

PROJECT NAME: CoahcIT App

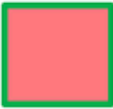
TEAM MEMBERS: Poenaru Mircea-Stefan

IDEA IN SHORT:

Mobile App that helps sports clubs and coaches organize , digitalize , manage and keep track of their teams and players

# Hardcore entrepreneur hackathon 4.0

## 1.PRODUCT - PROBLEM WE SOLVE



For most of the sports clubs and coaches , the biggest issue when it comes to organization is the way it’s done: a lost papers ,lots of agendas , lots of documents - and this is probably one of the less effective way to do it.

The CoachIT App was developed to help clubs and coaches to FULLY DIGITALIZE their team management and performance tracking , by allowing them to have access to every detail stocked in their mobile phone . This app will save a lot of the coache’s time , will maximise the efficiency and will create a better coach-player communication. The app gives access to :

- all players from their club/team organised by teams/groups. Every athlete’s detail from the club will be a lot more easier to find and examine for the coaches, using the sorting and searching services that the app features;
- Monthly calendar with custom events that can be added by the coaches. Every Event or training session added by the coach on the calendar will be visible for every player from the specific team;
- AI Assistant that responds to every sport-related questions. Every answer is 100% up-to-date and very detailed;
- Performance tracking Graphs for every player , that allows coaches to see and keep track of everyone’s performance and physical attributes;
- Custom Notification service ;

These all are part of the digitalization and improvement of a sports club/team.

- Access to a website stacked with explicative videos for almost every sport with basic rules , fundamental rules and simple exercises that can be used in training sessions;
- The possibilty to access an extra Desktop Scoreboard app which is designable for every sport and competition type.

## 2. OUR TARGET GROUP



This app really solves a problem for those bigger clubs that are having a hard time managing numerous teams and groups with lots of athletes/students.

Even though the app was designed to manage hundreds of sport players , it can also be very helpful to those that are just starting or to those more exclusive trainers that are working with just a few athletes , but want a really good performance tracking or time management for them and their students

Overall, CoachIT App’s target group is made up of sports clubs of any size , coaches , personal trainers , PE teachers and every sport-related organisation.

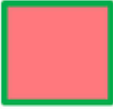
## 3. SMART OBJECTIVES



## 4. PRICE



## 5. PROMOTION



### The 5 elements

- Increase App Downloads
  - Specific: Increase the number of app downloads.
  - Measurable: Achieve 20,000 downloads.
  - Achievable: Use targeted social media ads, influencer partnerships, and club promotions.
  - Relevant: Higher downloads will enhance user base and market presence.
  - Time-bound: Within the next 6 months
- Boost Social Media Engagement
  - Specific: Increase engagement (likes, comments, shares) on social media posts.
  - Measurable: Achieve a 30% increase in engagement rate.
  - Achievable: Implement interactive content like polls, Q&A sessions, and user-generated content campaigns.
  - Relevant: Higher engagement will improve brand visibility and user interaction.
  - Time-bound: Over the next 3 months.
- Increase Website Traffic
  - Specific: Boost the number of visitors to the app’s website.
  - Measurable: Achieve a 50% increase in monthly website traffic.
  - Achievable: Utilize SEO strategies, blog content, and social media promotions to drive traffic.
  - Relevant: Increased website traffic can lead to higher app downloads and brand awareness.
  - Time-bound: Over the next 4 months.
- Enhance User Retention
  - Specific: Improve user retention rate.
  - Measurable: Increase retention rate by 15%.
  - Achievable: Introduce in-app tutorials, regular updates, and personalized content.
  - Relevant: Higher retention indicates satisfied users and sustained growth.
  - Time-bound: Over the next 5 months.
- Drive Real-Life Promotions
  - Specific: Increase real-life promotion efforts through sports clubs and events.
  - Measurable: Conduct 25 club presentations and participate in 10 local sports events.
  - Achievable: Allocate a dedicated team for outreach and event participation.
  - Relevant: Direct interactions will build trust and encourage app adoption.
  - Time-bound: Within the next 6 months.

These objectives provide clear targets and timelines, ensuring a focused and effective strategy.

### Monetization

The CoachIT App features 4 different pricing plans , created for every type of users :

-STANDARD PLAN: The base plan that is 100% free to use. This plan is the default plan that the app has when you download it and it’s target is to attract as many new users as possible . It’s just like a trial period , but it has no time limit. Can also be useful to small local coaches that only train a bunch of athletes, where they don’t need that many features.

-PLUS PLAN: Costing 19.99 euros per month OR 199 euros per ear for EACH COACH using the app (even if there are 2 or more coaches in the same sports club). it gives access to 10 times more stocking capacity than the FREE PLAN and also to some features that I’ve already talked about (calendar , custom notification simple performance charts)

-PRO PLAN: The price of it is 34.44 euros per month or 349 euros per year for EACH COACH and it gives acces to 2.5 times more stocking capacity , every feature that is included in the PLUS PLAN + Access to the CoachIT Website where you can find lots of videos with basic rule , fundamental rules and simple exercises for almost every sport .

-UNLIMITED PLAN : You get UNLIMITED stocking capacity , everything included in the PRO PLAN + Access to the Desktop fully customisable scoreboard that can be used in every sport competiton or event. All of that for only 49.99 euros per mont or 499 euros per year for each coach using the app

### How and where we market

At the very beginning it is most likely that the promotion would be easier to start in Romania. As the popularity gets higher, more and more clubs and coaches will hear about it , from everywhere around the Globe.

Content Strategy

Visual Content: Share high-quality images and videos showcasing app features, user testimonials, and success stories.

Educational Content: Post tips, tutorials, and how-to guides related to sports training, fitness, and app usage.

Interactive Content: Create polls, quizzes, and live Q&A sessions to engage the audience.

User-Generated Content: Encourage users to share their experiences using the app with hashtags and feature them on your social media.

Influencer Partnerships

Micro-Influencers: Collaborate with athletes, coaches, and sports influencers who have a loyal following.

Content Collaborations: Have influencers create posts, stories, and videos using the app, highlighting its benefits.

Giveaways and Contests: Partner with influencers for giveaways and contests where the app is a key component.

Paid Advertising

Targeted Ads: Use Facebook and Instagram ads to target specific demographics based on age, interests, and location.

Sponsored Posts: Invest in sponsored posts on popular sports and fitness pages.

Retargeting Campaigns: Run retargeting ads for users who have visited the app’s website or engaged with your social media content.

Community Building

Engagement: Respond to comments, messages, and mentions promptly to build a community around your app.

Groups and Forums: Participate in sports and fitness groups on Facebook and Reddit to share insights and subtly promote the app.

Events and Webinars: Host online events, webinars, and live sessions with experts to discuss sports-related topics and introduce the app.

Real-Life Promotion

Partnerships with Sports Clubs

Presentations: Organize demo sessions and presentations at local sports clubs to showcase the app’s features.

Exclusive Deals: Offer exclusive discounts or free trials for club members.

Integration: Work with clubs to integrate the app into their training programs and schedules.

Collaboration with Coaches

Training Workshops: Conduct workshops for coaches on how to use the app to enhance their training methods.

Feedback Loop: Create a channel for coaches to give feedback on the app, making them feel involved in its development.

Sports Events and Tournaments

Sponsorships: Sponsor local sports events and tournaments to increase visibility.

Booths and Stalls: Set up booths at events to offer hands-on app demonstrations and sign-ups.

Promotional Materials: Distribute flyers, brochures, and branded merchandise at events.

4. School and College Outreach

Presentations: Arrange presentations and demo sessions in schools and colleges with sports programs.

Athlete Programs: Partner with school and college athletic departments to integrate the app into their training regimes.

Competitions: Organise inter-school or inter-college competitions with prizes for app users.

Monitoring and Analytics

Social Media Analytics: Use tools or native analytics to track engagement, reach, and conversion rates.

User Feedback: Collect and analyze user feedback from app reviews, social media comments, and direct interactions.

Adjust Strategies: Continuously refine and adjust the promotion strategies based on analytics and feedback.