



THE TEAMSPIRIT SPORTS APP

SUBMITTED BY-

**APEKSHA AGRAWAL (200176)
DEBASHREE PRIYA SAHOO (200307)
LOHIT M (21125041)
RIYA BANIK (200809)
HIMANSHU PATIDAR (190378)**

THE TEAMBUILDING SPORTS APP



- Helping people to form teams and building community



- Online booking of indoor and outdoor courts, turfs, and rental sport spaces.



- Real time information of location of grounds, sport complex, turfs and their operating time and fees




- Enrolment for professional coaching



DEFINING THE BUSINESS

It is a community-building sports app named and multiservice platform named 'TEAMSPIRIT' that provides solutions to the problems faced by sports enthusiasts for finding teammates for playing outdoor sports and for finding spaces to play. The app connects the user with other similar-minded people who are eager to play outdoor sports and eager to involve in adventures and helps to form a community. The app gives real-time information about the location and operating schedule of the nearby grounds, sports complexes, and turfs in the localities and areas. Sports enthusiasts and health freak people can enrol for personalized coaching through the app for sports and yoga.

The app provides the following services-

- Online booking of indoor and outdoor courts, turfs, and rental sports spaces by pre-paid mode
 - Helping people to form teams and building community.
 - The real-time information on the location of grounds, sports complex, turfs, and their operating time and fees
 - Enrolment for professional coaching
 - Online sports content
 - health and nutrition blogs
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INDUSTRY ANALYSIS

SWOT ANALYSIS:

Strength:

- Increasing health awareness and sport culture
- Higher Internet Connectivity
- Rising income levels of middle class
- Ease of providing services within no time

Weakness:

- The app cannot work without internet connectivity
- The user interface might get complicated during upgradations with additions of features
- Language barrier: The app is only available in English

Opportunity:

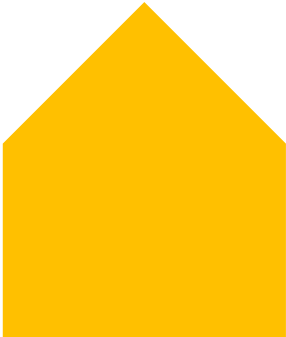
- Possibility of forming strategic alliances with big brands in the food and health sector
- Expansion of community-building sports app to health app and e-commerce platform

Threat:

The established players in fantasy sports, such as dream 11, can start community-building services as they have a trusted customer base.




PESTEL ANALYSIS:

- **Political:** The government is fully supporting the rich and vibrant sports culture of India by introducing new schemes for youths and by developing sports infrastructure.
 - **Economical:** India has reached a GDP of USD 1.8 billion with robust growth in all sectors of the economy. The middle class has got rising disposable income with them. Daily growth is being seen in the number of people using mobile phones, and internet connectivity has grown by leaps and bounds.
 - **Social:** People are becoming socially conscious, and they are ready to invest in building community for the things in which they are interested.
 - **Technological:** The advent of the internet, AI, and ML technologies have been instrumental in the development of mobile apps and websites for easing customer experience.
 - **Legal:** The government has made it mandatory for apps involving payments to have KYC (Know your customer) documentation.
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PORTER'S FIVE FORCES ANALYSIS:

- **The threat of new entrants:** The community-building sports app industry has a very low number of established players. So, established fantasy sports players could exploit the opportunity by entering this segment.
 - **Bargaining power of suppliers:** The rental service providers may not agree to pay the commission of the service. - Medium
 - **Bargaining power of buyers:** The players can directly contact the service provider instead of using the app and may not agree to go for paid services of the app. - High
 - **The threat of Substitutes:** Initially, there are few players in the market, but as the market gets saturated, there is a chance of getting substituted. - Medium
 - **Competition among rivals:** As few players are providing online communing building, teammate finding, and online booking services, tough competition may exist in some geographies. - Low
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NOTE OF GROWTH IN INDUSTRY

The sports industry in India has witnessed significant growth in recent years. The rise of sports leagues like the Indian Premier League (IPL) and Pro Kabaddi League (PKL) has helped to create a new ecosystem for sports in the country. Here are some of the key factors contributing to the growth of the sports industry in India:

- **Increase in sports infrastructure:** The Indian government has been investing heavily in sports infrastructure, with the construction of new stadiums and training facilities across the country. This has helped to improve the standard of sports facilities in India and attract international events to the country.
- **Rise of sports leagues:** The success of the IPL and PKL has led to the creation of new sports leagues in India, including the Indian Super League (ISL) for football and the Premier Badminton League (PBL). These leagues have not only helped to promote sports in India but also provided a platform for young talent to showcase their skills.
- **The growing interest in non-cricket sports:** While cricket remains the most popular sport in India, there has been a growing interest in other sports like football, badminton, kabaddi, and wrestling. This has led to a surge in participation levels and increased sponsorship for non-cricket sports.
- **Increased investment in sports:** The growth of the sports industry in India has attracted investment from both domestic and international companies. This investment has helped to create more job opportunities in the sports sector and support the development of sports infrastructure.

Overall, the sports industry in India is poised for continued growth in the coming years, with increasing interest in sports among the population and greater investment in the sector.

TAM-SAM-SOM

Total Addressable Market (TAM):

- The target audience for the market is the population of age 18-54 years.
- The current population of India is 1,416,866,648 as of Friday, March 24, 2023, based on Worldometer elaboration of the latest United Nations data.
- 15-24 years: 17.51%; 25-54 years: 41.56%
- TAM = 83,69,43,128

Serviceable Addressable Market (SAM):

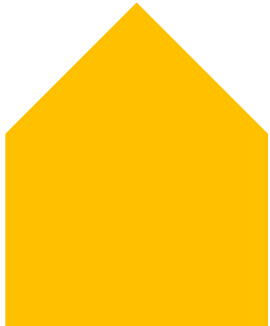
- We have chosen tier 1 cities in India as they have well-managed sports facilities and infrastructure.
- Total Tier 1 population (top 14 cities) = 10,33,06,922
- SAM = 6,10,23,398

Serviceable Obtainable Market (SOM):

The SOM is the portion of the SAM that the app can realistically expect to capture. This would depend on a variety of factors, including the app's functionality, ease of use, and competition from other sports apps. But the major target for us is the population who are working in corporates in Tier 1 cities.



FORMULATING THE 'ARTICLES OF ASSOCIATION' FOR FILING WITH THE REGISTRAR OF COMPANIES

- **Article I** – Name: Team spirit Limited
 - **Article II** – Purpose: The purpose of the corporation is to bring people together for outdoor games and aggregate all sports facilities.
 - **Article III** – Duration: The corporation will have a perpetual existence.
 - **Article IV** – Principal place of business: IME department, IIT Kanpur, Uttar Pradesh – 208016
 - **Article V** – Shares Authorised: The company is authorized to issue only 10,000 shares of “common stock”.
 - **Article VI** – Liability: Liability of the members is limited. Shareholders’ risk is limited only to the extent of the capital they have invested in the company.
 - **Article VII** – Board of Directors: As per the corporation’s bylaws, five directors will be elected by the shareholders.
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INVESTMENT NEEDED WITH THE AMOUNT AND TIMING OF THOSE FUNDS NEEDED

The investment needed for a sports app in India will depend on several factors, including the complexity and functionality of the app, the target market, and the cost of hiring developers and other professionals. Here is a rough breakdown of the investment needed for a sports app in India:

Development Costs: The cost of developing a sports app in India can vary depending on the complexity of the app and the rates charged by developers. In general, the cost of developing a sports app in India can range from INR 10 lakhs to INR 30 lakhs.

Infrastructure Costs: The cost of infrastructure for a sports app can range from INR 50,000 to INR 2 lakhs per month, depending on the number of users and the amount of data being processed.

Marketing Costs: The cost of marketing a sports app in India can vary widely depending on the channels used to promote the app. In general, the cost of marketing a sports app in India can range from INR 3 lakhs to INR 15 lakhs per month.

Maintenance and Updates: The cost of maintaining and updating a sports app in India can range from INR 50,000 to INR 3 lakhs per month, depending on the complexity of the app and the number of users, and the complexity of the feature update.

Overall, the total investment needed for a sports app in India could range from INR 15 lakhs to INR 50 lakhs. The timing of these funds will depend on the development timeline and launch date of the app. Typically, the funds will be needed upfront for development costs and infrastructure setup, followed by ongoing expenses for maintenance, updates, and marketing.

