

Business Model

-Acosta Imandt Daniel -Castillo del Valle Pablo David -Garduño Martínez Eduardo

Key Partners

Who will help us?

First we need someone that knows about soccer.

We also use data scientists (us) to create clustering models .
especific

publicist

web developers

Key Activities

What will you do to fulfill the Value Proposition?

Create our algorithm and our web page, then we will promote it to people that may be interested, and sell them the results that they are searching.

Key Resources

¿Qué recursos necesitas para la Propuesta de valor?

A website and servers, a databse with the information of the players

Value Propositions

What do will you do different from the competition?

We need to do a lot of different things that our competition and other prior works both our goals are very different of theirs, they are more interested in find the features that are more important for the potential of players and find the correlations between some attributes like the age of the player and the overall potential, using clusterings, but their are not interested in find if those clusters correspond to different positions like defense or goalkeepers, like we want to do. Also we want to find similarities between players to supplant those. We could use some of their ideas to improve our work, but at the end the goals are completely different

Customer Relationships

How do you interact with clients?

It would not be necessary for us to interact with the clients, we could set up a website where you put the position you want or certain characteristics for your player and that the website, through our algorithm, returns the results

Channels

How do you reach customers?

We will put ads in web pages dedicated to soccer and to the segment of people that are interested in the game FIFA or fantasy football.

Customer Segments

Who will you help?

Could be interested is the people who play the FIFA game, especially those who play ultimate time since in this game mode you tend to look for players with special characteristics for team building, and sometimes you look for a player similar to another but at a lower price.

Cost Structure

How much will it cost you?

If we set up a website, then the costs would be the maintenance of the website, the servers, other costs associated with the use of a website and domain, these as ongoing costs and as initial costs would be paying someone to develop the site, someone that connects the web with the servers, a person or service that deals with advertising, specifically we do not have data on how much it would cost, but these would be the things that would produce costs.

Revenue Streams

How much income will you have?

We will charge our clients a certain amount of money for each consultation they make on our website, that will be our only income, or probably with ads if the page is free access.