



LIVE sport micro blogging and aggregation platform

Google Umbuno

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The Problem

There is no dedicated live sporting events online forum that provides a fan / supporter with a single open global unified social messaging platform that aggregates data streams from the most popular social platforms and enables a fan / supporter to publish and share live event commentary with like-minded individuals

The Solution



Is a web & mobile social micro-blogging communication platform that enables avid sport fans / supports to post and broadcast commentary & rich-media (images & video) in real-time at live sporting events and share it with their social network and the general public using an internet device within a dedicated global public forum

Who Is Your Customer And Why?

Contributors

- Armchair sport commentators
- Social micro-bloggers
- Avid sports fans / supporters

Viewers

- Media (journalists)
- General internet users (web & mobile)

Match Comment is a platform for casual sport fans (check scores, logs, fixtures), serious sport fans (check player stats, read articles, comment on articles) and sport experts update social profiles, assess feedback, update stats, etc).

Contributors can also be sport related websites with a matchcomment profile (e.g. soccer.com pushes their comment from fans feed into matchcomment event / match)

Both groups share a common interest in sports or live entertainment that they enjoy enough to want to join event forums to share their comments & experiences with.

How Will You Get This Product Into Your Customer's Hands?

- Distribution via Social Channels (Facebook & Twitter)
- Partnership Strategies e.g. Co-Branding of the App to a Community of existing users (e.g. Supersport)
- Web & Mobile Marketing Campaigns
- Promotion at Live Events
- Tourism Channels >> Promote a branded app per Community for Travelling Fans
- Sports Supporter Clubs e.g. Local Manchester United Supporter Club

Revenue Generation

- Monetized Comments (Branded) >> Advertising opportunities in the feed
- White-Labelled Platform e.g. Supersport powered by MatchComment
- Cross-Selling credits for Value-Added Services e.g. Airtime / Data (SMS)
- Branded Supporter Communities e.g. Arsenal SA MatchComment
- Up-Selling Event Tickets (m-Commerce Transaction Revenue)
- Branded Badges for Top Commentators that “Check-In” to live events
- Group Buying opportunities for Supporters
- Sponsorship opportunities for Brands to endorse popular MatchComment Commentators
- Analytics & Data that is generated can be monetized
- An API can also be made available at a cost for integration with 3rd party platforms

Competitors

- Twitter sport fan users and microbloggers
- Facebook sport users and social media users
- Sport media companies using facebook and twitter as their social media strategy
- Sport related websites offering a similar service

Why Your Product Is / Will Be Better Than The Competition's?

- Event Driven social platform that is powered by the user. It allows sport fans to who are 'armchair' or spectator 'commentators' to have their say in real time while games are taking place on one central platform and allow other fans to view this.
- Aggregation of existing social streams into a single place for unified communication. The system will integrate with all major social media platforms and allow users to cross interact with the focus being on sport comments.
- Dedicated platform for social commentary on live events globally. Real time feedback from spectators during games and about topical issues related to the sport is what will be commented on.
- Archive and analytics of commentary on past live events for reporting purposes.
- We aim to profile all sport fans world wide as well as their locations which marketing agencies and media houses can tap into.

Current Status Of Idea

- Prototype / Alpha already exists - MatchComment.com
- Generated a small user base for market feedback
- BETA Development is in progress
- A commercial base of Clubs are already making use of the Alpha
- Several enquiries for potential investment
- Currently hiring additional developers to roll-out more features on the project

The Future 3 Month Milestones...

- Development Roadmap (Technology)

- Hire additional developers to work on the various application features (We have interviewed 3 people and intend recruiting 1 person in exchange for equity or payment)
- Build a web service layer and api on top of the google app engine datastore so that websites, mobile and native applications can talk directly to the platform.
- Refine authentication into the api that exists for matchcomment to authenticate contributors
- Develop social network layer for matchcomment user personalisation
- Integrate relevant aggregated social media feeds for match events
- Start work on the smart phone application

- Business Development / Sales

- Secure a Commercial Partnership e.g. Supersport & other

- Marketing Related Activities

- Develop and roll-out the brand to an extended community of sport supporter clubs, fans and media companies to use the platform

Summary / Wrap-up

- Match Comment's vision is to provide a unified communication platform that can be rolled out globally to a community of sporting fans that aggregates their posts & enables them to broadcast to a live community to share their comments and experiences during live sport events;
- Our team is passionate about technology and sports and we aim to drive the adoption and roll out of the platform through our own social networks before we extend our marketing to a broader community of users;
- South Africa is a great location to launch Match Comment and seed the concept to competing nations across a diverse range of global sporting codes that we compete in;
- We already have a working prototype and active user base that can prove our concept in action. All we require is access to a springboard like the Google Umbuno programme to harness our potential and enable us to access much needed financial resources to rapidly accelerate our development effort and market roll-out plans.