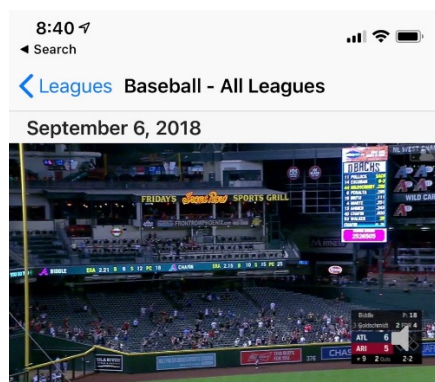# Lob: Near Real-Time Sports Highlights
Created By Elliot Boschwitz

What is Lob?

Lob presents an extensive variety of sports content, including game highlights, delivered in near real-time performance. Lob is currently a proof-of-concept iPhone app in private beta.

Lob is the ideal experience for sports enthusiasts who cannot watch a live game for their favorite team, or want to relive an exciting touchdown right after it happens. The app is an enjoyable experience for avid or casual sports fans who appreciate exciting plays.
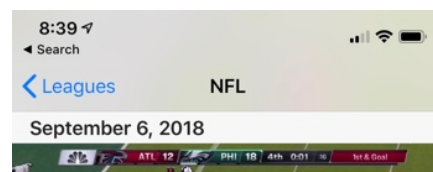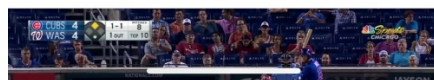

Lob currently provides highlights for football, basketball, baseball and soccer, and can easily scale to provide more sports.
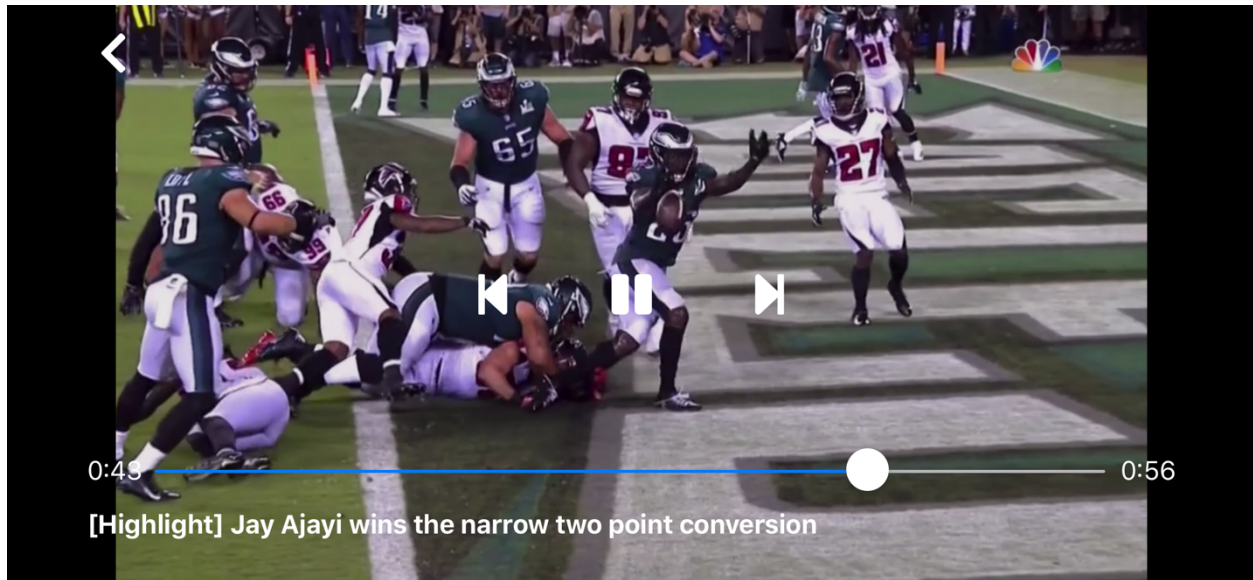
Lob presents a full screen "theater mode", which will play an endless feed of highlights to the user.

Problem Statement

Lob aims to present a cleaner video experience with a much wider variety of content currently provided by any network. The app displays highlights faster than its competition, while surpassing other sports applications in the quantity and quality of content.

Most Recognized Options

ESPN is the leading option for providing game information, but presents an outdated model for the selection and delivery of sports content. **ESPN curates content, resulting in a slower process that reacts to rather than harnesses the community.**

ESPN's selection is limited to the company's formal content relationships; it does not display highlights for a game unless it has formal rights to do so. Consequently, it lacks coverage for top games. Advertisements also plague the user experience—**no one should sit through a 30-second advertisement for a 15-second highlight.**

Social media sites Twitter and Reddit provide the best selection and fastest available content for sports. But, finding this content presents a high barrier of entry—users need to know which accounts display high-quality content, or the correct key-words to search. **Social media sites were not built from the ground-up for sports.**

Opportunities in a New Age of Sports Media

Access to specific-league content, including the NBA, NFL, and MLB, has traditionally required "expressed written consent". **The leagues' shift to a more liberalized approach is demonstrated by the appearance and retention of content on social media sites.**

Networks that are making content agreements are failing to meet the needs of their customers. Many users have filled this void with social media outlets—suggesting that other sports enthusiasts, who may be reluctant to use Twitter and Reddit, may also enjoy highlights from social media services.

Technical Details

Lob aggregates sports media by leveraging social media platforms for content curation. Then, Lob's propriety technology pulls videos from a wide selection of hosting platforms and converts content into a specialized format for optimal viewing performance.

Lob's proof-of-concept application leverages social media to validate its consumer demand. However, we are exploring solutions for direct hosting. Please contact us for further discussion.

Download Instructions

Lob is currently in closed beta. To obtain access, email Elliot at elliot.boschwitz@gmail.com.