

Semester	Fall Semester 2020
Faculty	Chrys Jerrett
Professor	Prof. Audrey Stolze
Challenge Sponsor	German Ski Federation
Challenge	Digital Platform to Connect Stakeholders
Team	21 - Aprèskii
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Press Release

[Title]

The German Ski Federation launches the fantasy winter sports league to connect winter sports enthusiasts

[Byline]

Winter sport enthusiasts find new love for the German fantasy winter sports league in the AlpineAthletes app.

[Place, date and summary]

MUNICH--(BUSINESS WIRE)—August 31, 2021 —Inspired by the American Football Fantasy League, the new AlpineAthletes app connects winter sport enthusiasts in Germany in a competitive and fun way with the opportunity to win prizes.

[Problem/opportunity]

Participation in winter sports can be expensive and difficult to coordinate, respectively. Attending events and purchasing lift tickets can be a challenge for some people. There are many websites for the events, resorts, etc. without a location for the information that is easy to access.

[Solution]

AlpineAthletes connects users with other winter sport enthusiasts via the fantasy winter sports league, as well as, on the slopes and at events themselves. Become the General Manager of a virtual winter sport team and pick your favorite athlete from each winter sport. Compete against friends and let the results of real events affect the outcome of each fantasy team that was drafted at the beginning of the winter sport season. The higher placement of the real athlete, the more points the user gets. The points earned contribute to the user's ability to redeem discounted lift tickets, merchandise, event access, etc. Participate in the AlpineAthletes game from the comfort of your own home or attend the event itself to see your favorite athletes live in action! Since the fantasy league is based on real events, AlpineAthletes makes it easy for users to access event information.

[Leader quote]

"When the German Ski Federation gave us the challenge to find a solution to their problem, we were eager to make this solution as fun and practical as possible," said Iida Matilainen, co-founder of AlpineAthletes. "We believe this app will make people interested and they will enjoy Winter Sports more than before as well as bringing people together digitally."

[Customer experience]

Hans, a 27 year old, student and avid skier, has been gathering event data on a variety of professional winter sport athletes in preparation for his league's fantasy ski draft in mid-October. Upon the start of the Winter sport season, he is excited to see how his team does throughout the season. He is motivated to support and keep up with his athletes and do well in the league in order to save money on lift tickets.

[Customer quote]

"I found it hard to connect with other winter sports fans. Since downloading AlpineAthletes, I am excited about watching my drafted athletes on TV or in person. Now, I never miss an event! Last season, I won my league and got my lift ticket at half price. All of my friends who were in my fantasy league came with me on the same ski trip!" -Hans, 27 years old

[Call-to-action]

You are into winter sports as well? Then don't miss out on the fun and prize pools and be a part of the fantasy winter sports league. Download the "AlpineAthletes" app through www.playstore/alpineathletes.com on Android or www.apple/app-store/alpineathletes.com on iOS now FOR FREE.

[Footer]

About Apréskii

Apréskii is an international team with a common goal of creating ground-breaking solutions, addressing the unique needs of clients in an impactful and innovative way.

<https://www.teamapréskii.com>

Email: contact@apréskii.com