Name:

* FantasyMill
* PrecisionProjections
* Dynamic Projections Guru

Customer Segment:

* Anyone who plays fantasy football
  + Specifically salary-style leagues
* Typical customer: Male, 16-45 years old, lives in the United States, football fan
  + Valuable because to get into these leagues you have to pay money
  + We know they are wiling to spend money on fantasy football

Value Proposition:

* Most cost effective lineup to maximize points
  + While still allowing to make your own picks
* Projections that are tailored for salary-style leagues
  + Most projections are for leagues that are season-long

Biggest Challenges:

1. Developing a working algorithm that outperforms what is available on the market currently
2. Correlating in people’s minds that using the service == success in their leagues, which leads them to winning more money
3. Customizing to different league styles