

OwlPicks: Elevating Fan Engagement

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Problem

Kennesaw State needs a new approach to encourage and cultivate potential fans to support and attend its non-basketball and non-football related sporting events. With two campuses, 41,000 students, and 86% percent of its student body living off campus, many are regularly drawn away from athletics leaving teams & athletes disheartened.

Research - "Boots on the Ground"

* *World Famous Banana Boys (W Lacrosse)*

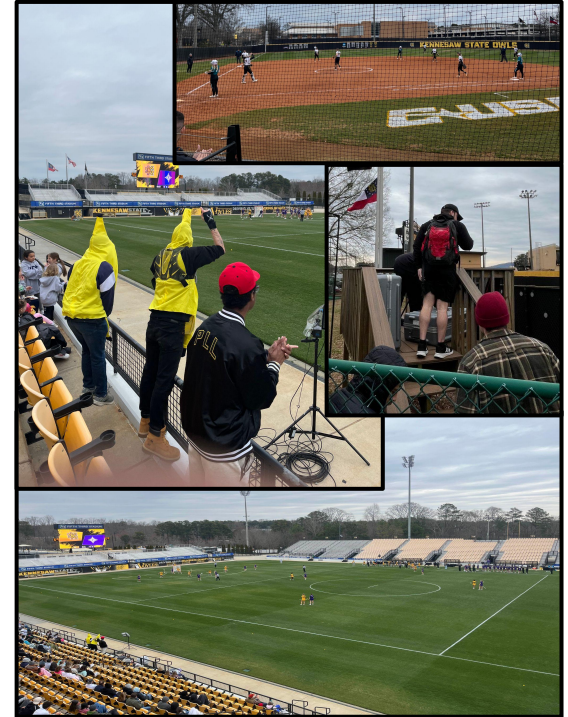
- Passionate & non serious supporters group
- "Glorious victory or the bitter end"
- Unpaid, mutually beneficial relationship with athletics (existence attracts interest)

* **Fan (W Lacrosse):** Winning + enjoyment is reason for attendance

* **Conversion Lead for Night Owls**

- **Responsibility:** game promotion
- **Interactive activities:** giveaways during games, in arena entertainment, corporate tie-ins

* **Others: EMT, Cameraman, Away Team's Softball Manager, et-cetera**



2/22/25 @ KSU - Women's Lacrosse + Softball

Solution: Owl Picks

A set of tools that boost fan engagement and close the barrier between spectator and athlete by allowing users to choose propositions on individual athletes over the course of a game for prizes, opt-in for team notifications, and receive delay information via use of a QR code.



Demo Video

<https://youtu.be/4KzcPm3jDe8>

PLACEHOLDER FOR VIDEO

Next Steps

- Live leaderboards with various prizes to incentivize fans
- Implement admin page to update game data
- Coordination with DAKTRONICS scoreboard & in-house media operators at venue to update progress and/or alert
- Bios of athletes to assist fans in connecting
- Subscription to specific players on certain teams – ability to "invest" in player
- Better Next Time Decisions: Lack of error handling (if SQL DB throws error)