* Once the most popular participation sport in America, bowling has lost its luster in the past few decades. Much of this can be attributed to the rise of other forms of social gaming and entertainment with innovative technology experiences. While the physical activity itself (rolling a ball by hand at wooden pins) will always remain refreshingly low-tech, the supporting media needs a revolution.
* While the Internet has revolutionized the software industry, why do bowling centers still purchase ridiculously expensive scoring hardware? (The average price per lane for a new scoring system = $15,000)
* By delivering a scoring system over the Internet, we will revolutionize the game of bowling in two ways.
* 1. We will give bowling centers a better shot a profiting, allowing them more cash to put forth in other areas of their business.
* 2. Make the game of bowling more social.
* As a social, cloud-based, automatic scoring system, all you need is an iPad at each bowling lane. While the basic idea is to keep score for the current game, bowlers can login via Facebook, keep track of bowling scores and share high scores (or low scores) with friends. Similar to Foursquare badges, bowlers can also unlock achievements such as 3 strikes in a row or picking up a 7-10 split. The web app will simplify leagues and marketing for each bowling center.
* Bowling is ripe for a revolution, and this is the way.
* The customer and its group will enter the bowling alley and head to the front desk. Instead of asking a manager for a certain amount of bowling games and shoes, the customer will interact with a kiosk standing tablet. It could be an iPad or it could be another tablet, as long as it has touch screen and internet access. The tablet will have a locked web app on its screen. The web app will first ask the group of customers how many people would like to play. After they answer the first question, by touching the screen, they will then tell the system how many games each bowler wants to bowl. Once the information is logged, they will get to choose which lane (or lanes if they have more than 5 people) they would like to bowl at. The final screen will total up the number of games and also include the number shoes and give you a total amount of money to pay. In order to purchase your games, the ipad device will be equipped with a Square Card Reader ([www.squareup.com](http://www.squareup.com)). The customer will slide his credit card and confirm the purchase. The lane will turn on and the tablet at the specific lane will be ready to accept the bowlers names.
  + An alternative to purchasing a number of games will be to purchase a timeframe per lane. For instance $40 per lane per hour.
  + The bowling alley should be able to control the options a customer can purchase as well as change the price of games and shoes in real-time.
  + If a customer is paying with cash, he can pay at the front desk. The front desk will enter a confirmation code accepting the payment of the game.
  + After paying for the games with their credit card, the web app will ask the bowler if they would like to keep the credit card on file in order to purchase food, drinks or more games from their lane.
  + If all the lanes are taken, the web app will go into a waiting list mode. Customers can put their group name and how many lanes are needed on the web app. The web app will notify the front desk when a lane is available for the next group.
  + When purchasing a lane their will be an option if bumpers are needed for children. If they are needed, the web app will alert the front desk of what lane the bumpers are needed on.
  + The self-serve front desk tablet will only be for open play. Leagues, outings and birthday parties will be taken care of an assistant running the front desk.
* After the group of bowlers pay for their games at the front kiosk and are assigned a lane number, the lane will turn on. Every lane at the bowling alley will have a tablet or iPad in a locked kiosk. As well, there could be a larger tv monitor above the lane. The TV monitor will mirror everything that the ipad will show. In the majority of bowling centers, every lane has a tv monitor. So with a simple Bluetooth connection, we can mirror the ipad with the tv monitor. The starting screen on the iPad will be the logo and a button on the bottom of the screen that reads “To start press here.” It will ask for the first bowler’s information. If the first bowler is on Facebook and would like the bowling application to connect to it’s facebook for easy login, it will ask. If the bowler does not want to connect he can manually enter his Name, Email Address & Password. There will also be an option to by pass the bowling application login for those that don’t find it interesting. There will be a button that says “Bowl without logging in.”
* The point of the bowling application is to save everybody’s scores. So we suggest everybody log into the bowling application.
* Once every bowler logs in, the game will be ready to start. The screen will show the first 3 frames of every bowler entered. There will be options on the bottom of the screen for, adjusting the bowlers order, ordering food, paying for more games, and most importantly standings. If someone wants to adjust the score, he just has to tap on the specific frame and then the specific score.
* If you happen to tap on the bowler’s name, a pop up will slide in with the bowlers information and statistics. You will be able to edit your profile as well. What’s also interesting is the bowling trophy/badge case that will appear in a bowler’s profile. Similar to foursquare badges, a bowler will be rewarded with unique online badges after every accomplished goal. Goals will be 3 strikes in a row, 7-10 split pickup, a 200 game, a 300 game, a clean game, over 1,000 pins knocked down, over 10,000 pins knocked down, and much more. You’re be able to view your profile on your facebook wall as well as on the app’s website.
* If you click on standings, a new screen will appear. You will be able to see the top standings at the bowling alley which will include, most strikes, most spares, highest games, total pins knocked down, total games played, most splits knocked down, etc. You will be able to view this statistics by day, month, year & total. We can also break this down even further by male and female, and ages. Once the bowling application makes its way into multiple centers, you will see statistics by bowling alley and total amongst all centers.
* If you want to pay for more games, you can simply click on the “more games” button and we will charge your credit card that was on file. If you want to charge a different credit card, you will be able to pay at the front kiosk again.
* A food and drink menu will be available to view and purchase while you’re bowling. With a simple click, the bar will be alerted that an order has been placed at a specific lane. There should be options to view pictures of the actual food and drinks.
* To adjust the order of bowlers, one can easily tap and drag to change the bowling order.
* To add bowlers or remove, there will be a + and – option on the screen in order to edit bowlers.
* Once a game is completed, every bowler will have the option to post the score to his facebook wall and tag multiple people. Also, tweet the score on twitter. Check into foursquare. Email the score sheet to an email address.
* Another option, take a profile picture of the bowler if an iPad 2 is installed at each lane.
* There will be a news ticker at the bottom of the screen which will consistently be updated with current top scores at the bowling alley.
* The process of keeping score electronically is the same at every bowling, even though the equipment might be different. Overview - When the ball is thrown down the alley, a sensor towards the end of the lane senses the bowling ball has passed and will hit the pins. After waiting 2 seconds, the sensor will trigger the sweep to come down and take away the knocked down pins while keeping the pins that are left standing up. A small camera called a CCD camera takes a picture of the remaining pins when it senses the sweep coming down. The camera sends the pin information through wires to the bowling scoring software that is installed at the bowling center.
* The only item that will change in this sequence will be the camera. In order to leave the other bowling equipment alone, we will replace the CCD camera with a new camera. This new camera will take a picture of the pins after every shot and will send the pin data to a server wirelessly.
* From conversations, I have been told a device is relatively easy and inexpensive to make. 1 month production time for a prototype.

The bowling application will have a marketing website as well. The marketing website will tell its audience of the locations the application is installed. You will also be able to view scores and standings from the website in real-time.

* Through the website, bowlers will also be able to create their own leagues. They will have the option to set times, where to bowl if the application is installed at multiple bowling centers, create teams and manage scores.