Fantasy Winter Sports League

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"Der deutsche Skiverband führt die fantasy winter sports league ein!"

In English: "The german ski federation is launching the fantasy winter sports league!"

Sounds like an interesting headline? We think so too. Continue the presentation to learn the story behind it.

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Our Inspiration

- We were inspired by the American Fantasy Football League
- Fantasy Football is very popular among football enthusiasts across the U.S.
  - People from different ages
  - Females make up 29% of fantasy league managers
- 59 million Fantasy Football players in the U.S. and Canada
- $7.22 billion industry
  - Gear from their favorite teams
  - Food and drinks for drafting parties
  - Prizes for the winner of their league

Highly recommend reading the article below:

https://thebullpen.life/fantasy-sports-fun-facts

American Fantasy Football League Trailer

Dramatic, hype video made by Fantasy Football enthusiasts for their league they play in every year together with the same people

https://www.youtube.com/watch?v=Qq97wLqY6nM

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Introduction to the American Fantasy Football League

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Solution Explanation- AlpineAthletes app

- Fantasy winter sports league
  - Draft a fantasy league with athletes from all winter sports
- Explore results from the competitions
- Receive event information (locations, dates, times, tickets)
- Buy tickets to events
- Use points earned from the fantasy league to receive discounts on gear, lift tickets, event tickets
- Connect with the winter sports community through friendly competition

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Fantasy Winter Sports League

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- How the draft works:
  - One person starts the league (this person is considered the "League Manager") and sends the access link to the league to their friends/family they want to invite into the league
    - The access link can be sent to other people via text or email if other users have not yet downloaded the app or via the messaging feature of the app for current users
  - There is a designated day for all league members to draft players to their "fantasy team"
    - Each user drafts one athlete from each winter sport of the World Cup
  - You have the same players for the duration of the season unless you decide to trade an athlete from someone else in your league
- How the game works once users' "fantasy teams" are set with their drafted players:
  - Points earned are based off the results of real events
    - If a professional athlete on a user's team places 1st in their real life event, then the user scores 100 points
  - At the end of the winter sport season, the user that wins their league (earns the most points) gets to use their points toward discounts for event ticket, lift tickets, or winter sports gear.

Points/Discounts

With the points they earned in the virtual league users can acquire various discounts. While each discount "costs" a specific amount of points, in general, the more points a discount requires, the more valuable the discount should be.

After using the points for a discount, the app will create a discount code for the onlineshop of the specific supplier/offerer.

Right now, we are thinking of 3 different type of discounts:

-Discounts for skiing gear by participating brands and manufacturers

-Discounts for lift tickets for participating ski-resorts

-Discounts for events, tournaments or world cup tickets

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Results

- First you have to choose from which winter sport you want to see the results for. (skiing, snowboarding, ski jumping, etc.)
- Then you have to choose if you want to see the women, men or nations ranking of the sports.
- Now you can choose from all disciplines such as Downhill.
- When you click at a discipline, you see the current World Cup standing and the results of the most recent race.
- In the final app, it should be possible that you see the results from all previous events not just from the last one.
- The Results would be connected to the official results from the FIS website

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Events

- All the Winter Sport events are divided in their own individual slots.
- When you click the specific sport, you'll see all the locations where the races are being organised.
- After clicking location, you'll see:
  - When the race is happening
  - What discipline it is (e.g Giant Slalom)
  - Is it a men's or women's race (or both)
- All the events have an external link to the correct ticket site for the purchase of tickets

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Value to Users

- Gives users the opportunity to connect with other winter sports enthusiasts in a fun and unique way.
- Since the fantasy winter sports league is technically a game, it also acts as a new form of entertainment for them.
- Communicate with each other via the messaging feature on the app about the game, events, etc.
- Fast and simple way to get information about events and results on the same platform
- **Value to younger generations specifically**
  - They can connect and compete with their friends
  - Gain access to special discounts to make the overall skiing experience (purchasing gear, getting lift tickets, accessing events) cheaper and easier
- **Value to older generations specifically**
  - Enjoy testing themselves on how they know the "pro-scene"
  - Can more likely afford to attend events and see their athletes on their fantasy team live in action

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Value to Professional Athletes

- Since users draft one athlete from each winter sport that is part of the World Cup, users get to know other winter sports and their athletes
- Over time, users would get more familiar with the professional athletes, allowing the professionals and the events to gain a bigger fan base.

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Value to Resorts

- Gain more visitors from....
  - Increase of attendance popularity
  - Discounts for lift tickets obtained by using the earned points from the fantasy league
    - By participating in this discount-system the resorts can advertise themselves on a very promising platform because all users are winter sports fans
  - Gain new regulars to the resort if the new customers loved their time at the resort, resulting in visiting the resort without a discount

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Value to Sponsors & Brands

- Benefit similarly to the resorts→ advertise themselves on a very promising platform because all users are winter sports fans
- Can attract new customers who would not usually pay as much as the brands/sponsors were selling their products for
- Brands/Sponsors can gain new followers

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Value to the German Ski Federation

- Recreational skiers/snowboarders can easily connect with each other and share their love for all winter sports
- Recreational skiers/snowboarders can support professionals across all winter sport disciplines
- Gain more interest in the World Cup and desire to attend/view the events
- Revenue wise→ the DSV can benefit from sponsor's advertisements
- Track World Cup attendance and track which events are most popular
- Track which discounts are used the most and how many points are used on average (Advertisement optimization)
- Communicate with AlpineAthletes app users via push notifications
  - Reminders about upcoming events, about their athletes points, any news related to the DSV, etc.
- Receive information (names, emails, etc.) of users (Collection of Data)

How the DSV Can Make Money

- The app is for free but will make revenue through advertisements in the app.
- For example brands and sponsors can pay to have their advertisements pop up in the app.
- Maybe there could also be a paid "pro-version" with no ads.
- The brands, resorts or events who want to be featured in the discount section should pay extra money for that (on top off offering the discount)? Since being included in the discount section is a more effective way of promoting your product/resort/event then just having ads pop up here and there while using the app, this seems justified.

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How to Promote the AlpineAthletes App

- Television commercial during the events
- QR codes at the events, on commercials, on the DSV wesbite, on resort websites, on ticketing websites, etc. to download the app
- Professionals could act as social media influencers to promote the app. Here professional football players are promoting themselves to be picked/drafted to users fantasy teams in a fun way, this concept could also be used for this app:

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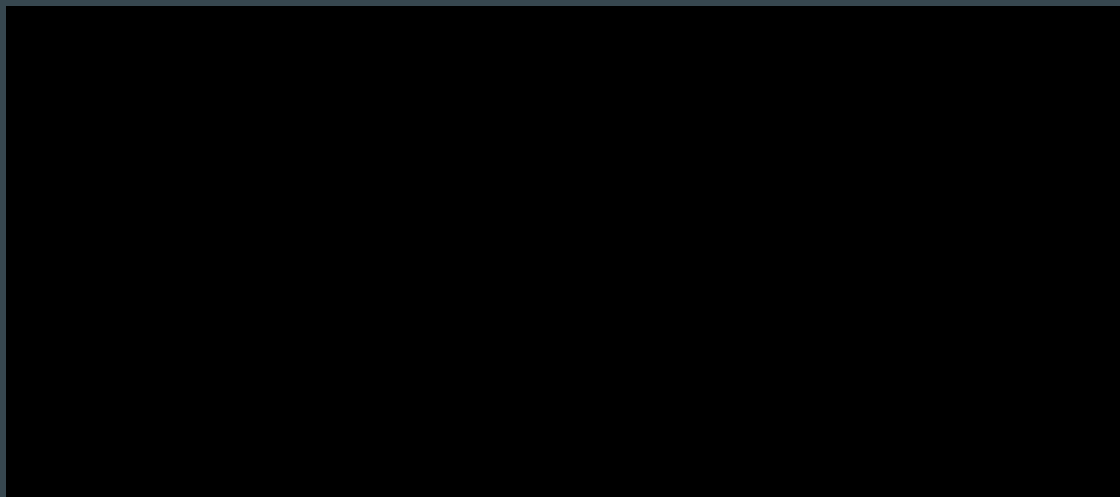
Unique Selling Proposition

- **What does the customer want?**
  - Fun, unique, and outside of the box solution
  - To view and attend events; see their favorite athletes in person
  - To access winter sports easily (find tickets, gear, etc.)
- **What does our app do well?**
  - Connects all generations, everyday people as well as professional athletes
  - Connects users to the brand, DSV, by putting attention to all winter sports and all ages in the community
  - Entertainment for the users
  - Focuses on the winter sports events, specifically the World Cup, which generates a lot of money
- **What do our competitors do well?**
  - Austria Ski Federation
  - "Ski Austria Expert" fantasy ski league
  - This website explains more about Austria's version: https://www.ebu.ch/news/2019/11/eurovision-sport-and-scout-gaming-create-fantasy-winter-sport-game-for-osv--ski-austria-expert

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Prototype (first draft)

With the link below you will get access to use the prototype and you will be able to try it out yourself.

https://www.figma.com/file/XZ46YkWkbc4bTvwfAtFuOF/Prototype?node-id=0%3A1

Here is a video explanation of our prototype:

https://youtu.be/Q1Q-PDsEHsU

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Questions our Group has for the German Ski Federation

1. What do you like about the solution?
2. What do you want to add to the app?
3. What do you not like about the app?
4. Are you confused about anything?

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