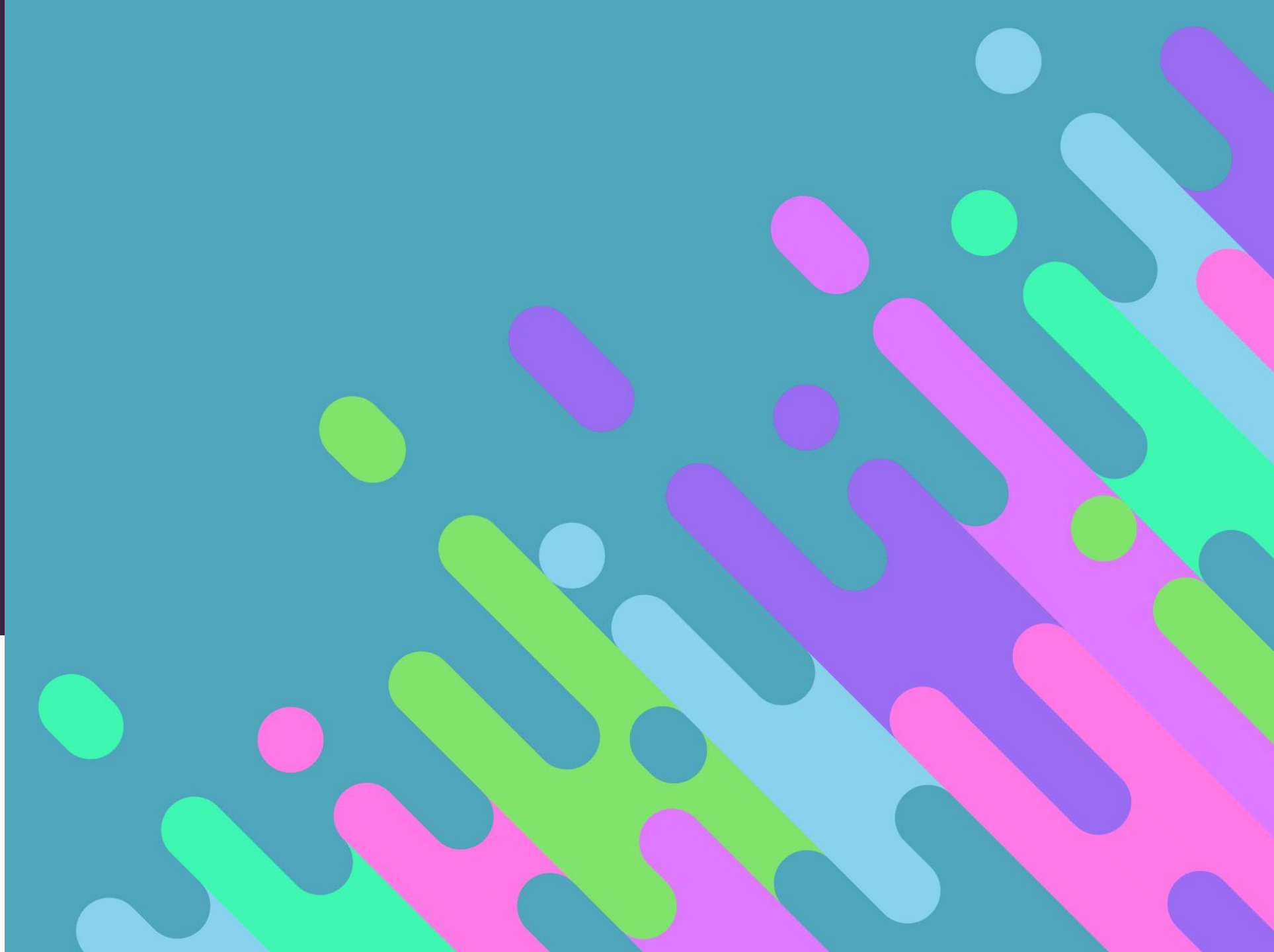


# CONNECT SPORTS

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# WHO WE ARE





# PROBLEMS WITH NICHE SPORTS

- No Visibility
- No updated Information
- People don't have whom to share their passion about the sport
- Hard to find specialized reviews about the sport



# SOLUTIONS

- A multiplatform App
- User has a complete access to media and news about it.
- Daily fantasy
- Forums where fans can share experiences



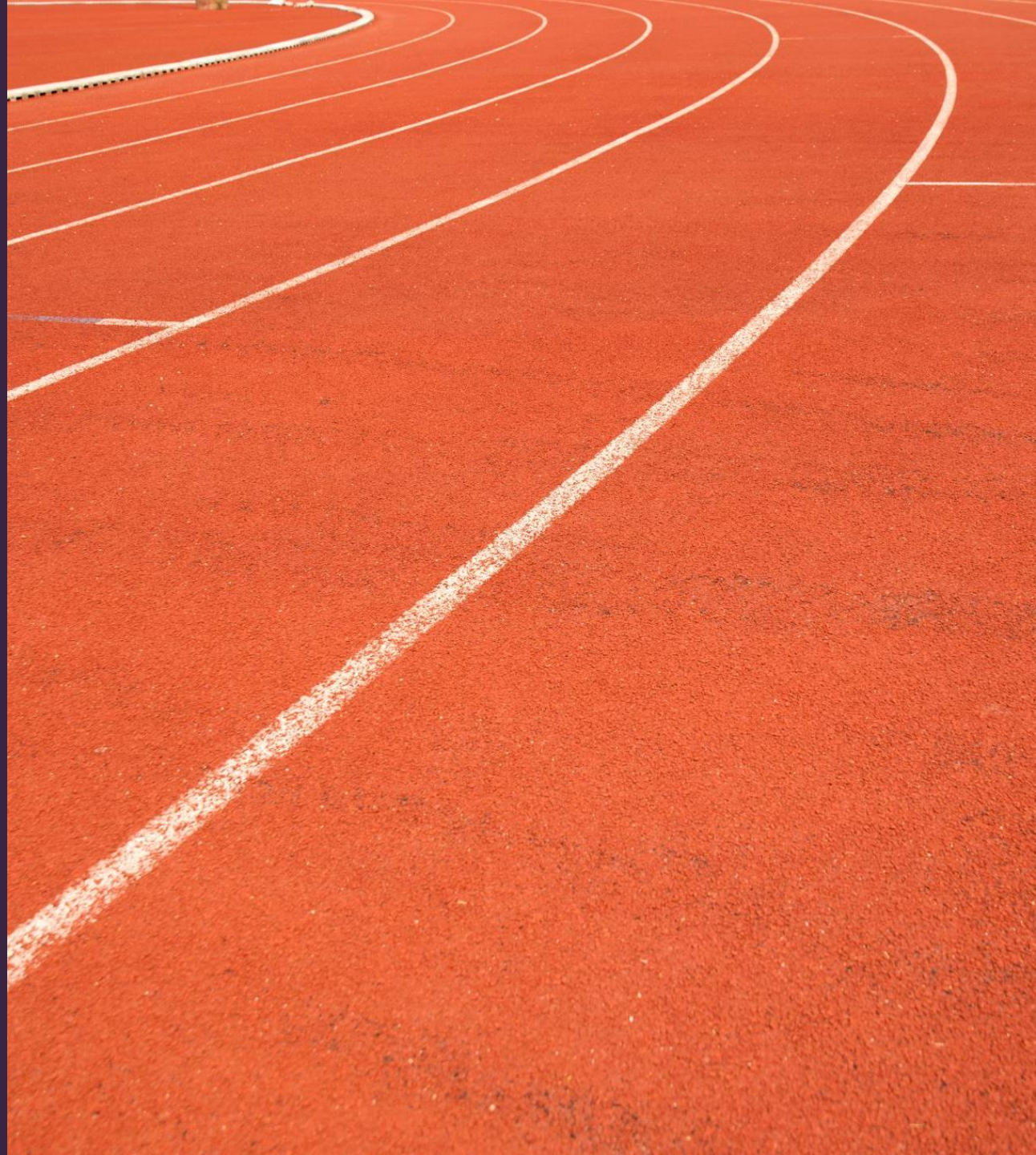


# WHAT IS CONNECT SPORTS



# WHAT IS DFS?

Daily Fantasy Sports are a subset of fantasy sport games. Players compete against others by building a team of professional athletes from a particular league or competition while remaining under a salary cap, and earn points based on the actual statistical performance of the players in real-world competitions.



# NEW OR EXISTING MARKET?

The potential market for DFS applications are the existing fans for the sports we are targeting with the app.





# VISION

"For people who have the desire to connect to a larger community with shared interests and create a strong network to amplify their beloved sport while having fun in a unique way."

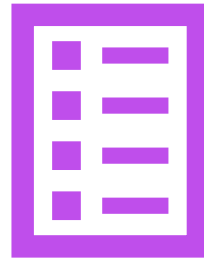




# FEASIBILITY



Technical



Schedule



Economical

# FACTS

Sport	Total Fanbase	Affiliated Nations	Governing Body revenue
Judo	200 millions	200 Nations	US\$30 million
Crossfit	50 millions	120 Nations	US\$4 Billion*
Rugby	100 millions	128 Nations	US\$432 million



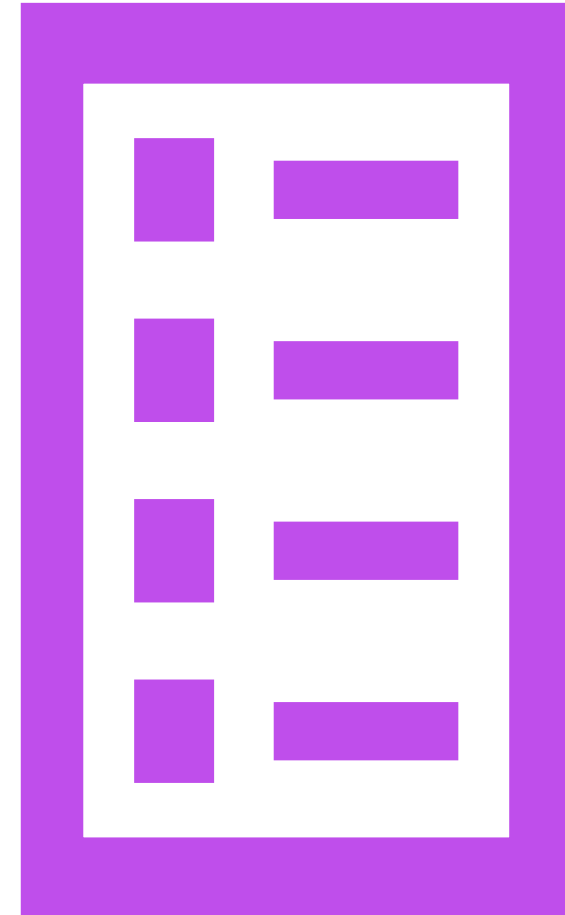
# TECHNICAL

The company's employees have all the technical expertise and tools to develop the Project. All infrastructure and software needed are readily available in the market



# SCHEDULE

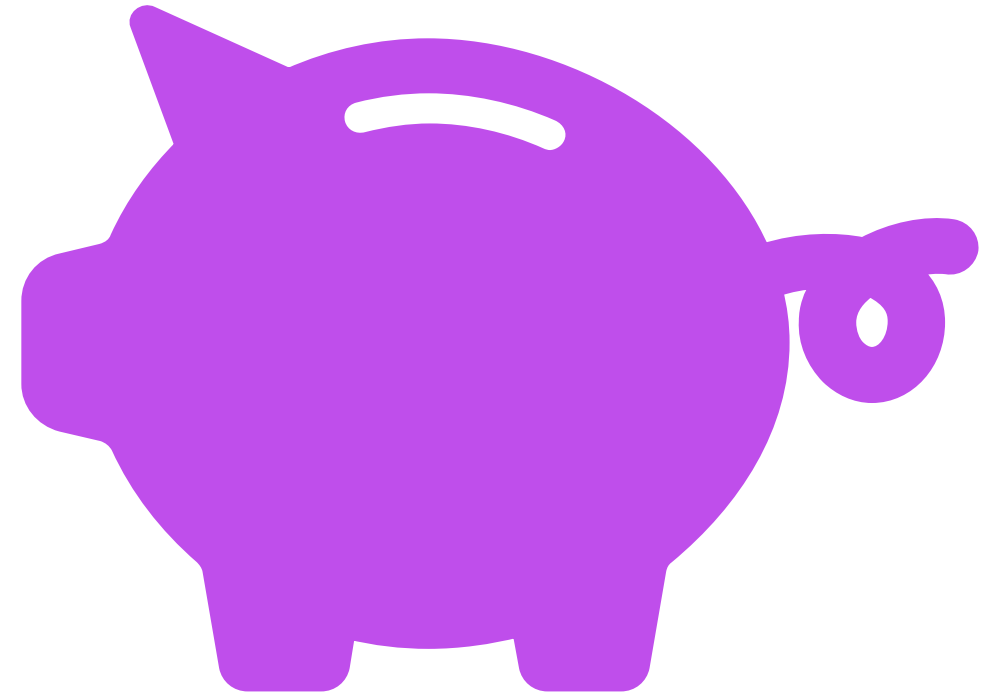
The project will demand around 600 hours to complete the project in time for the beginning of the Rugby World Cup, which will take place in France, starting September 8th.





# ECONOMICAL

- Tangible
- Intangible



# TANGIBLE

- “Freemium” mode
- Paid mode
  - Cost \$4.99 per month
- Ad revenue

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Features	Freemium	Paid
Read News/Comment	✓	✓
Join Tournaments	✓	✓
Access to forums	✓	✓
Create custom tournaments	✗	✓
Special content	✗	✓
Create topics/communities	✗	✓
Ad free	✗	✓

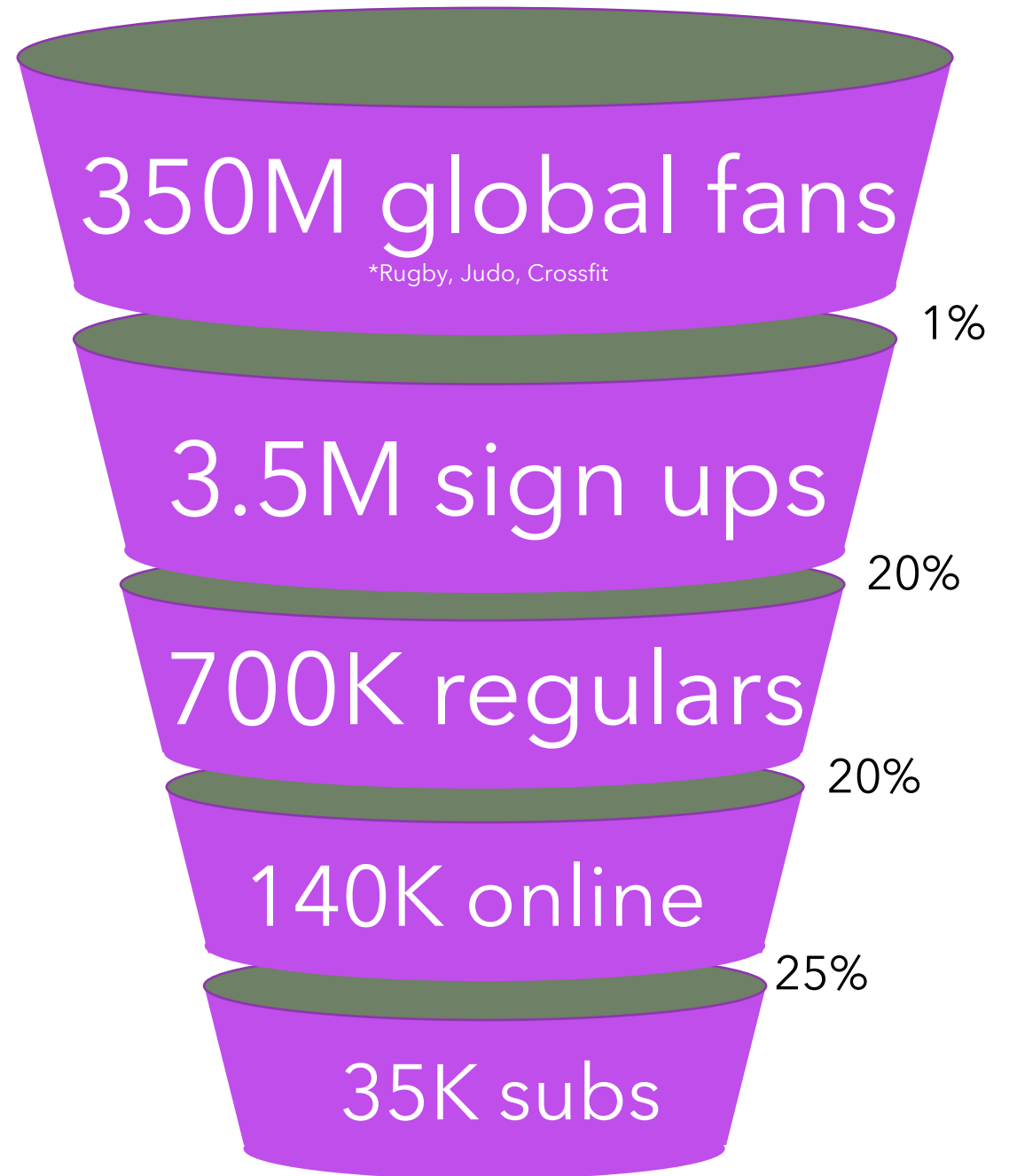


# INTANGIBLE

- More Visibility in the media
- Increased sense of community
- Fidelity of Fans



# EXPECTATIONS





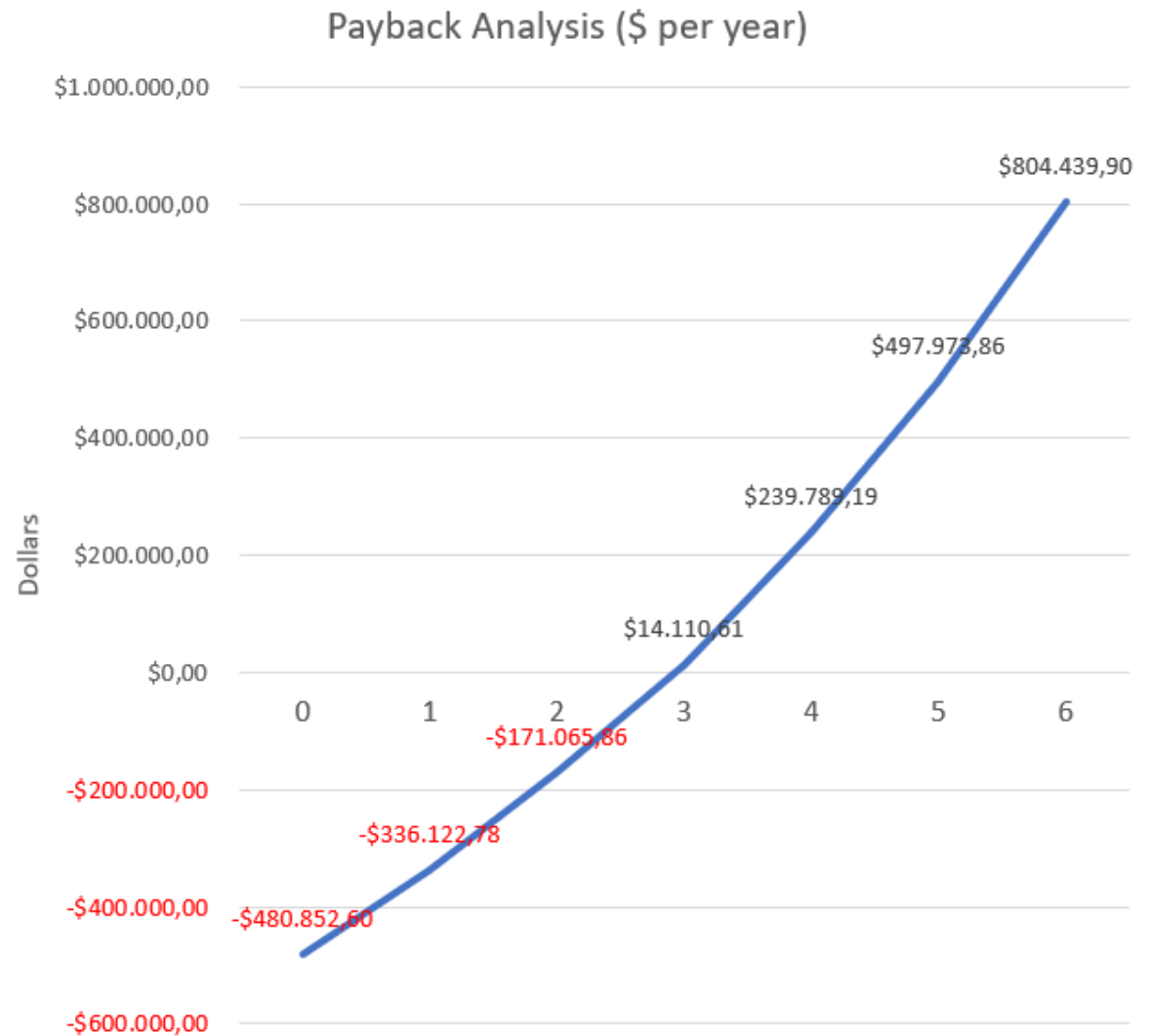
# ROI ANALYSIS

Year	0	1	2	3	4	5	6
Costs	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Amazon EC2 (Server)	\$ 3.836,88	\$ 3.836,88	\$ 3.836,88	\$ 5.674,67	\$ 5.674,67	\$ 5.674,67	\$ 5.674,67
Amazon S3 (Storage)	\$ 1.665,72	\$ 1.665,72	\$ 1.665,72	\$ 1.665,72	\$ 1.665,72	\$ 1.665,72	\$ 1.665,72
Development	\$ 720.000,00	\$ 72.000,00	\$ 72.000,00	\$ 72.000,00	\$ 72.000,00	\$ 72.000,00	\$ 72.000,00
License fees	\$ 30.000,00	\$ 30.000,00	\$ 30.000,00	\$ 40.000,00	\$ 40.000,00	\$ 40.000,00	\$ 40.000,00
Marketing	\$ 50.000,00	\$ 50.000,00	\$ 50.000,00	\$ 50.000,00	\$ 50.000,00	\$ 50.000,00	\$ 50.000,00
Discount (12%)	\$ 1,0000	\$ 0,8929	\$ 0,7972	\$ 0,7118	\$ 0,6355	\$ 0,5674	\$ 0,5066
Time-adjusted costs	\$ 805.502,60	\$ 140.627,32	\$ 125.560,11	\$ 120.533,14	\$ 107.618,88	\$ 96.088,29	\$ 85.793,11
Cumulative time-adjusted costs	\$ 755.502,60	\$ 896.129,92	\$ 1.021.690,03	\$ 1.142.223,17	\$ 1.249.842,05	\$ 1.345.930,34	\$ 1.431.723,45
Benefits	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Subscription (\$4.99)	\$ 174.650,00	\$ 199.600,00	\$ 224.550,00	\$ 249.500,00	\$ 274.450,00	\$ 324.350,00	\$ 374.250,00
Ad Revenue	\$ 100.000,00	\$ 120.000,00	\$ 140.000,00	\$ 180.000,00	\$ 250.000,00	\$ 300.000,00	\$ 400.000,00
Total Benefit	\$ 274.650,00	\$ 319.600,00	\$ 364.550,00	\$ 429.500,00	\$ 524.450,00	\$ 624.350,00	\$ 774.250,00
Discount (12%)	\$ 1,0000	\$ 0,8929	\$ 0,7972	\$ 0,7118	\$ 0,6355	\$ 0,5674	\$ 0,5066
Time-adjusted benefits	\$ 274.650,00	\$ 285.357,14	\$ 290.617,03	\$ 305.709,62	\$ 333.297,46	\$ 354.272,96	\$ 392.259,15
Cumulative time-adjusted benefits	\$ 274.650,00	\$ 560.007,14	\$ 850.624,17	\$ 1.156.333,79	\$ 1.489.631,24	\$ 1.843.904,20	\$ 2.236.163,35
Year	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
NPV (Cumulative lifetime time-adjusted costs)	-\$480.852,60	-\$336.122,78	-\$171.065,86	\$14.110,61	\$239.789,19	\$497.973,86	\$804.439,90

# ROI ANALYSIS

Break-Even:  $(-171,065.86) / ((14,110.61 + (-171,065.86))) = 0,92$

ROI:  $(2,236,163.35 - 1,431,723.45) / 1,431,723.45 = 56,19\%$

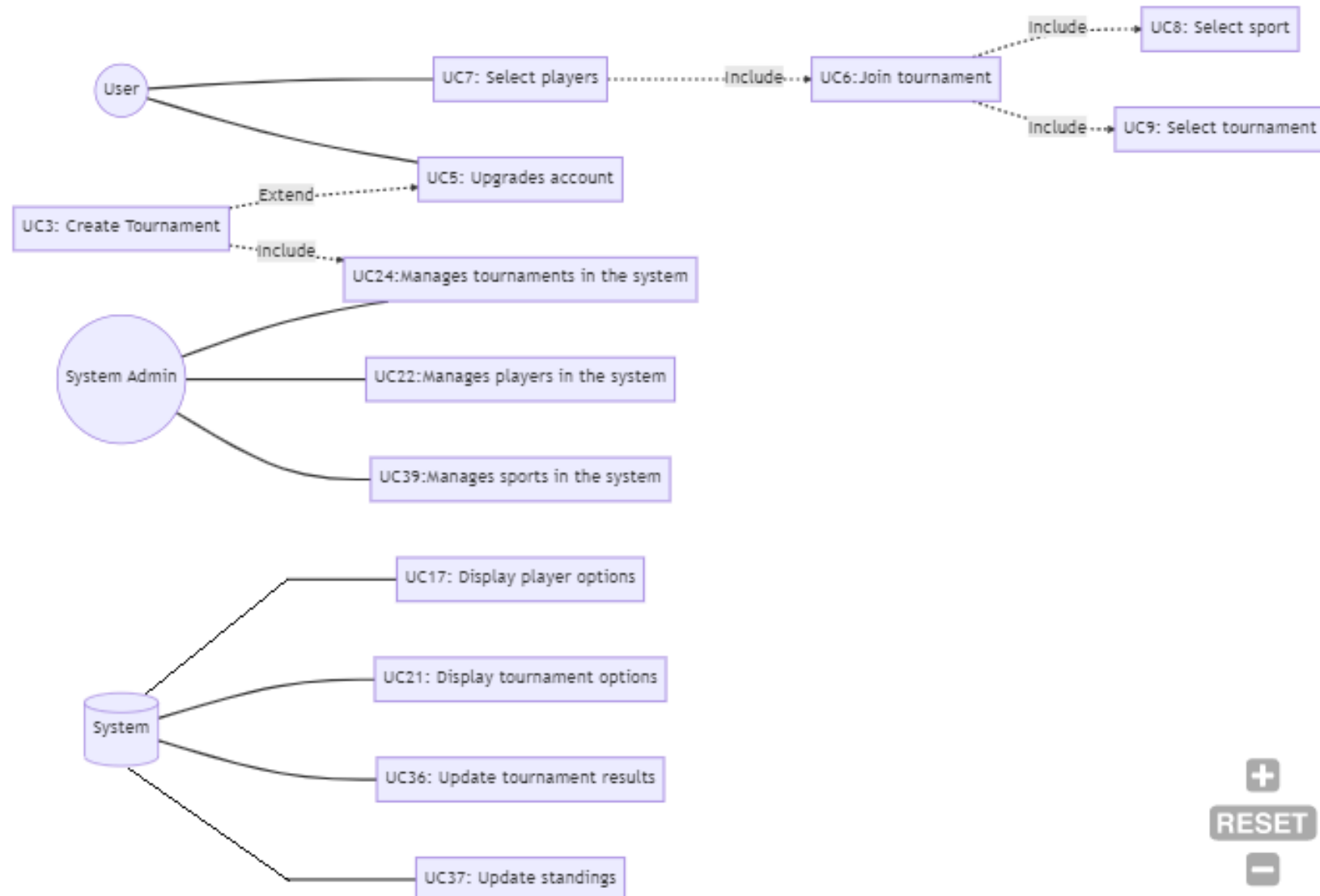


# DIAGRAMS OF THE PRODUCT

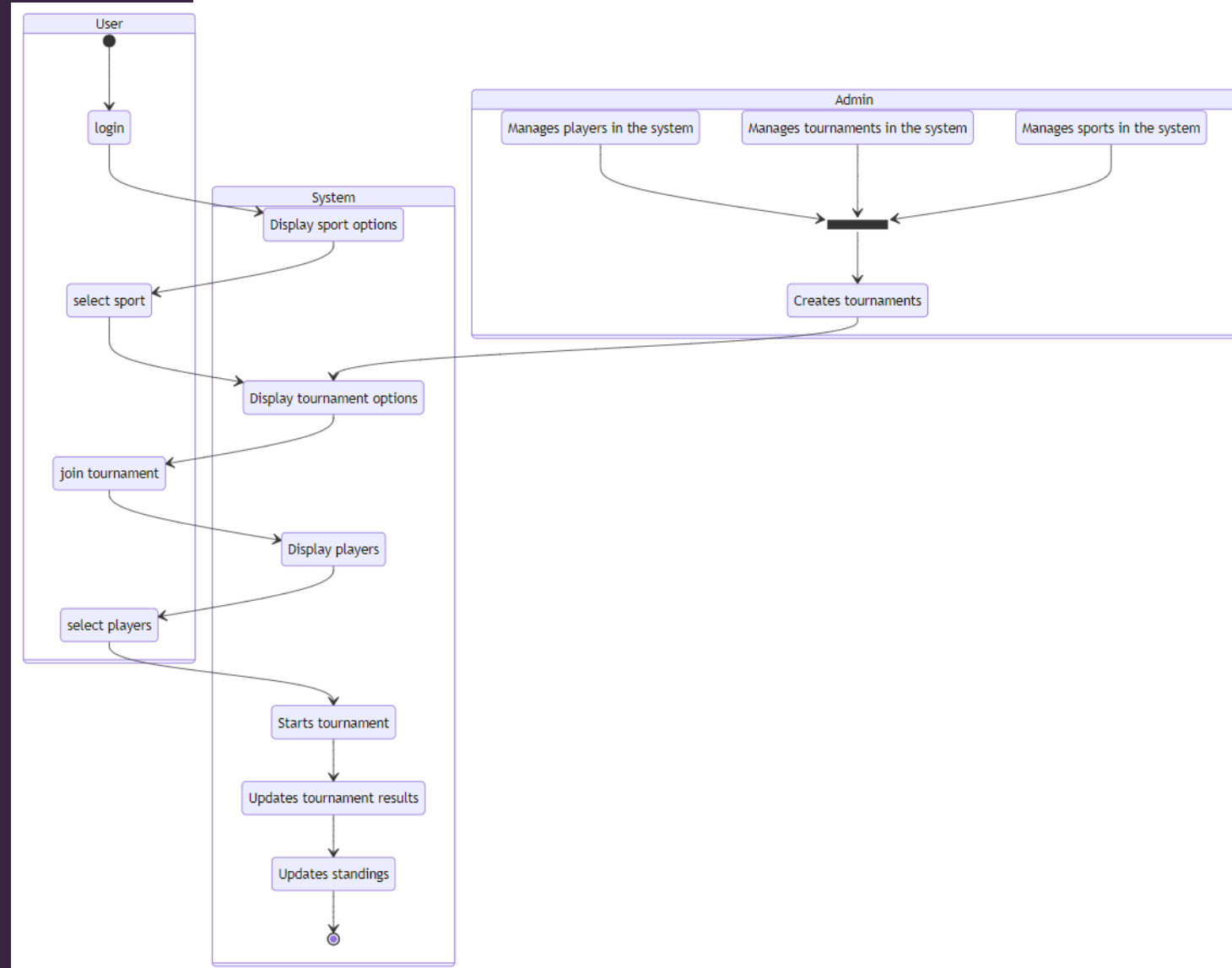




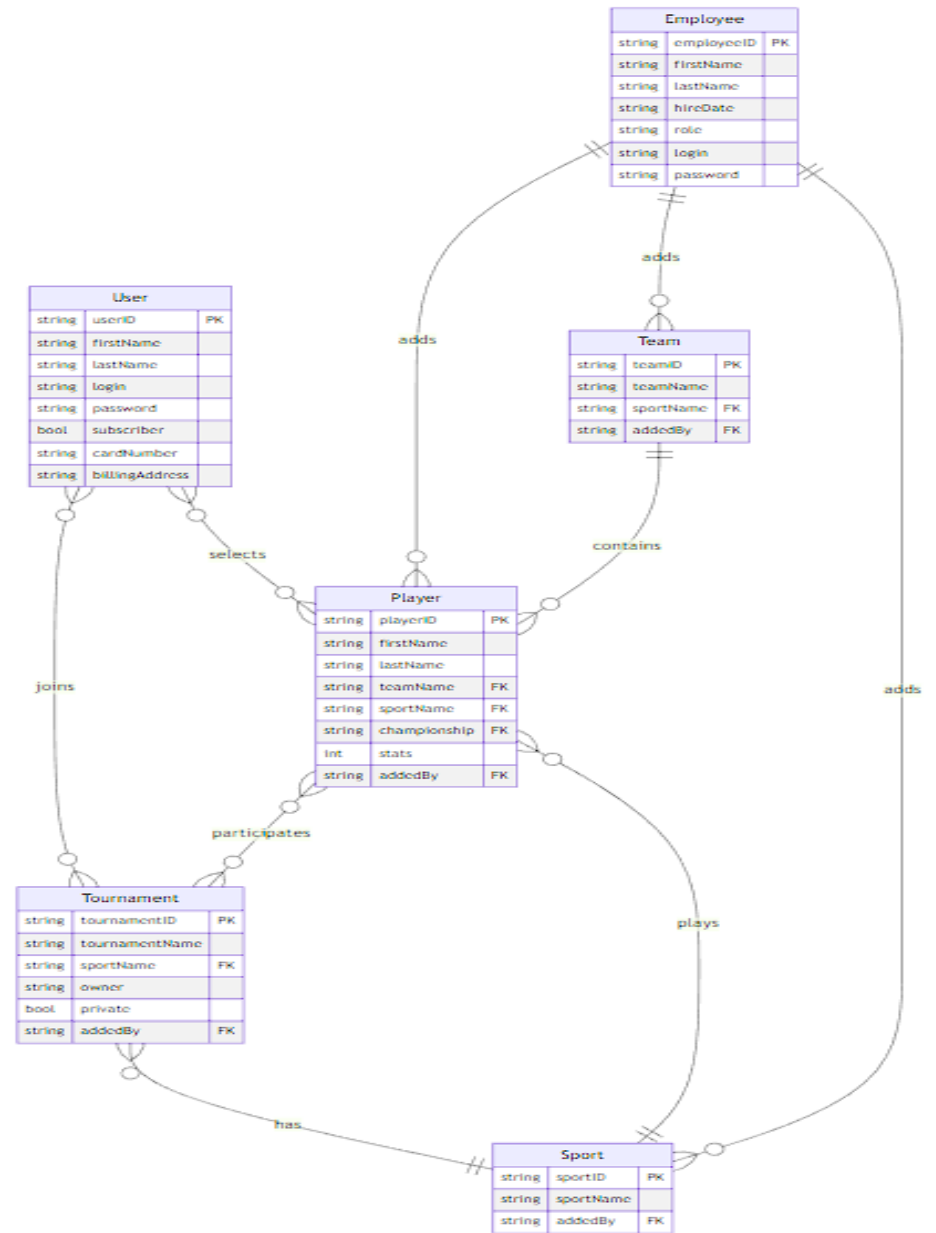
# USE CASE



# ACTIVITY DIAGRAM

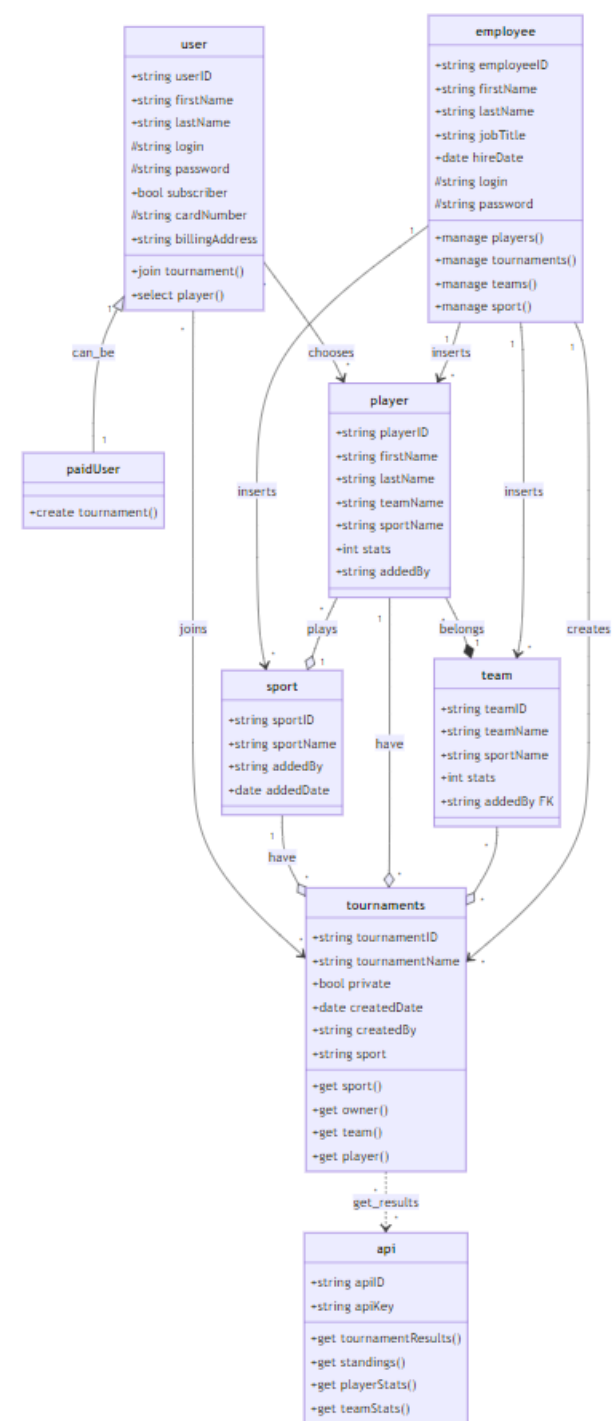


# ERD





# CLASS DIAGRAM



# AGILE PLANNING



# PRODUCT BACKLOG

User Story	Description	Story points*	MoSCoW
US2	As a user i need to have access to all players, that way I can create my own dream team	3	Must Have
US3	As a user I need to have access to all tournaments, so I can socialize and compete.	5	Must Have
US6	As a System Administrator, I want to manage players in the system, so the users can have them available in their tournaments	13	Must Have
US7	As a System Administrator, I want to manage tournaments in the system, so the user can join them and play	5	Must Have
US10	As a System Administrator, I want the system to display the player options, so the users can select the players and create their teams	8	Must Have
US1	As a user i need to have access to all sports, so i can freely choose the one i desire	2	Should Have
US8	As a System Administrator, I want the system to update the tournament results automatically from an API, so the users can have access in real-time	8	Should Have
US9	As a System Administrator, I want the system to update the standings after every round, so the users can get their positions instantly	5	Should Have
US11	As a System Administrator, I want to manage the sports available on the platform, so the users can select which ones they want to join.	3	Should Have
US4	As a player I want to create tournaments, so I can play by my rules.	1	Could Have
US5	As a System Admin, I need to dispose the rules of the game, so players can create freely their own tournaments by their rules	2	Could Have



# SPRINTS

[illegible]

# SPRINTS

<b>NR Sprint 7</b>	26 jun – 7 jul (4 issues)	27	0	0	Iniciar sprint	⋮
<input checked="" type="checkbox"/>	NR-79 Apply business rule to allow only paid users to access the feature	UPGRADES	8	TAREFAS PENDENTES ▾		
<input checked="" type="checkbox"/>	NR-74 Create more tournament options	UPGRADES	5	TAREFAS PENDENTES ▾		
<input checked="" type="checkbox"/>	NR-80 Create new tournament interface	UPGRADES	11	TAREFAS PENDENTES ▾		
<input checked="" type="checkbox"/>	NR-75 Add additional features to the existing user interface	UPGRADES	3	TAREFAS PENDENTES ▾		
<a href="#">+ Criar item</a>						

▼ NR Sprint 5 29 mai – 9 jun (4 issues)			27	0	0	Iniciar sprint	...
✓ NR-65	Create user interaction features	INTERACTIVITY	5	TAREFAS PENDENTES ▼			
✓ NR-58	Display competitor's information	INTERACTIVITY	3	TAREFAS PENDENTES ▼			
✓ NR-77	Create API to feed the fantasy database with external data	DATABASE SETUP	8	TAREFAS PENDENTES ▼			
✓ NR-76	Grant access to external databases	DATABASE SETUP	11	TAREFAS PENDENTES ▼			

▼ NR Sprint 6 12 jun – 23 jun (3 issues)

1600Iniciar sprint...

✓ NR-66 Collect user's results

INTERACTIVITY

8TAREFAS PENDENTES

✓ NR-71 Add the sport option feature to the user interface

USER FEATURES

3TAREFAS PENDENTES

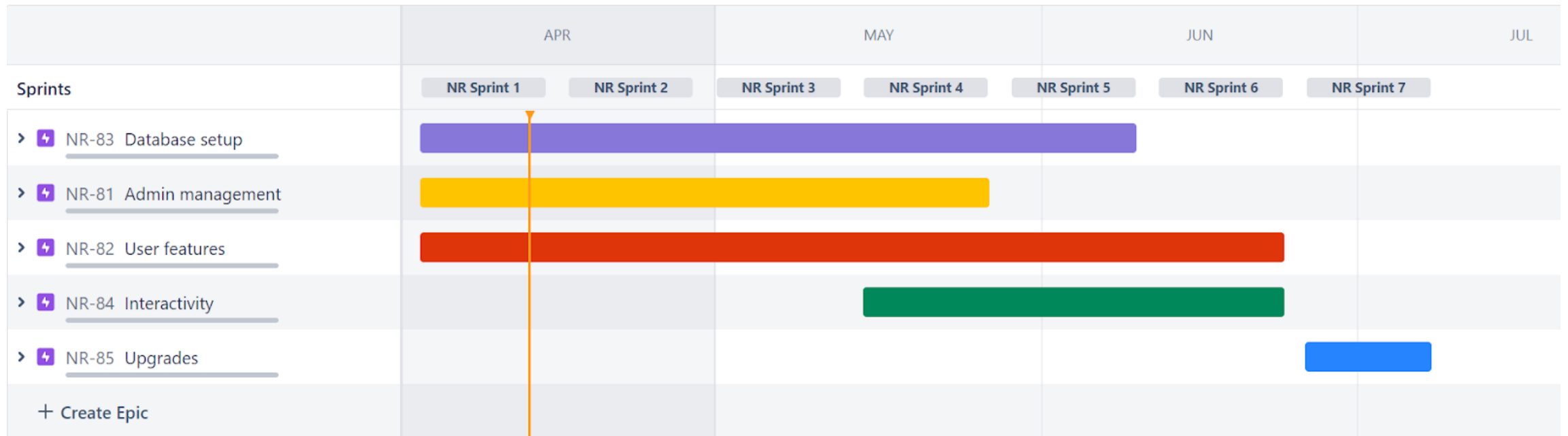
✓ NR-67 Create a filter to determine real-time standings

INTERACTIVITY

5TAREFAS PENDENTES

+ Criar item

# EPICS





# BURNDOWN

