MatchComment - rapid sport connections

Name of your idea *

MatchComment - rapid sport connections

List the names, educational background and any past projects for each team member. *

Samir Franciscus (National Diploma Information Technology / Software Engineering): Worked as a software and web developer for the companies Mweb, Exinet, Magmatec.
Focusing on projects using java, Microsoft, PHP, C, C++, Python from 2000 - 2009.

In 2009 he co-founded a BEE WASP Interactive Mobile Software Solutions (PTY) LTD
www.imobi.co.za. focusing on sms integration and mobile solutions.

He is also the founder and organiser of the Cape Town Google Technology User group, first in South Africa in 2009.

Brian Silberbauer (National Diploma Electrical Engineering): Brians cv available at http://www.gamatam.com. Brian is a software architect and developer with over 20 years experience in software development.

Why is this team the right one to execute your idea? How do your skills complement each other? *

Samir will focus on the strategy and implementation of the business side of the platform as well as development. Samir is a huge sport fan and will drive this product to all his sport networks and contacts.

Brian will focus on the low level software development and technical implementation of the platform.

What problem are you trying to solve? *

- Integration into existing social media platforms for aggregating sport comments for an event (facebook, twitter, buzz, social graph, 4square, google search)
- Building in a revenue stream.
- Create a culture amongst users for using the platform.
- Buying time to finish application features related to user feedback.
- Develop an api for developers to build applications on top of the platfrom. google protocol buffers and web services (http://code.google.com/p/protobuf-js, http://code.google.com/p/pb4php)

What is new, interesting or different about your idea? *

LIVE sport micro blogging and aggregation platform. The platform allows sport fans from all locations to connect while watching a match. E.g. In a super rugby match New Zealand fans comment on the Crusaders performances and Stormers fans comment on the Stormers performances in real time. The fans connect and 'discuss ' their views while they are watching a game whether at home or in the stadium. All comments are aggregated into a single platform.

The platform is intended to give the user a real time experience of what is happening with a current match or sport in general. E.g. see the score or what other people are saying.

Fans can follow other fans, players and teams in a simple social network.

This 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). Another area is for sports professionals and teams to consolidate their social media profiles into one platform.

Main features:

Better personalisation.

The platform is intended to be a 'micro blogging' platform similar to twitter and facebook status feeds.

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.

Profiling sportsmen who belong to teams similar to twitter profiles or facebook profiles but simpler and feeding data from facebook and twitter feeds. The MatchComment club administrator can add players to their teams.

The system will integrate with all major social media platforms and allow users to cross interact with the focus being on sport comments of course.

Real time feedback from spectators during games and about topical issues related to the sport is what will be commented on.

A live score and sport commentary feed per match fixture can be integrated from external media providers like Supersport or SARUGBY. This might not even be necessary since we can allow fan 'commentators' watching the match fixture to comment so that users can view the score and commentary in real time.

An objective would be to profile all sport fans world wide as well as their locations which marketing agencies and media houses can tap into.

Simplicity is a key, users can post a comment and that comment can be commented on... etc.

Other features could be a latest news feed, simple prediction league competition, interactive game, etc.

The ultimate goal is to be the official comments platform for sports. Initially just supporting comments on games, but then developing into a culture of sport comments and social networking for fans and media companies alike.

Sport teams, players, media companies, fans should be able to seamlessly connect to MatchComment to push and pull information.

Other features (for people who only use the platform to read not comment):

- Player search engine - player profiles (from fb, twitter, wikipedia, media sites, matchcomment), articles, wiki edit.
- Team search engine - team profiles (from fb, twitter, wikipedia, media sites, matchcomment), articles, wiki edit score search engine.
- General article search engine - streams and feeds (from fb, twitter, wikipedia, media sites, google news, matchcomment), articles, wiki edit.
- Rapidly view mobile pictures, events, videos and match streams.
- Rapidly connect with fans, teams, payers, etc.
- Launchpad for online and mobile sport games.
- Allow sport players to have their unique id on matchcomment.com unlike twitter (create profiles for them)
- Implement **@playername** in comment so that players can see their comments...player names need to be captured by administrators of leagues.
- Used for serious sport comments and fans so that players can get real time feedback. players will be offered profiles by official teams and administrators on MatchComment.
- Twitter will be for general social micro blogging, MatchComment for sport comments.

The Uber sports fan strategy to build matchcomment.com:

Casual fans:

- Visit mainly sports-site front-page sections to check scores, while;

Everyday fans:

- Watching video highlights
- View player stats.

Uber fans:

- Dig into blogs and fantasy sports pages.
- The latter group is also 74% more likely to pay attention to an ad on a sports site; 78% expect to see ads on free fantasy sports sites;

- 73% agree that if a company is advertising on a sports site, its products will probably fit with their interests;
- 72% agree that brands that advertise on a sports site are "cool";
- 69% said they are more likely to purchase products from a company that advertises on a sports site.

Who are your competitors? Who might become your 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 offerring a similar service
-

How long before a prototype or a demo? *

- Visit http://matchcomment.appspot.com for a working prototype.
- The current alpha version is available as a simple web application developed in Google Appengine using Python. Login is available via Gmail.
- Login via facebook is only available through http://www.matchcomment.com.
- Twitter login via Janrain is ready for launch soon.

How will you make money? *

- Matchcomment can get revenue from advertising (100%)
- Advertising revenue share is given to commentators and active fans
- Main commentators can get a revenue share off MatchComment 's revenue as well as build up their online social profile with their comment 'likes' and ratings by fans as well as the ratio of total comments they make and leagues they comment on. (30% of MatchComment 100%)
- Fans can get revenue share from commentators by joining and commenting on commentator games (a share of their likes and comments)..
- This creates a symbiotic relationship between fans and commentators and MatchComment (30% of commentators 100%)
- Other revenue streams will involve developing allowing smart phone application developers to develop smart phone applications around the matchcomment api.
- MatchComment will get a revenue share from users that purchase their applications.
- Selling tickets for matches / events through the platform.
- Premium sms comments.
- OBS content services.

Define your Market: Region, Size, and Users *

The market for this product is sport fans, teams and players and anyone in general interested in sport.

Sport comments are controlled by the media. We need a centralised way of organising and evaluating fan comments, views, etc.

Region: Global

Size: Have not anticipated the extent but the goal is to capture every sports fan, team and player.

Users: Sport fans, media companies, websites, sport teams / clubs, sport players

For an interesting article about sports fans and their online habits: (http://advertising.yahoo.com/industry-knowledge/ubersports-insight.html)

Have you received any prior funding? *

No

Would the team members be willing to work exclusively on this project for the duration of the program? *

Yes

What are your measurable goals? For the next six months? For the next year? *

- Get more developers to work on the various application features (I 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.
- Build a stronger brand and get more sport supporter clubs, fans and media companies to use the platform