user base would increase substantially.

MARKETING COMPETITION

Market competition involves goods and services that could serve as an alternative to our product. The degree of closeness or number of substitute goods determines the magnitude of the competition. In a free market, where there is very little government intervention in affecting demand and supply of privatised businesses, marketer forces of demand and supply determine the quantity demand and supplied.

There are little to no barriers to enter the market. Hence, in a country like India (mixed economy), monopoly in the market is avoided. This shows that, regardless of how unique a product is there is a great chance that a close substitute for the same already exists or will come to exist to prevent monopoly. This conclusion can be extended to our website as well.

We are providing a product that may seem unique and novel in the market; however, there are several solutions already available to the problem we are addressing. Although there are no direct solutions or similar products yet, there are still a number of close substitutes that could serve the same needs of the consumers. Some of them are as follows.

Social media

When we want to book a turf and play football, we normally create a WhatsApp group and check who all can join, decide on the timings and the location. We use social media to connect with people and make decisions. However, there are many logistical issues in this method. Sometimes, the players send confirmation messages late, or may agree to join but not turn up for playing, and many more. The burden of paying for the turf is shared by less number of people than was planned initially. This is where our product can make a difference and streamline the entire process ensuring that the fairness in cost and time is maintained and shared by all those that agreed to join. The person booking the slot also adds the other players names in the list (much like how tagging system works on Instagram or WhatsApp groups). The added players get the notification on their mobile or desktop and they can either accept the request to play or deny. In addition to being able to see those that have accepted already the players can also interact with others on the group that would be automatically created by the system when the request was sent out.

This was if there are any changes in timing or slot, the person who booked the slot can make the changes. If the players accept the request to join, they will be kept in the database, and regardless of whether they come to play or not, the bill be split by them as well. This will ensure that the players keep to their word. The person booking can also choose to change the “last day to cancel” date so that some leeway is given to those that accept the request very early in the week. The entire process of booking and maintaining fairness is made more simple and systematic. This system will not only motivate the players to stick to their terms and come to play, but also provide options to play with other players in case of *public* booking. The system is entirely customisable and the person booking can fix the constraints or modify it later based on the request of the team. Interactivity between team members enable the players to see those that confirmed and those that have not yet confirmed or denied, and keep track of everything that is happening in the team. This is a one place platform to everything Turf-Futsal.

Turf personal websites

Most of the turfs maintain a personal website to allow booking slots. They are not as customisable or provide many features but they offer basic functionalists such as booking or cancelling. However, there is no mechanism to guarantee that the players turn up at the slot. If a few people turn up, the cost is borne by them alone; if no one turns up then the slot could have been utilised by another team who wanted to play but could not book the slot. There are many issues with this system but it is still a close substitute for our product and therefore considered a competition.

Direct calling and booking mechanism

Many turfs, especially smaller ones, offer book-by-call methods to book slots. Players call up the turf and book their slots. However, this method is also not a very good system as there are many unrecorded data, and no mechanism to guarantee players's joining. This is not as effective but still widely used because some players have close relationships with the employees at the turf or owners, and it is very convenient to quickly call and book. Therefore, this is considered a competitor to our product.

8. FUNDING AND FINANCIAL PLANNING

FUNDING

Innovative products and business models are the foundations of a promising startup. However, you'll also need a steady flow of funds, especially in the early stages, to turn those ideas into reality.

FastFut is a software-based project, therefore initial funding costs for setting up the software and getting it up and running in various platforms is less and has a great scope of growth for investors.

Initial costs for setting up the app, with a server and a database and other miscellaneous external services is about Rs. 5,00,000.

Here the costs of setting up the app is reduced significantly as the stakeholders are developers of the app and don't need any external firm or company to create the app.

Initial funding should be done by the stakeholders. This is because this a new start-up idea and hasn't been done anywhere else in the country. Money should be put in the business from personal savings of the stakeholders. Friends and family can also be an initial source of investment as they believe in the idea before it gains popularity.

Initially the app will be deployed only in Chennai. Once the app gains traction, more funding to grow and expand FastFut can be got from angel investors. Football is the most popular sport in the world, so investing in FastFut and helping it expand its wings will be very profitable for the investors.

LEAN model provides maximum profits for the owners and minimum costs for the users which is the ideal outcome as expected. This provides opportunity for the business to scale without much increase in costs of development, marketing and infrastructure.

We plan to use the latest technologies like React Native or Flutter to implement and develop the application. This provides a seamless experience for the users while booking and an easy, multi-platform accessibility.

FINANCIAL PLAN

Initially the app will be of free of cost for all the users and turf owners. So, in the first year after the deployment of app, the revenue generated will be very less to none and the business will be incurring a small loss. But during this time the customer base can be expanded by a large extent as the app is free.

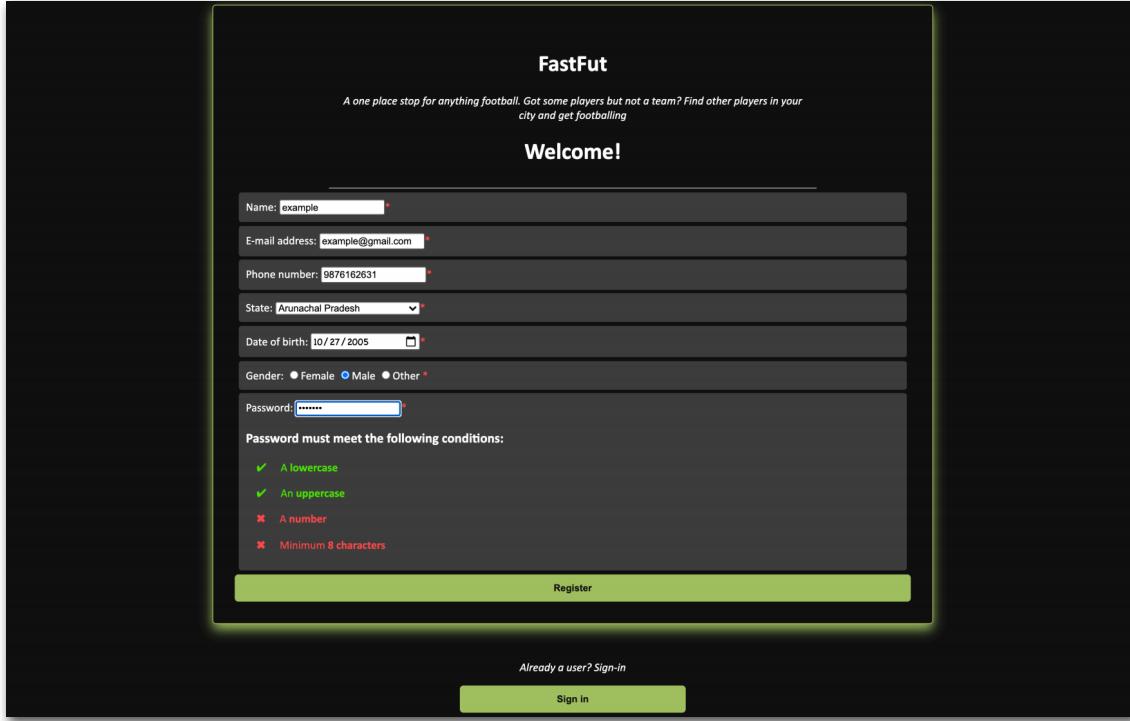
Once the customer base is big enough the first source of income can be in-app advertisements as the number of users have increased and is a good platform for other businesses to market their products.

After about 18 months when the customer base is big enough and most futsal players in the city are using the app, sceptical and unaware turf owners will have no other option than joining the app and using the its services to gather customers.

After this stage, in about 2 years' time, FastFut can collect a nominal charge of 2-2.5% per booking from the turf owners, for using the services of the app. In a few months of time the start-up will start seeing a steady positive inflow of money, which is a good indicator for investors to invest and these investments will help FastFut to grow all over the country in major cities and towns with futsal turfs.

9. PRODUCT DESIGN

This section covers the design of the web application (developed using PHP, JavaScript and HTML)



The screenshot shows the 'FastFut' registration page. At the top, it says 'FastFut' and 'A one place stop for anything football. Got some players but not a team? Find other players in your city and get footballing'. Below that is a 'Welcome!' message. The form fields include:

- Name: example*
- E-mail address: example@gmail.com*
- Phone number: 9876162631*
- State: Arunachal Pradesh*
- Date of birth: 10/27/2005
- Gender: Female Male Other*
- Password: [redacted]

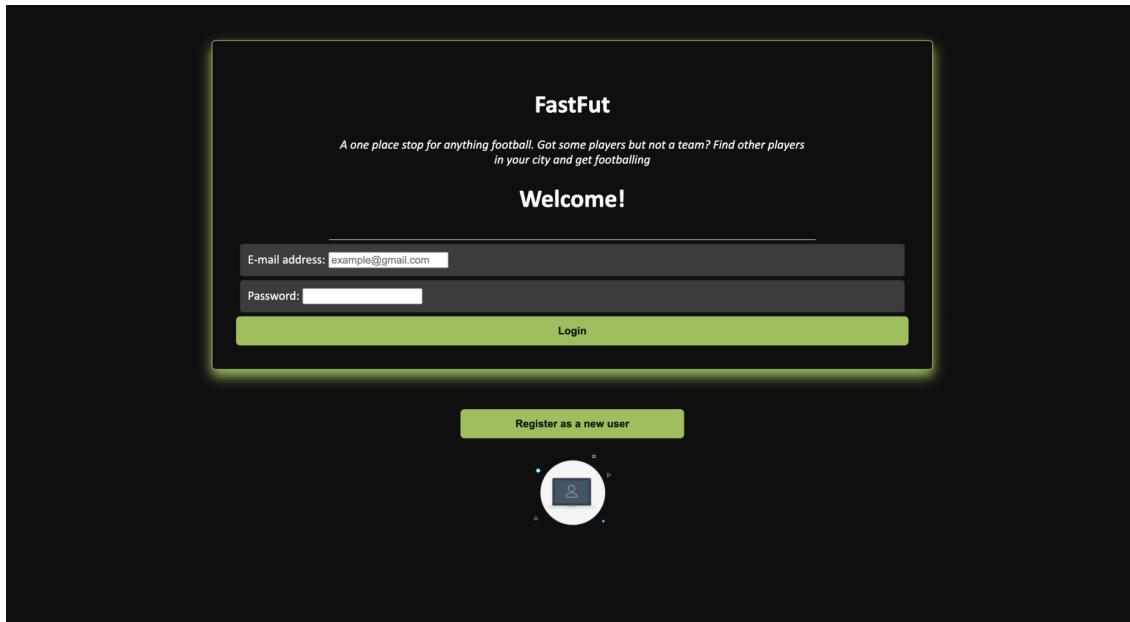
Below the password field is a note: "Password must meet the following conditions:" followed by a list:

- ✓ A lowercase
- ✓ An uppercase
- ✗ A number
- ✗ Minimum 8 characters

At the bottom of the form is a green 'Register' button.

Below the form, there's a link "Already a user? Sign-in" and a green 'Sign in' button.

Image 1.3 Signup Form



The screenshot shows the 'FastFut' login page. At the top, it says 'FastFut' and 'A one place stop for anything football. Got some players but not a team? Find other players in your city and get footballing'. Below that is a 'Welcome!' message. The form fields include:

- E-mail address: example@gmail.com
- Password: [redacted]

Below the password field is a green 'Login' button.

Below the login form is a green 'Register as a new user' button. To the right of the button is a circular icon containing a user profile icon.

Image 1.4 Login Form

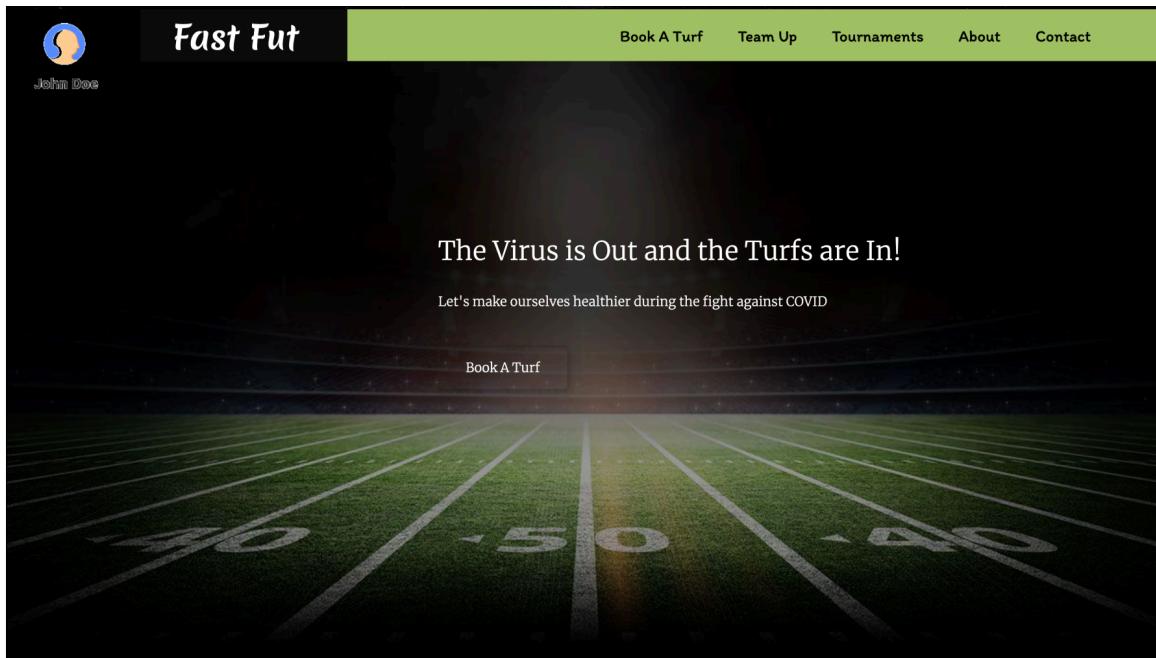


Image 1.5 Landing Page

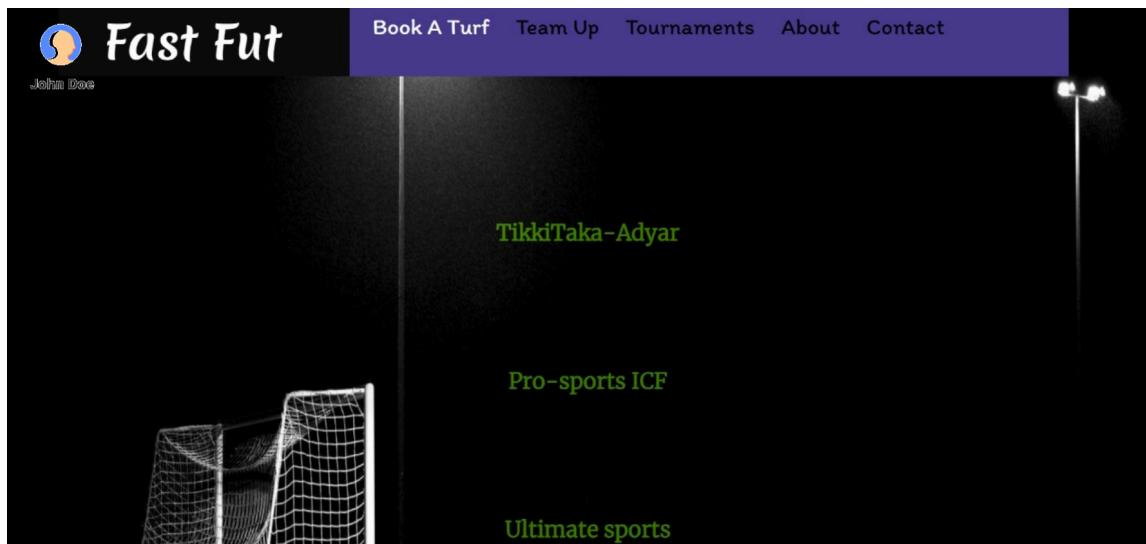


Image 1.6 Booking Page

Image 1.7 Booking

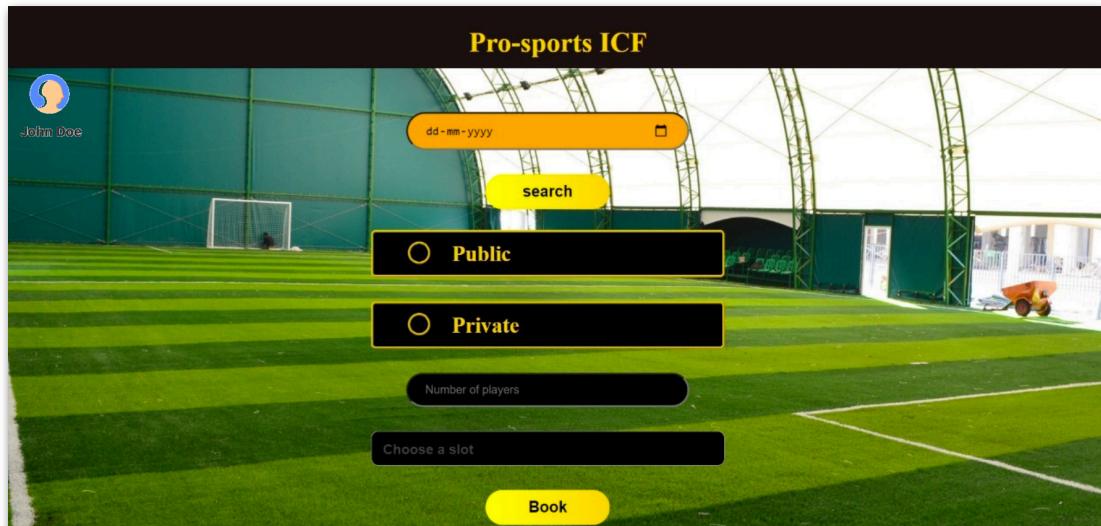
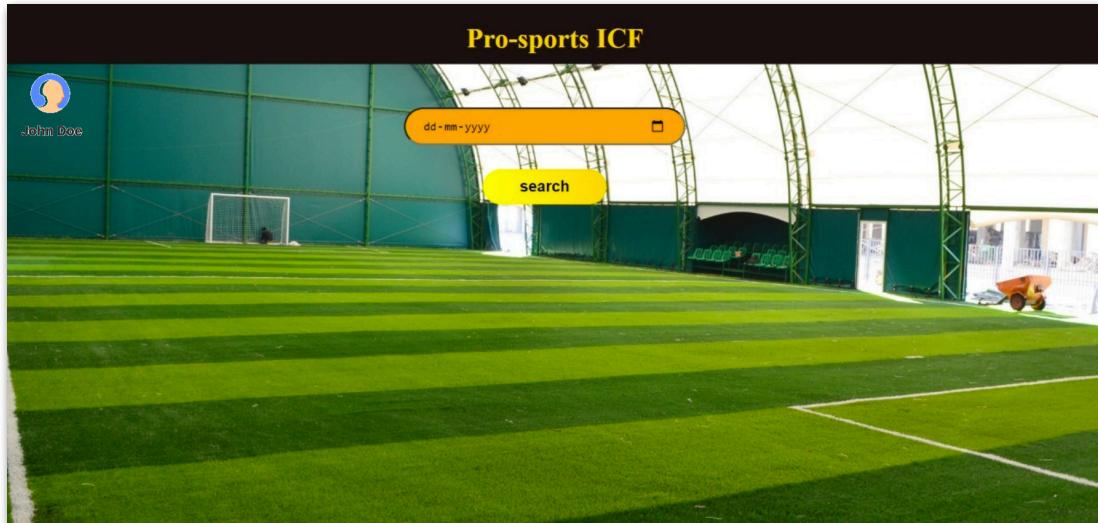


Image 1.8 Joining

The screenshot shows the homepage of the FastFut website. At the top, there is a navigation bar with links for "Book A Turf", "Team Up", "Tournaments", "About", and "Contact". On the left, a user profile icon for "John Doe" is visible. The main search area includes fields for "Number of players" (set to 3), "Date" (set to 05/14/2021), and "Turf name" (set to Tikitaka-Chennai). Below these fields is a calendar for May 2021, with the 14th highlighted in blue. To the right of the calendar is a promotional banner for "POWER" shoes offering up to 60% off.



If Results are Found

This screenshot shows the search results page for the selected parameters. It displays two available slots for the date 19-05-2021 at Tikitaka-Chennai. Each slot provides details: Date (19-05-2021), Turf name (Tikitaka-Chennai), Time available (06:00-07:00 and 08:00-09:00), and Slots available (6 and 4 respectively). A "Join" button is present for each slot. To the right of the slots is another promotional banner for sports shoes with a 60% discount offer.



If Results are not found

This screenshot shows the result when no bookings are found. A message box in the center states "There are no bookings in the turf you have selected". To the right of the message is a promotional banner featuring a collection of colorful, shiny sneakers.

BRIEF EXPLANATION OF THE FUNCTIONALITY

SignUp/LogIn

This is the usual signup and login page which has all the classic front-end and back-end validation built in.

Initial Page

This is the initial page to which a user will be redirected on logging in, it can also be reached without logging in.

Booking

This is the page that will contain the list of all the turfs available and the user will choose the desired turf. Upon clicking on the turf the user will be redirected to this page where they will be asked to choose the date on which they wish to book the turf. After choosing the date, The user will then be asked to filter if they need : Public or Private, Number of players, Slot.etc. Upon Successful booking, the following message is displayed and on clicking it, the user will be redirected to the page which contains the list of turfs

Joining

If the user wants to join another team, they come to this page and search for the turf-name, date and also enter the number of players he or she is bringing along. Once the search button is pressed, the matches are sent to the website and displayed here at the bottom. The following image shows the same. Another option to refine search and filter out the searches will be provided on the webpage soon. Results-Search results will be displayed based on the filters chosen by crawling through the database where we store the open turf details, if matches are found for the search criteria. Part of this page is also reserved for advertisements to generate ad revenue.

9.FUTURE SCOPE

The project we have done for LEAN J component is only a part of what our start-up plan is. The idea of connecting people to play sports at a common arena is not only limited to futsal, and we have expressed this several times throughout the report as well as the presentations. We hope to serve people in other sports and events too. Each sport will be depicted as a module and each of these module will provide the services of searching, booking, joining with other teams in your locale. The scope of this platform is immense as this can eventually be identical to a social media platform with a specific intention - sports. The network of users will form connections and have their own profiles and accounts. Much like social media, they can boast their tournament victories and share posts for others who are in his social circle to see.

Much like Facebook or Instagram, the website will function as a social media platform that not only allows for sharing of images and interacting with users, but also planning, conducting and hosting tournaments in a systematic, seamless and organised way. Additional functionalities such as searching by age category, tournament duration, and league rating could also be included. There is also an idea of incorporating points and rewards system. Players will be rewarded some points for participating in a tournament, winning a tournament, playing a friendly league, etc. The points can be used to categorise the players in levels - Beginners, Amateur, Intermediate, Professional, and Legendary. This will serve as a motivating system for people to play and win more games. This is essentially what popular video games such as supercell's clash of clans is doing, providing points for each victory and based on the total points, the player is classified into one of the five levels. However, in case of FastFut people will have to play the games in real life to win points, which is

much more healthy and good for the environment in long term. The rewards and points system have proven to be useful on many platforms such as CodeChef and Kahn Academy. Hence, incorporating that in a real-world sporting system such as FastFut will be very encouraging for the users. Moreover, a badge system that marks the milestones and accomplishments can be provided to the users along with the points system.

In addition to the website, a mobile application can be developed. Websites are useful for desktop or laptops, but when it comes to mobile phones, applications are user-friendly and this is one the most important design principle of software design. The players are more likely to use mobile phones for booking slots and texting friends and thus, an application would be a better choice for this platform. In addition to these software improvements, as a start-up we can also conduct sporting tournaments annually for all the sports. The players can register and compete on various levels across the country. This will help build better customer relation and also help in marketing and advertising the events and the start-up - FastFut - to the world.

10. CONCLUSION

In this project, we have come up with a veritable startup idea. The application developed for the purpose acts as a platform for helping Futsal players connect. This has a dual benefit for both the players who get a chance to play even when they haven't gotten 10 members and also the turfs get an advantage of having more players come in and also have slots filled. In addition to this feature, FastFut also has a feature for tournaments when teams can compete against each other and win tournaments. Both of these features cohesively work towards building a community of Futsal players who can reap benefits from their association.

The research behind the startup idea has focused on the market research to determine whether the environment of Futsal turfs would be capable of being sustained in the long run. The user base numbers are calculated and cross analysed with historical details and extreme consumers to help us identify whether the user numbers might suffer any sags or decrease. In addition the funding for the project and the financial plan was also laid out to help us determine the feasibility of the plan. With all this initial research done, a minimal viable product was developed and sent out for beta testing. With improvisation based on the consumer reviews a final product design was developed. We have also looked into the possible future scope of what our product could be and with that, we conclude the Final review of the product.