



UNIPLAY

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Vision



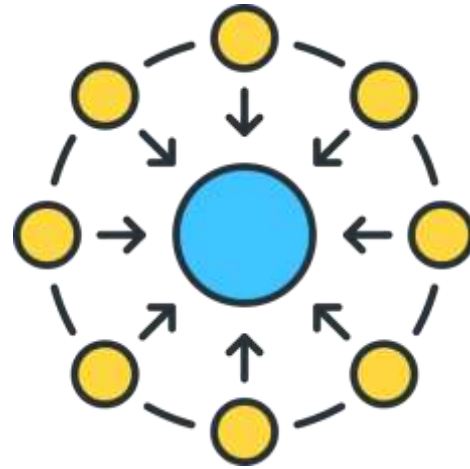
- Student-focused Sports Community App.
- Find peers, form teams, and host games
- Centralized App for Sports
- Focus on ease and a great experience



Unmet Needs

Centralized Platform.

Ease and Efficiency.

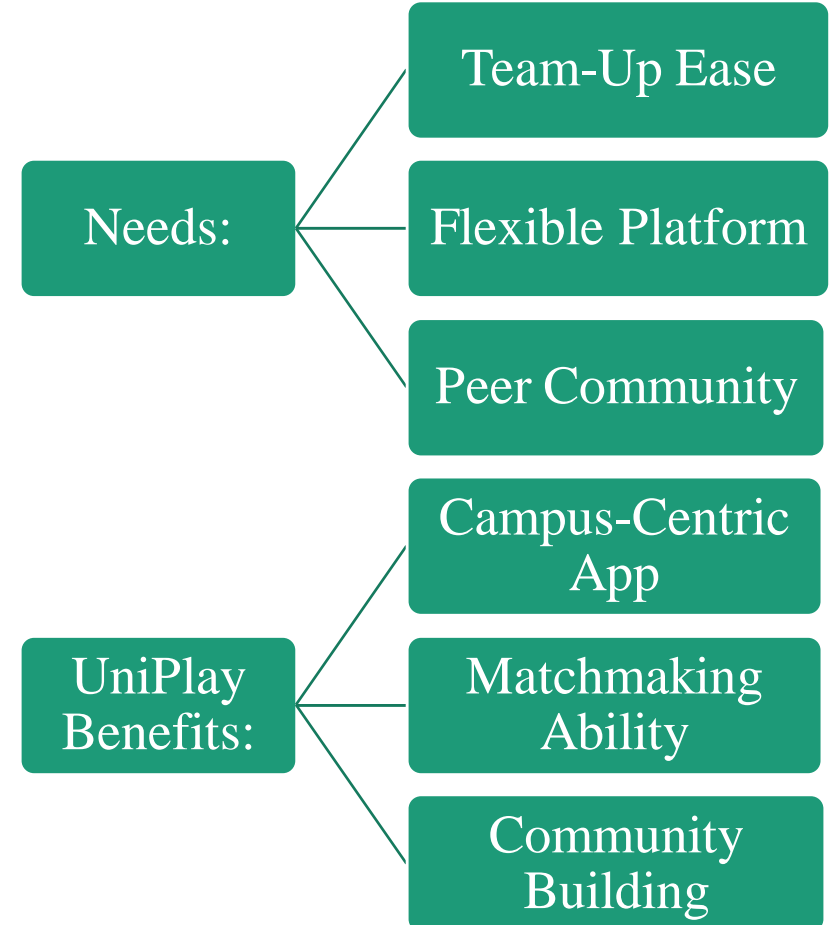


Communication and Organization.

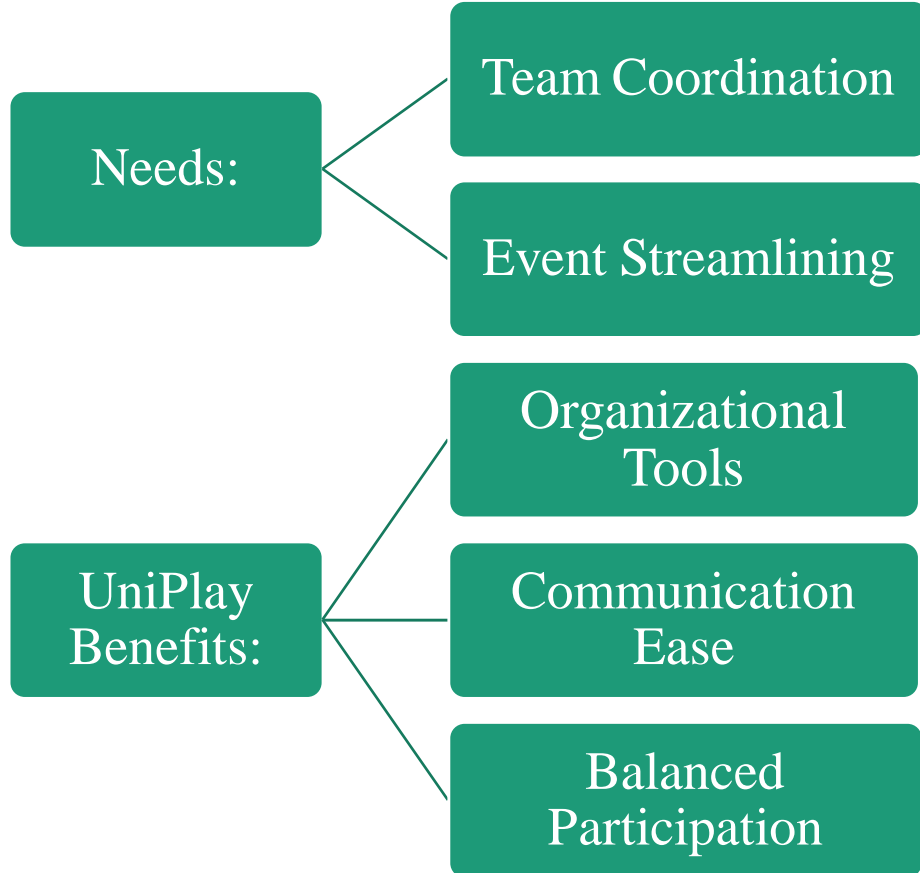


CUSTOMER SEGMENTS

1. University Students



2. University Intramural Sports Organizers



USE CASES

Use Case 1: Spontaneous Pickup Game

Jake, a university student and basketball enthusiast, is looking to play a pickup game after his classes.



Find a game using current location



Notify the game organizer



Add event to calendar



Use Case 2: Intramural Team Formation



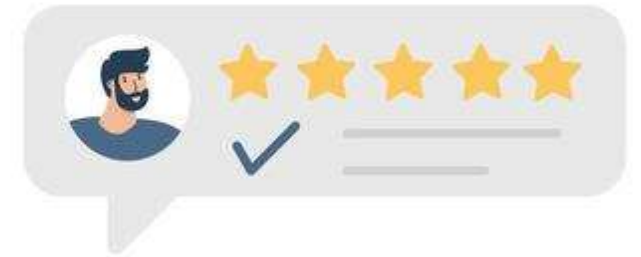
Laura, an intramural organizer, needs to form teams for the upcoming soccer tournament.



Create an event



Team formation



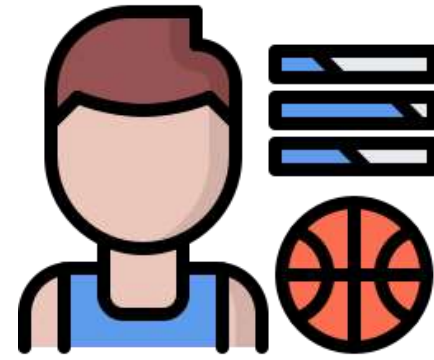
Team review



Use Case 3: Skill Improvement Workshop



Alex, a university student, wants to improve his tennis skills.



Skill Up



Register for a workshop



Pre Materials

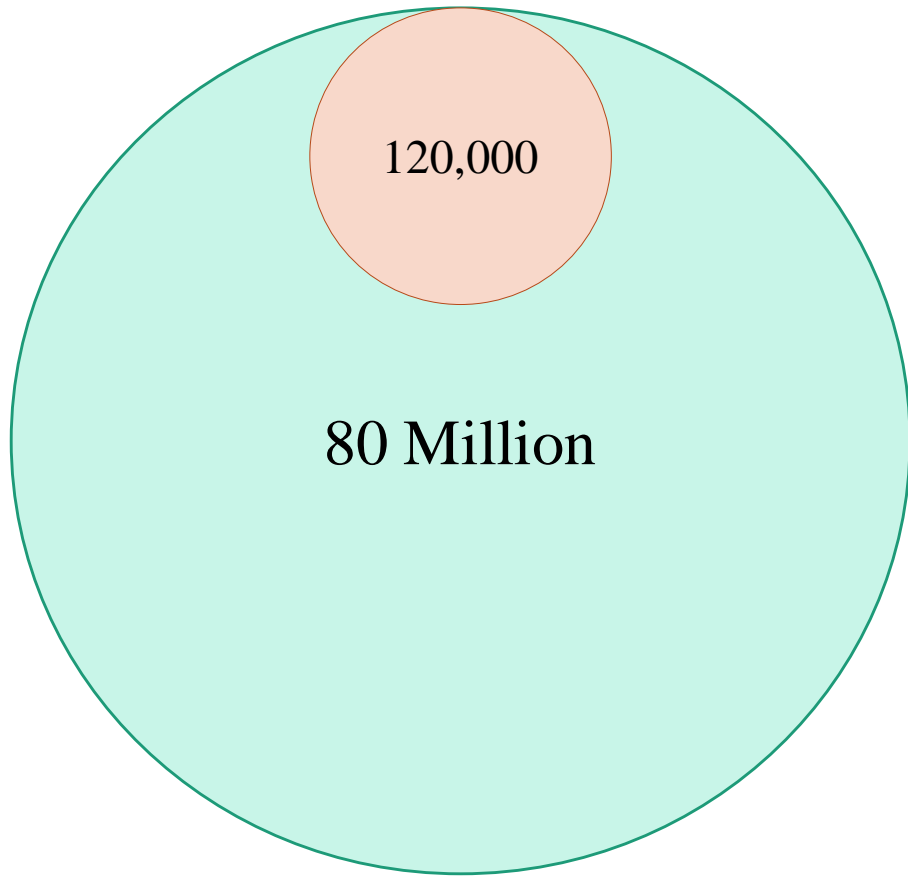


Rate the session

COMPETITIVE ANALYSIS

	Playo	Eventbrite	WhatsApp/ Facebook	Athleto	IMLeague s	UniPlay
Team Formation	✓	✗	✗	✓	✓	✓
Scheduling	✓	✓	✗	✓	✓	✓
Peer Skill Review	✗	✗	✗	✗	✗	✓
Intramural Game management	✗	✗	✗	✗	✓	✓
Venue Booking	✓	✓	✗	✗	✗	✓

Market Size



TAM at Northeastern University: 120,000

TAM for the whole of US: 80 Million

Caveats / Risks / Key Dependencies



User Adoption: Ensuring enough users join the platform to create a vibrant community.



Data Privacy: Maintaining user privacy and data security, especially concerning personal schedules and locations.



Integration: Seamlessly integrating with existing university systems and calendars for ease of use.