



Goalkast

Andrew Kim Shige Hashimoto
Kaori Shiraishi Andre Elder
Mathias Colleau



Chief Executive Officer

Shige Hashimoto

Chief of Vision and Direction.



Chief Financial Officer

Andrew Kim

Will lead finance related issues



Chief Operations Officer

Kaori Shiraishi

Manages suppliers (contents producers) and updates contents



Chief Product Officer

Andre Elder

Manage maintenance of Web-site and fix it when any trouble happens



Chief Marketing Officer

Mathias Colleau

Analyze the market and conduct sales to acquire advertisers.



Summary: Business Plan

- Company Name is Goalkast
- We will provide a Soccer-Based Social Network Service
- Place: Japan
- Product: SNS
- Price: Free
- Corporation: Web Startup
- Customer: Graduates 20-304 Years Old - Male
- Competition: Weak



Summary: Business Plan

- Company Name is Goalkast
- We will provide a Soccer-Based Social Network Service

The screenshot shows the homepage of the Goalkast website, which is a soccer-based social network service. The header features the "Goalkast" logo with a soccer ball icon. A navigation bar includes links for "トップページ" (Top Page), "ニュース" (News), "掲示板" (Boards/Forums), "日記" (Journal/Blog), and "ユーザー" (Users). On the left, there's a sidebar with links for "ログイン" (Login), "登録" (Register), "オープンIDでログイン" (Log in with OpenID), "有名人" (Famous People), and "サイト情報" (Site Information). The main content area displays two news items under the heading "全ニュース" (All News). Each news item has a title, a "goal!" button with a count (e.g., 24), a "タイトル" (Title) section with a sample text, and a "コメント" (Comment) section with a count (e.g., 55コメント (15辛, 40甘)). Below the news is a section titled "(広告)" (Advertisement) with the text "ぶらぶらぶらぶらぶらぶら". On the right side, there's a "ユーザーランキング" (User Ranking) section showing top users (1, 2, 3) and a "有名人コメント" (Famous Person Comments) section featuring a comment from "セルジオ様" (Seirio-sama) with the text "1なんちゃらなんちゃらなんちゃら3なんちゃらや…甘! ぶらぶらブラにういて". At the bottom right is a logo for "KBS 1962".



Summary: Our Vision

- Provide Quality Soccer Contents to Japan, anytime, anywhere.
- Motivate people interested in Soccer.
- Provide an environment to interact with Soccer “Yumeijin”.

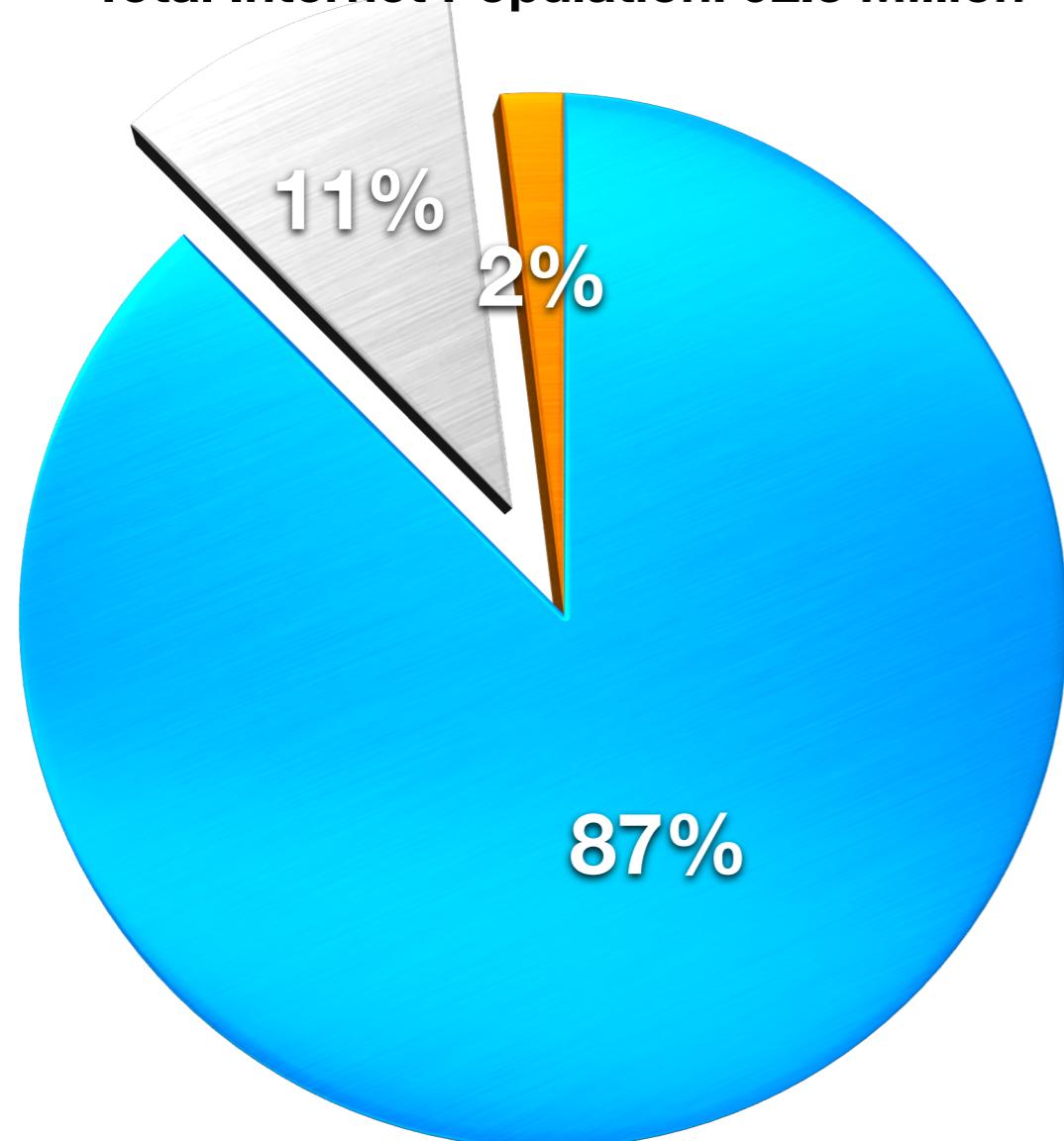


The screenshot shows the Goalkast website interface. At the top, there's a navigation bar with links for 'Top Page', 'News and Events/Videos/Pictures', 'Bulletin Board', 'Journal/Blog', and 'Users and User Ranking/Comments'. Below the navigation, there's a sidebar with links for 'Login', 'Register', 'OpenID Login', 'Famous People', and 'Site Information'. The main content area displays a news feed with articles like 'サマリーゲームなんとか、ここで書く。サマリーゲームなんとか、ここで書く。' and 'サマリーゲームなんとか、ここで書く。サマリーゲームなんとか、ここで書く。' with associated comments and likes. On the right side, there's a 'Comment' section for a post by 'セルジオ様' and a logo for 'KBS 1962'.



Market: Japan's Soccer Population

Total Internet Population: 92.3 Million



- Other Users
- Soccer Fan
- Core Fan

High Propensity to Spend Cash

Familiarized with the Internet

Willing to Join a Community



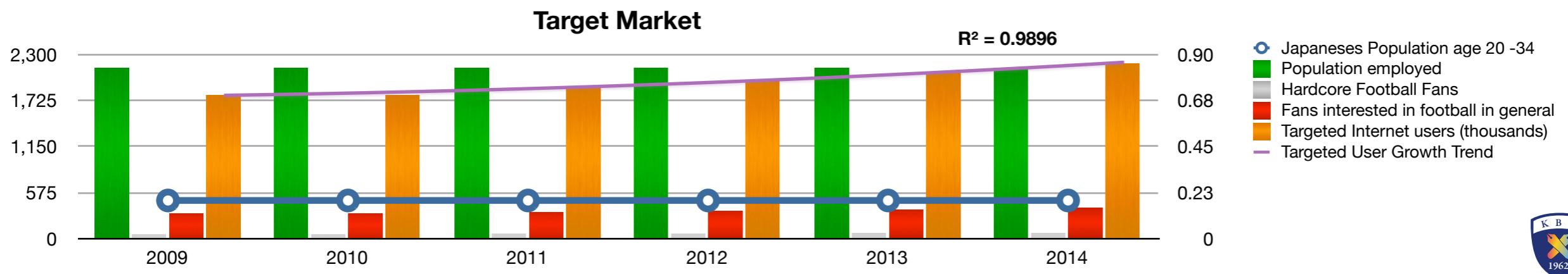


Market: Size of Audience

Large Potential Audience

Internet Users	2009	2010	2011	2012	2013	2014
Total Japan Internet Users (millions)*	92.3	92.3	92.3	92.3	92.3	92.3
Japanese Population age 20 -34	18.6%	18.6%	18.6%	18.6%	18.6%	18.6%
Population employed	83.8%	83.8%	83.8%	83.8%	83.8%	83.8%
Hardcore Football Fans	2.5%	2.5%	2.6%	2.8%	2.9%	3.1%
Fans interested in football in general	12.6%	12.6%	13.2%	13.9%	14.5%	15.3%
Targeted Internet users (thousands)	1,804.7	1,804.7	1,895.0	1,989.7	2,089.2	2,193.7

Most Likely Scenario	2009	2010	2011	2012	2013	2014
Desired market share		15%	30%	45%	50%	50%
Unique visitor each year		270.71	568.49	895.38	1,044.61	1,096.84
Unique visitor per month		22.56	47.37	74.61	87.05	91.40





Market: Competitors

Goalcast.com screenshot showing news articles and promotional banners for TV shows like 'TLE' and '豆しば'.

Dogacha screenshot showing a search bar powered by Yahoo! JAPAN, a ranking section for '豆しば' (Dobashira), and a QR code.

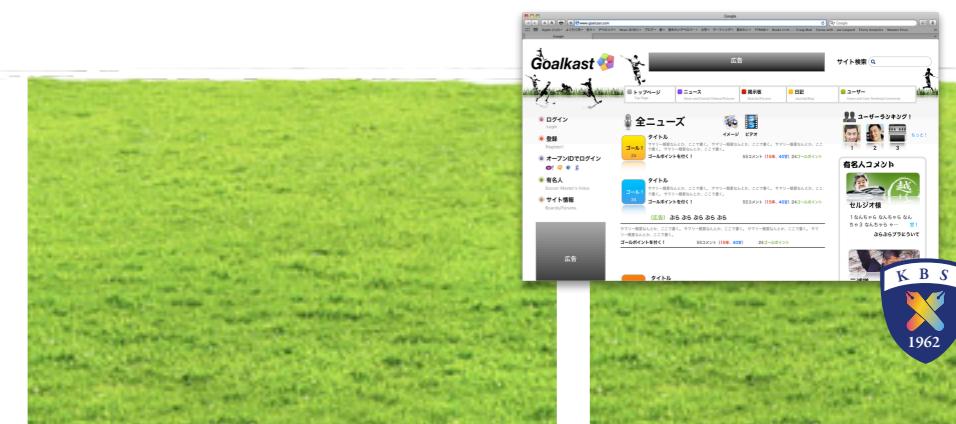
DOGACHA

Navigation is complex

Visually unattractive

No substantial video content

As a result, both sites are not attractive for our core users.





Market: Competitors

The screenshot shows the homepage of the LaBOLA Football website. At the top, there's a banner for ANGFA and a promotional image for a shampoo product. Below the banner is a navigation bar with links: HOME, サポーター, プレーヤー, 大会・イベント, コート予約, 日記・ブログ, コミュニティ, ストア, and ログイン. A message below the navigation bar says "LaBOLAは、LaBOLAフットボールに生まれ変わりました。" The main content area features four athlete profiles in a grid: Hideski Ueno (Team: 浦島ヴォルティス), Yusuke Mori (Team: 川崎フロンターレ), Kosuke Ota (Team: 清水エスパルス), and Kaichi Sato (Team: FC岐阜). There are also sections for "Athlete Blog" and "お知らせ" (News) with a list of recent updates. At the bottom, there are links for "見る人" (Viewer) and "する人" (Doer).

LaBOLA Football

Navigation is complex

Visually unattractive

No substantial video content

As a result, both sites are not attractive for our core users.

The screenshot shows the homepage of the Goalkast website. It features a large banner at the top with a soccer player and the text "GOALKAST". Below the banner is a navigation bar with links: ログイン, 登録, メンバードロップイン, サイト運営, and サイト運営. The main content area includes sections for "全ニュース" (All News), "サイト", and "セレクション". On the right side, there's a sidebar with a "KBS 1962" logo.

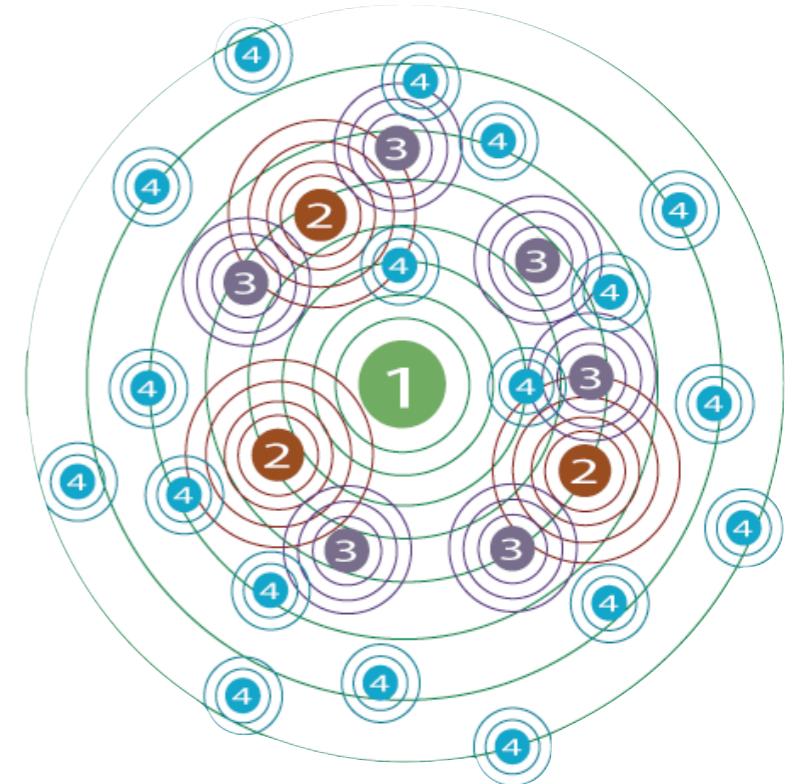




Marketing Strategy: Inexpensive is the Key

Word of Mouth: Nurturing Community

- Cheap
- Creates Trust
- Research Customer Feedback Opportunity
- Measurable & Trackable



Street Marketing: Distributing Flyers

- It is cheap
- Can be efficient if well planned





Marketing Strategy: Inexpensive is the Key

Word of Mouth: Nurturing Community

- Cheap
- Creates Trust
- Research Customer Feedback Opportunities
- Measurable & Trackable



Street Marketing: Distributing Flyers

- It is cheap
- Can be efficient if well planned





Marketing Strategy: Marketing Mix



Get Help from Shige's Network
Distribute Flyers.
Use of Fun Ad & E-Mails





Marketing Strategy: Marketing Mix



Get indexed
Search Engine Optimization

SEARCH





Marketing Strategy: Marketing Mix

The screenshot shows the homepage of Goalkast.com. At the top, there's a navigation bar with links for "トップページ" (Top Page), "ニュース" (News), "掲示板" (Boards/Forums), "日記" (Journal/Blog), and "ユーザー" (Users and User Ranking/Comments). Below the navigation, there are several sections: "全ニュース" (All News) featuring a "タイトル" (Title) with a yellow button labeled "ゴール!" (Goal!) and the number 24; another "タイトル" section with a blue button labeled "ゴール!" (Goal!) and the number 24; a "ユーザーランキング!" (User Ranking!) section showing three users (1, 2, 3); and a "有名人コメント" (Famous Person Comments) section featuring a photo of a man with the name "セルジオ様" (Seirio-sama) and a comment in Japanese. The left sidebar includes links for "ログイン" (Login), "登録" (Register), "オープンIDでログイン" (Log in with OpenID), "有名人" (Famous Person), and "サイト情報" (Site Information). A large "広告" (Advertisement) banner is visible on the left side of the page.

Create interesting content
Keep renewing
Permanent presence
Be recognizable (design)

WEBSITE





Marketing Strategy: Marketing Mix



SOCIAL MEDIA

Show who is behind the website
Nurture our community
Interact with the users
Be helpful and be everywhere
Monitor the feedback
Create referring tools
Focus on other SNS (mixi, etc)





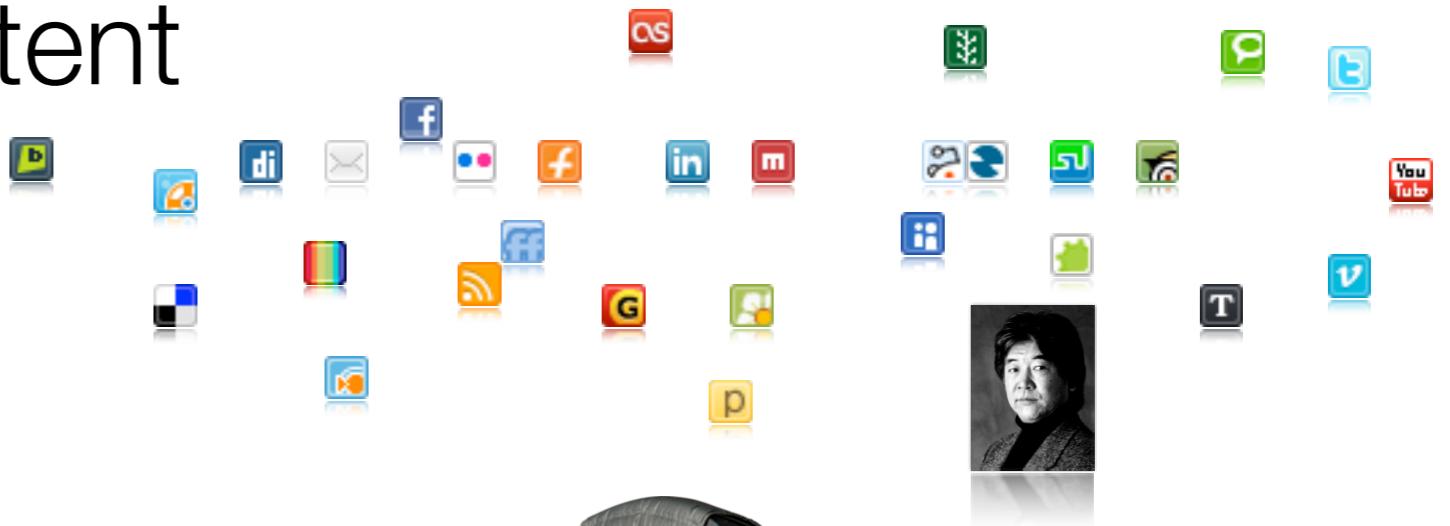
Product Outline: Content

Site Generated Content

News

Exclusive Information

Yumeijin (有名人)



User Generated Content

News

User Provided Information

Bulletin Boards/Images/Videos etc





Product Outline: Demo

DEMO





Business Timeline





Business Timeline



First Stage

User Generated
Contents

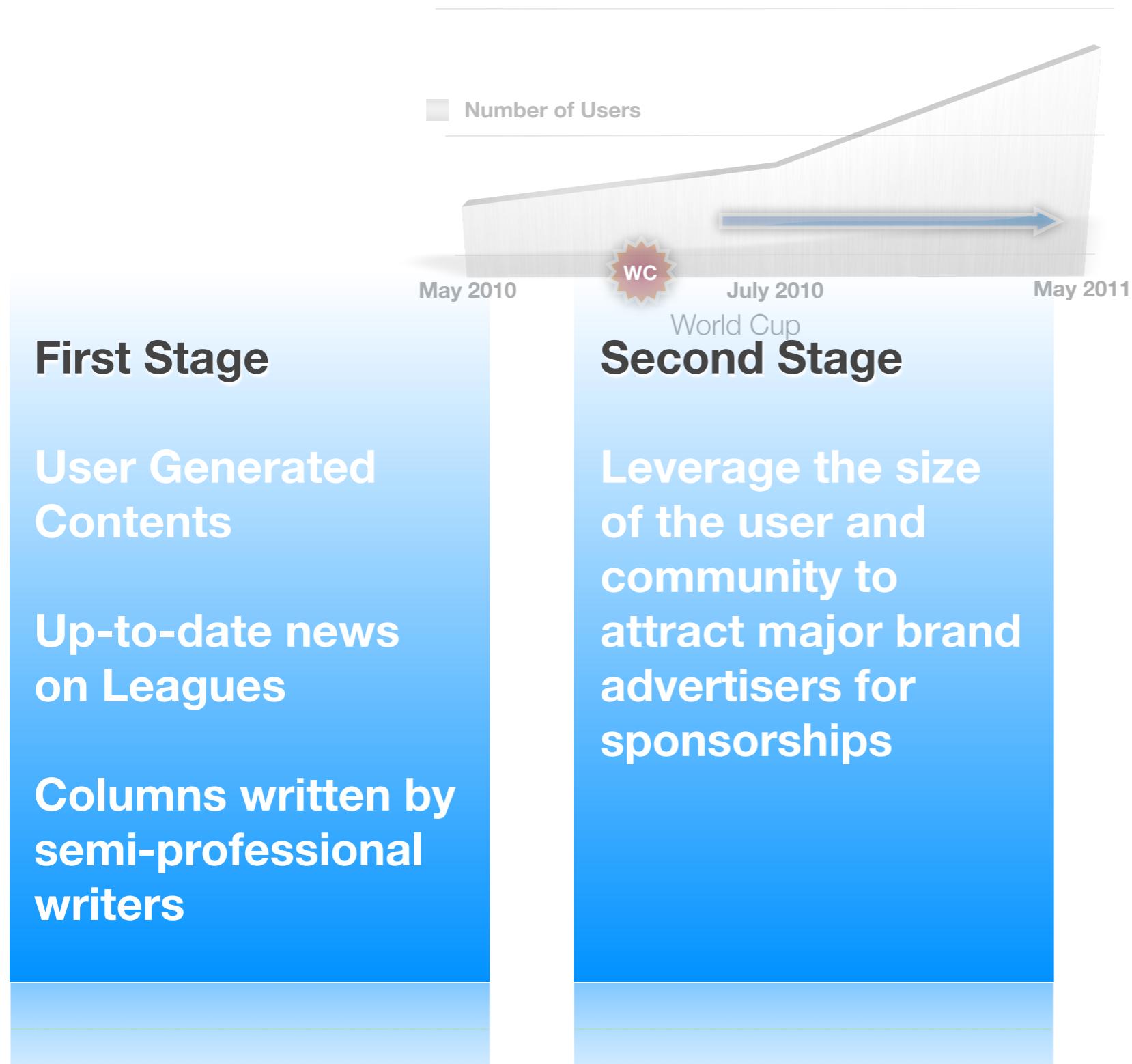
Up-to-date news
on Leagues

Columns written by
semi-professional
writers



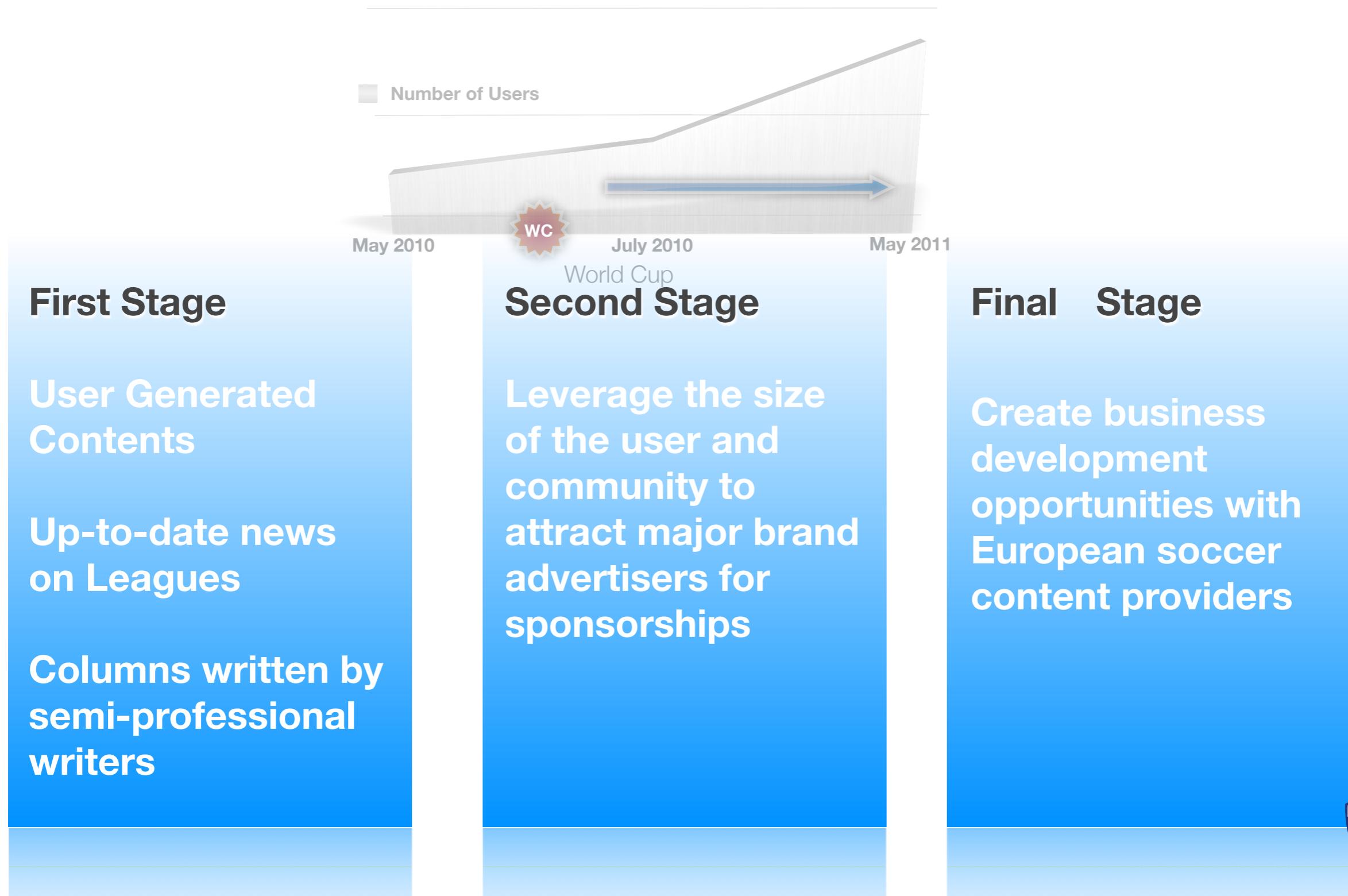


Business Timeline





Business Timeline





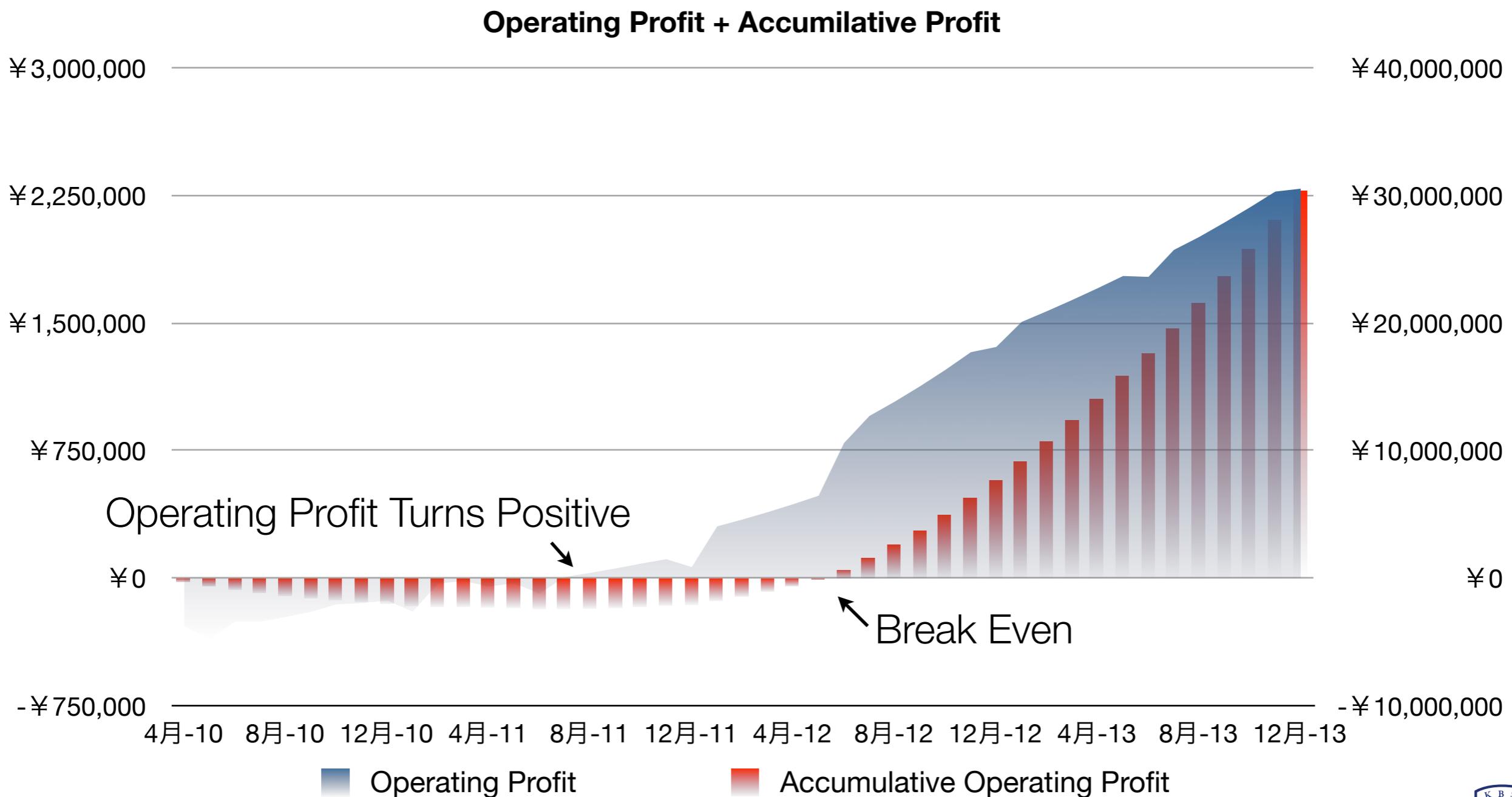
Operation Plan: Operation Environment





Financial Plan: Scenario / Profit Forecast

Initial Payoff



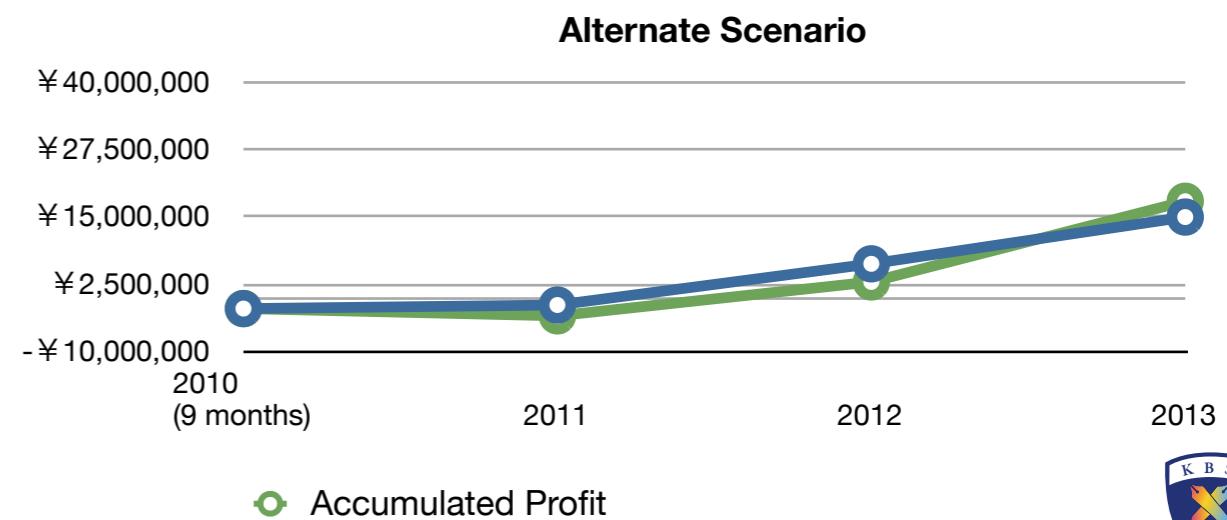
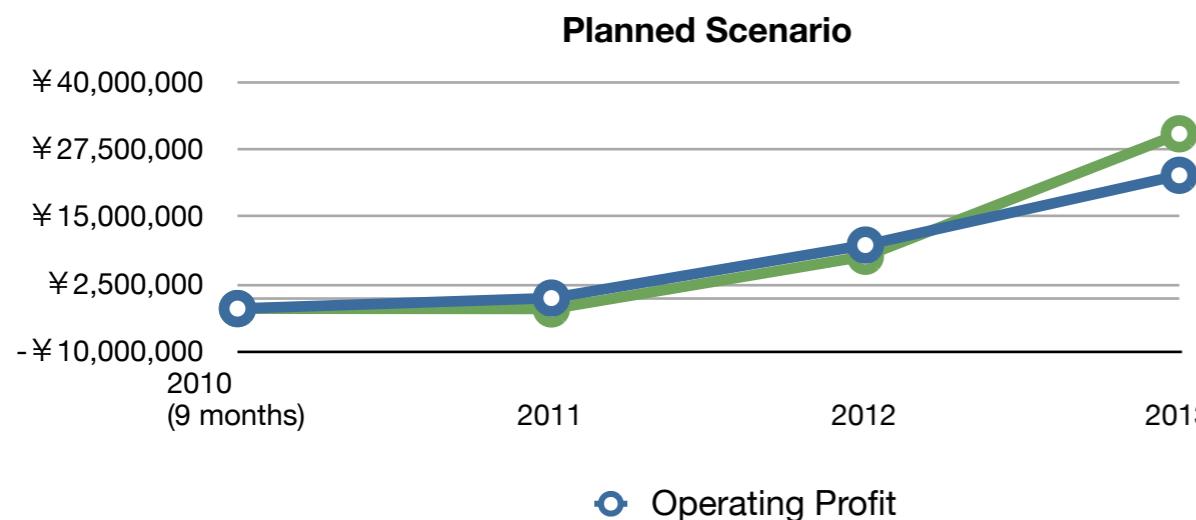


Financial Plan: Scenario / Profit Forecast

Goalkast Will be Operationally Profitable by 2012

Planned Scenario	2010 (9 months)	2011	2012	2013
Total Japan Internet Users (millions)*	92.3	92.3	92.3	92.3
Operating Profit	-¥2,012,895.62	-¥63,852.67	¥9,776,376.93	¥22,723,430.83
Accumulated Profit	-¥2,012,895.62	-¥2,076,748.28	¥7,699,628.64	¥30,423,059.48

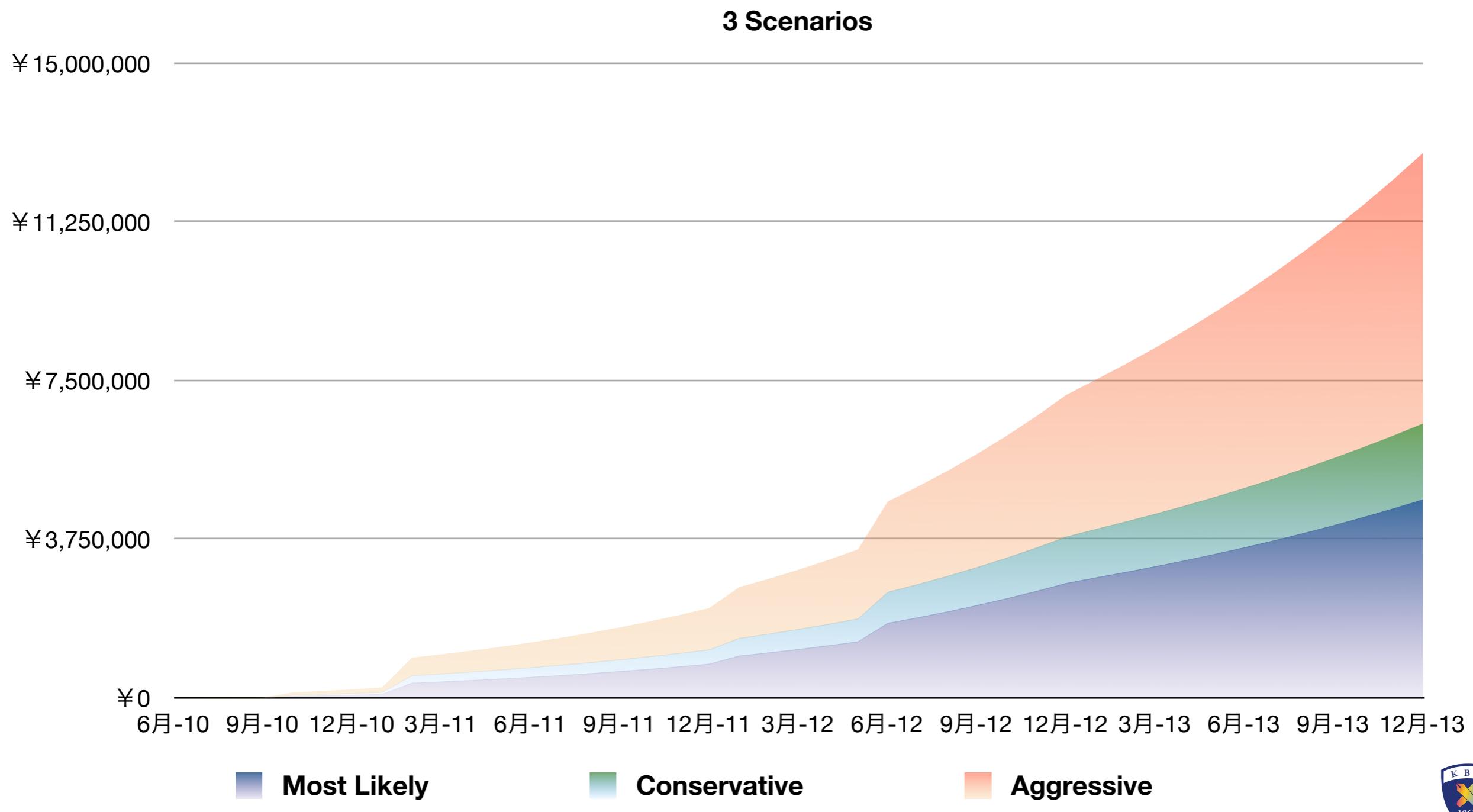
Alternate Scenario	2010 (9 months)	2011	2012	2013
Operating Profit	-¥2,012,895.62	-¥1,349,525.50	¥6,295,621.54	¥14,973,533.94
Accumulated Profit	-¥2,012,895.62	-¥3,362,421.12	¥2,933,200.41	¥17,906,734.35





Financial Plan: Scenario / Profit Forecast

Profitable by 2012 Even without Paid Contents





Financial Plan: Scenario / Profit Forecast

Key Assumptions

Cost Assumptions

Description	Type	Frequency (one time/recurring)	Unit cost (Yen)	Number of Units	Total Cost	Notes
Domain name purchase	Initial Cost	One time	1,000	1	1,000	"Cost will increase with more usage, each unit is 20 GB of memory"
Web Hosting Cost	SG&A - Web maintenance	Monthly	5000			
Search Advertising Activation	SG&A - Marketing	One time	500	1	500	
Search Advertising monthly	SG&A - Marketing	Monthly	7	1000	7,000	Units (keywords), CPC is 3-7 yen per click
Word of Mouth Marketing	SG&A - Marketing					
Online Display Banner Advertising	SG&A - Marketing	per thousand impressions	500			
Other marketing cost	SG&A - Marketing					
Part-time Marketing Hire	SG&A - Marketing	hourly	1300	1		
Web Developer/ Designer partime	SG&A - Salary	Hourly	4000			
Article cost	SG&A - operations	per writer per month	10000			
Pageview per unique visitors		3				
Revenue per pageview (yen per thousand impressions)		500				
Paid content user share		1%				
Average paid service share per month		5000	Assume watching 2 full games (currently UEFA charges \$2 per game online)			
Cost of Video Content Acquisition	70% of Revenue		Assume that payment is collected immediately and paid out immediately as well			
Growth rate of paid users		2-4%				
CTR		0.02%				
Banner Ad price quote growth		2-5%				

Thank You

