

SportConnect Business Plan

1. Executive Summary

Business Name: SportConnect

Business Model: Social Networking Platform for Sports Enthusiasts

Mission Statement:

SportConnect aims to revolutionize how sports enthusiasts connect, organize activities, and build communities. By integrating technology with social networking principles, we provide a seamless experience for users to discover and participate in sports events. The platform will focus on **Basketball, Soccer, Tennis, Dodgeball, and Hockey** and include a **Player Ranking System** to track proficiency and allow peer-based ratings.

Business Objectives:

- Develop a functional prototype within **4 weeks**.
 - Launch a scalable web platform that enables users to **create, join, and track sporting activities**.
 - Implement a **Player Ranking System** where users can receive skill ratings from others.
 - Monetize through **subscriptions, advertisements, and premium features**.
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2. Company Description

Industry Overview:

The **global sports networking and event organization industry** is expanding, with digital transformation improving how people engage in sports. Platforms facilitating connections for sports enthusiasts have high growth potential.

Business Model & Key Features:

SportConnect is a **web-based platform** offering:

- **User Profiles:** Users can create profiles showcasing their sports interests and ranking.
- **Event Management:** Users can organize and join local sporting events.
- **Messaging & Community Engagement:** In-app messaging and forums for discussion.
- **Sports Tracking & Analytics:** Users can log activities and track participation trends.
- **Review, Rating & Player Ranking System:** Users can rate events and participants, with rankings displayed on profiles.

Target Market:

- **Primary Users:** Sports enthusiasts (casual & professional), community organizers, fitness groups.
 - **Demographics:** Ages **18-45**, tech-savvy, health-conscious individuals.
 - **Geographical Market:** Initial focus on **local communities**, with potential for global expansion.
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3. Market Research

Industry Trends:

- Growing demand for **social fitness & sports networking platforms**.
- Increased **mobile app & web-based engagement** for sports and fitness activities.
- Rising interest in **community-driven sporting events**.

Competitor Analysis:

Competitor	Strengths	Weaknesses
Meetup (Sports Groups)	Large user base, event organization tools	Not focused exclusively on sports
Strava	Strong sports tracking	No direct event organization or invitations
Facebook Groups	Strong community engagement	Lacks dedicated sports event tools

Competitive Advantage: SportConnect uniquely combines **sports event management, community engagement, player rankings, and tracking**, filling a gap in the market.

4. Product & Services

Core Features:

- **Basic Free Tier:** Allows users to create profiles, join public events, and use messaging features.
- **Premium Subscription (Revenue Model):**
 - Ad-Free Experience
 - Advanced Event Insights & Sports Tracking
 - Exclusive Access to Private Events
 - Expanded Player Ranking Features

Monetization Strategy:

1. **Freemium Model:** Free basic services with premium upgrades.
 2. **Advertisements & Sponsorships:** Brands targeting active individuals.
 3. **Partnerships with Sports Facilities & Trainers:** Paid promotions.
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5. Operational Plan

Development Timeline:

Phase	Task	Timeline
Week 1	UI/UX Design, Backend Setup, User Authentication	March 17-21
Week 2	User Profiles, Event Creation & Invitations, Player Ranking System	March 24-28
Week 3	Messaging, Reviews, Sports Tracking, Player Ratings	March 31 - April 4
Week 4	Testing, Security Enhancements, Deployment	April 7-10

Technology Stack:

- **Frontend:** HTML, CSS, JavaScript (React or Vue.js)
- **Backend:** PHP

- **Database:** MySQL
 - **Hosting:** VMWare (Net Lab)
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6. Marketing & Growth Strategy

User Acquisition Plan:

- **Social Media Marketing:** Facebook, Instagram, and LinkedIn ads.
- **Influencer & Athlete Partnerships:** Leverage sports influencers.
- **SEO & Content Marketing:** Sports-related blogs, tutorials, and event promotions.

Retention Strategies:

- **Gamification:** Reward active users with badges and leaderboards.
 - **Referral System:** Incentivize users to invite friends.
 - **Community Events:** Virtual and local meetups.
 - **Player Ranking Engagement:** Users compete for higher rankings based on peer ratings.
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7. Financial Plan

Estimated Costs:

Expense	Estimated Cost (EUR)
Web Development & Hosting	€5,000
Marketing & Advertising	€3,000
Operational Costs	€2,000
Miscellaneous	€1,000
Total	€11,000

Revenue Projections:

Year	Expected Users	Revenue (EUR)
Year 1	5,000	€25,000

Year	Expected Users	Revenue (EUR)
Year 2	15,000	€75,000
Year 3	50,000	€250,000

Break-even point expected within **18 months**.

8. Risk Assessment & Mitigation

Risk	Mitigation Strategy
Low user adoption	Strong marketing campaigns, referral programs
Technical issues	Regular testing, scalability planning
Competition	Continuous feature upgrades, partnerships
Security vulnerabilities	Implement strong encryption & authentication

9. Conclusion

SportConnect aims to **bridge the gap** between sports enthusiasts by providing a seamless platform for discovering and organizing sports activities. With a scalable business model, innovative features like **Player Ranking**, and a targeted marketing strategy, we are positioned for growth in the sports networking industry.

Next Steps:

- ✅ Finalize prototype development
 - ✅ Test platform with early adopters
 - ✅ Launch marketing campaigns
 - ✅ Secure funding for further expansion
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