**Please provide concise bullet pointed answer where possible – with each point being no more than 2 lines long.**

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| **WHAT IS THE BUSINESS?** | |
| What is the business? | * An AI-powered sports analytics company. * The Company will help teams\athletes win more games and broadcasters engage more viewers. |
| Where does the idea come from?  Why are you interested in starting the business? | * I have a technology Background within the Finance sector and used the principles learnt in this industry (Machine Learning and AI within business ) and have applied it to this invention. * The Use of Analytics is expected to become a necessity in any sport or business and I believe this product addresses a specific problem within the sector. |
| What is the timeframe and how do you intend on making it a success? | * Prototype\Proof of tech completed. Aim for Production version to be completed Mar 2019. Revenue to be generated by Summer 2019, following Customer Pilots. * I intend to be resilient and determined in bringing this to market, ensuring the correct team are on board. |

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| **SOLUTION** | |
| How does your business solve that problem? | * With this solution there is an opportunity to move quickly for different broadcast platforms to provide stories to viewers which may otherwise require significant research & additional costs. * Current methods are intrusive to athlete performance. This System is entirely software-based, just requiring video from a single camera |

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| **TARGET MARKET** | |
| Who is your target market? Who is your business aimed at e.g. gender, age, location, salary? | Target Markets will take following forms:   * Data will be for end consumer\Viewer (18-50, Male, Global, All earning ranges) * Media - Print & Broadcast * Coaches\Teams\Officials |

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| **COMPETITORS** |
| Who are your competitors?   |  |  |  |  | | --- | --- | --- | --- | | **Competitor**  **Name** | **What does this competitor do?** | **How is this competitor similar to you?** | **How are you different from this competitor?** | | Stats | Sports data and technology company offering fan engagement, brand activation, player tracking, video analysis and athlete monitoring solutions. | Collection of Sports Data, Agreements with broadcasters, Media | Differing Sports, Protected technology | | Opta | Provides sports data and analysis | Collection of Sports Data, Agreements with broadcasters, Media | Differing Sports, Protected technology | | Prozone | Delivers performance analysis solutions for football matches | Collection of Sports Data, Agreements with broadcasters, Media | Differing Sports, Protected technology | | Compubox | Manual Collection | Collection of Sports Data, Agreements with broadcasters, Media | AI, Higher Accuracy Rate, Protected technology | | SportsLogiq | Collection of Sports data (NHL, Hockey) | Collection of Sports Data using Video Footage Only. Agreements with broadcasters, Media | Time zone\Location advantages, Different Sports | | Football Radar | Provides statistical modelling and analysis services for the football game | Collection of Sports Data, Agreements with broadcasters, Media. AI collection of Data. | Coverage of Different Sports and Markets | | Corner | Develop sensor and analytic device for Boxing | Similar Data Being Collected (Punch Stats) | Data Collected via AI (Non-intrusive), Protected technology | | PIQ\Everlast | Develop sensor and analytic device for Boxing | Similar Data Being Collected (Punch Stats) | Data Collected via AI (Non-intrusive), Protected technology | | Hysko | Develop sensor and analytic device for Boxing | Similar Data Being Collected (Punch Stats) | Data Collected via AI (Non-intrusive), Protected technology | | Sportradar | Collects and analyzes sports data, provides services to bookmakers, national and international sports federations, and media companies | Collection of Sports Data, Agreements with broadcasters, Media | Data Collected via AI (Non-intrusive) | | FightMetric | Provides sports data and analysis for MMA | sports data and analysis | Data Collected via AI (Non-intrusive) | |  |  |  |  | |

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| **UNIQUE SELLING POINTS** | |
| What are your 3 unique selling points? (What does your business do differently/better than other businesses) | * PATENT PENDING - Enforce patent protection of proprietary technology * EASE OF USE - Data is gathered from video only. Easy to adopt. * UNIQUE PRODUCT - Technology extends beyond reach of existing software and methods |

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| **PITCH** | |
| Imagine you have 2 minutes to convince your target market to use your product/service over other options. Provide a bullet point list of what you would say to convince them to get them to use your product/service. | * The Worldwide Sports Analytics market will reach almost $4 Billion by 2022. * Data analytics continues to be a core driver of megadeals across professional sports. Analytics can touch every facet of sports organizations, from back-end operations to player performance and the fan experience. * Artificial Intelligence will drive how this data is collected. This product demonstrates how this can be done and is positioned as game changing for the sports industry. |

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| **LAUNCH STRATEGY** | |
| Do you have a plan to go to market? | Yes – Approach following (Via introductions and Networking),   * Soft launch as part of Customer Pilot – identify single events * Tech & Sports Conference Events Presence * Press Release – Currently part of NVDIA inception programme so appearance on blog sites\on-going updates would be a key stage. Usage of other news outlets. |
| Who are the people/ users you will need to get on board quickly to have a successful launch? (i.e. does your business rely on other retailers as well as customers? Social networks require high numbers of initial users to function – this is something you might need to think about.) | * Sales\Marketing Resource * Product Engineering and Development Resource * Industry insight from with sports (athletes\coaches\officials) * Key contacts within broadcast\OTT production * Academic Research institute connections in area of AI and Computer Vision. * 3rd Party vendors Onboard for launch (Amazon, IBM, NVIDIA) |
| How will you get these people/ users on board? | * Via Introductions (via Possible Investors) * Networking e.g Linkedin, Meetings * Engagement – Buy in into Overall Vision |

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| **REVENUE MODELS** | |
| Describe the options for revenue as you understand them. Which is your preferred model and why? | * **Data -** Up-to-Date and comprehensive athlete & team data is unique and extremely valuable * **SAAS -** Software licensed product for Media Outlets\Teams\Fantasy\Tech Vendors * **Partnerships -** Develop key partnerships with broadcasters\OTT outlets |

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| **RETENTION PLAN** | |
| Why should users keep using your business? | * Accuracy – Plan to produce most accurate data available * Reliability – Service Constantly available (No Down time) * Evolves with technology so not a static product * Accessibility – Cloud provisioned service so available globally and on any device. |
| How will you encourage them to keep using your business? What marketing will you do for the existing user? | * Evolve the Technology, provide new features & functionality as technology improves, * Advise existing users of features that are available that are not being used. * Monitoring and Tracking of Behaviours |

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| **RISKS** |
| What are the key risks to the business?  How do you plan to reduce/remove these risks?   |  |  |  |  | | --- | --- | --- | --- | | **Key Risk** | **Level of Risk Low/Medium/High** | **Impact of Risk Low/Medium/High** | **Mitigating Factors** | | No Longer Requirement for Sports Data | Low | High | There is a continual requirement for data throughout sector. Evidence that there is higher viewer and fan engagement | | Other technologies are able to replicate\copy | Medium | High | Protected Technology: Patent Filed - Pending | | Technology Becomes Obsolete | Low | High | Tech giants (Google, Amazon, Tesla) are already invested in technology, Too much part of established technology. | | Low Broadcast Partnership Adoption | Medium | Medium | Provide evidence of increased viewer numbers, increased viewer engagement | | Reluctance to switch to new technologies | Medium | Medium | Evidence that new technology will provide faster and more accurate resultsand will be quicker to implement. | | Reluctance to switch to new data providers | Medium | High | Provide Cost Competitive Models when benchmarked against other companies. | | Not enough revenue generated to drive business | Medium | High | Expansion of Technology into other sports, Provide more value by introduction of more features to the product e.g Heat Maps, Velocity | | Complexity and Technical Challenges | Medium | High | Establish correct team with sufficient skillset to (i) deliver Product (ii) Ensure that it can be continually improve and stay ahead of competition. | |