

Pick-Up Game App

Pick a sport to play (baseball, soccer, tennis, basketball, etc), select a place to go on a map, create the event and list the items that are needed to play the game. Each player who has the app within a certain range will be notified based on the users settings. Users will be rated to ensure quality assurance. Each profile will allow the user to select details about them self, for example, their favorite sports they play, their skill level for that sport, and the equipment they own for that sport.

Preface

We are interested in the user's attitude towards the accessibility of community events, in particular, sport-based pick up games.

Our technological innovation brings the accessibility of community events right in the hands of users via web and phone applications.

Even though there are a lot of companies invested into this same ideology (such as EventBrite, Battle.net, and meetup.com), the difference between ours and theirs is that our innovation is an all rounder. Most of our competitors that works with specific topics, such as EventBrite and Battle.net, have a particular niche (may it be a specific video game or concerts/conventions). Other competitors that work with a variety of topics, such as meetup.com, have a different framework and design. However, what makes our innovation different from these all-rounder competitors is the simplistic design, easier accessibility, and a semi-variety of topics to choose from (for example, sports: basketball, baseball, and soccer).

Appendix

User Persona: Address at least one of your user personas identified in your market segment exercise.

Mini Business Plan

Strategy

Problem	Solution	Value Proposition	Unfair Advantage	Customer Segments
User wants to find local pick up games	App either finds a pick up game nearby or starts one and notifies other users.	Most people show up to a park hoping that other people are there playing the sport that	Mediums like Facebook has a large population of users.	Users that like to play either basketball, baseball, or soccer.

	Key Metrics	they want to play. There is currently a few and inefficient options for people to play a pick up game with others without prior planning.	Channels	
	The number of users for each sport, the number needed to play a game, and time and day that many users are interested in playing pick up games.		We plan to reach users by hosting private pick up games that are only open to users. Then through advertising at the private pick up games, we will host more public pick up games that is available to both users and non-users.	
Cost Structure			Revenue Stream	
Costs to set up leagues and rent facilities.			Users that pay to play in a league from our app.	

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Low cost of entry • Niche in the market • Low competition 	<ul style="list-style-type: none"> • Not an overwhelming demand • Specific Consumer
Opportunities	Threats
<ul style="list-style-type: none"> • Partner with facilities, equipment providers, recreational clubs • Expand operations 	<ul style="list-style-type: none"> • Using traditional communications • Spontaneousness of pickup games

Market Segment (Min of Three)

Segment Profile			
Geographic	Demographic	Behavioral	Buyer Power
Users within a chosen radius.	Those interested in playing a particular sport with others.	Look for a pick up game at nearby parks.	User will be given suggested pick up games of their preferred sport within the user specified radius.
Size		Growth Potential	
This will be one of the main features of the app.		The growth of this segment profile will be linked to the growth of the app.	
Competitive Activity		Risk	
Very few competitors. Other companies only focus on finding a pick up game for one sport.		This segment profile will have few risks involved such as not being able to join the pick up game the user chooses.	
Approach			
We will find success by finding nearby parks where users can join a pick up game and set up a game for users.			

Persona: Users that want to join a pick up game

Segment Profile			
Geographic	Demographic	Behavioral	Buyer Power
Users within a chosen radius.	Users that want to start a pick up game with other users.	Start a pick up game to find other users to join.	The user will have the ability to start a pick up game at a park with a designated time. Then other potential users can join the pick up

			game if they choose.
Size		Growth Potential	
This will be a main feature of the app.		The growth of this segment profile will be linked to the growth of the app.	
Competitive Activity		Risk	
Very few competitors. Other companies only focus on finding a pick up game for one sport.		This segment profile will have few risks involved such as not being able to successfully start a pick up game or not reaching all potential users to join the pick up game.	
Approach			
We will find success by finding nearby parks where users can start a pick up game and set up a game for users. Other nearby users will then be notified of the new pick up game that is starting and give potential users the ability to join the pick up game if they want to.			

Persona: Users that want to start a pick up game

Segment Profile			
Geographic	Demographic	Behavioral	Buyer Power
Users within a chosen radius	Users that want to network face-to-face	Directs users to groups where they can network face-to-face and meet new people	Users will be able to meet new people and network through a shared interest of a sport
Size		Growth Potential	
Competitive Activity		Risk	
Approach			

Persona: Users that

Primary Market Research

Primary Market Survey Questions

We handed out survey to 58 people from our friend group, families, and users on social media.

The percentage among the 58 people are shown below:

	1 (Not at all)	2	3	4	5 (All the Time)
How often do you play pick up games?	5.3%	12.3%	28.1%	26.3%	28.1%
Do you enjoy playing in pick up games?	0%	17.5%	26.3%	21.1%	35.1%
Is networking important to you?	0%	12.3%	17.5%	28.1%	42.1%
Would you network with other people in a sports environment?	0%	17.5%	26.3%	33.3%	22.8%
How important is engaging with the community to you?	5.3%	12.3%	56.3%	33.3%	22.8%
Do you ever play sports at these community events?	17.5%	0%	14%	42.1%	26.3%
Is the place of the event important to you?	5.3%	12.3%	26.3%	8.8%	47.4%
	Football	Soccer	Basket Ball	Baseball	Others
What sports do you like to play?	7%	36.8%	26.3%	12.3%	17.5%
	Yes			No	
Did you make new friendships or business partnerships while networking?	82.5%			17.5%	
Do you attend events near you?	82.5%			17.5%	
	Male			Female	
What is your gender?	82.5%			17.5%	

	Friends	Online	Bulletin
Where did you hear about an event?	70.2%	12.3%	17.5%
	18-25	26-30	31-Older
What is your age?	70.2%	12.3%	17.5%

Validation of User Need or Desire

From the survey results show above:

- 70.2% of survey takers participated in a pick up game or community event that they heard from their friends.
- Only 12.3% of survey takers heard from online and 17.5% have heard from offline bulletin board.
- This shows that not a lot of people are finding events online.
- With this small sample, we can clearly see that most who hear about these kinds of events; attend, enjoy, and network.
- Therefore, our innovative technology fits the user's needs in allowing a broader and efficient accessibility.

Clearly State Number of Users, ID of Users, Profile of Users in Terms of Your Target Market Segment (?)

Evidence of Survey Takers (?)

Conclusions from Survey Results

From the 58 results given from the survey, we conclude that a lot of who has attended community-based events or pick up games, enjoyed their experience. However, the majority of them heard about these events from their friends. Therefore, our innovative technology meets the user's need, a more accessible way to look for these kind of events.

Secondary Market Research

Social Networking Events

- Social networking allows individuals or a group of individuals to create useful connections with other individuals or another group of individuals, usually for the purpose of friendships or partnerships, as well as business relationships.

- Networking can occur in many different environments, such as company picnics or professional workshops in a formal capacity, and speed networking or pick up games in an informal capacity.
- Most networking events require a lot of time and commitment from the organizers, and the success of the event is measured by the attendance of the event.

According to showupandplaysports.com:

- There is more flexibility with pick up games as a community networking event when it comes to time and commitment from both parties, which results in a better community networking event.

(Source)

<https://showupandplaysports.com/pros-and-cons-of-pick-up-or-drop-in-games>

According to hubspot.com:

- Eighty-five percent of jobs are filled through networking
- 41% of networkers want to network more frequently but don't have enough time
- 68% of entry-level professionals value face-to-face networking more than online
- According to one survey, around 9 in 10 people say small meetings are their favorite communication method
- Remote meetings generate on average 10.43 ideas, while in-person meetings generate an average of 13.36.
- Nearly 100% of people say face-to-face meetings are essential for long-term business relationships

(Source)

<https://blog.hubspot.com/sales/face-to-face-networking-stats>

Community and Other Types of Events

According to WordPress.org:

- 54% of respondents live in the city that their meetup group is hosted in.
 - Only 3% of attendees travel far to attend a meetup event.
- 19% of attendees said that posted topic is the most important aspect.
 - Only 1% of respondents find whether an event has refreshments/food is important.
- Respondents are equally divided in preferring other types of events.

(Source)

<https://make.wordpress.org/community/2019/04/18/2018-meetup-survey/>

According to blog.bizzabo.com:

- 95% of marketers agree that live events provide attendees with valuable opportunity to form in-person connections in an increasingly digital world.
- 84% event organizers said that audience engagement solutions (live messaging through event apps, networking capabilities through LinkedIn integrations, and other features provided by event technologies) is the biggest trend in maximizing the event experience).
- About 34% of event attendees said they would make a post about an experience on their social media pages.
- About 33% of event attendees said they would take photos or videos during an event.
- 91% of event professionals stated that increasing engagement at their events was an important priority for their organization.

(Source)

<https://blog.bizzabo.com/event-marketing-statistics#attendee>

Pick-up Sports

According to sfia.org:

- Over 26 million Americans play basketball
 - 15.5 million people play casual/pick-up basketball
 - 4.1 million play in organized leagues
 - 5.8 million play on a school or college team
 - 28% of participants are ages 18-34 and 24% are over 35
 - 98% of households with an in-ground basketball goal have an adult in the house that uses it

(Source)

https://www.sfia.org/press/433_Over-26-Million-Americans-Play-Basketball

- According to hsph.harvard.edu:
 - 58% of adults who play sports reported that playing sports helps reduce their stress,(54%) improved their mental health, and (51%) improved their physical health

(Source)

<https://www.hsph.harvard.edu/news/press-releases/poll-many-adults-played-sports-when-young-but-few-still-play/>

Community Field Usage

According to nrpa.org:

- Americans visit their local parks and recreation facilities an average of 29 times per year.
- The number one reason why people are going to parks and recreational facilities is to be with family and friends. The second reason being exercise/physical activity.
- The number one reason Americans say they do not engage with parks more often is a lack of time followed by a lack of quality facilities nearby. Other reasons for lack of engagement include concerns about personal safety, residents being unaware of park and recreation facility locations, and offerings in those locations not matching the interest of residents.
- Nearly all Americans (96 percent) or someone in their household visited their local park or recreation center within the last year.

(Source)

<https://www.nrpa.org/blog/29-number-of-times-americans-visit-their-local-parks-annually/>

Benefits of Parks and Recreation facilities

According to nrpa.org:

- Parks are the places that people go to get healthy and stay fit
- Parks and recreation programs and services contribute to the health of children, youth, adults, and seniors.
- According to studies by the Centers for Disease Control and Prevention, creating, improving and promoting places to be physically active can improve individual and community health and result in a 25 percent increase of residents who exercise at least three times per week.
- A study by Penn State University showed significant correlations to reductions in stress, lowered blood pressure, and perceived physical health to the length of stay in visits to parks.
- Parks are a tangible reflection of the quality of life in a community.
- Parks provide gathering places for families and social groups, as well as for individuals of all ages and economic status, regardless of their ability to pay for access.

(Source)

<https://www.nrpa.org/uploadedFiles/nrpa.org/Advocacy/Resources/Parks-Recreation-Essential-Public-Services-January-2010.pdf>

Addressable Market Size

How to Determine Market Segment Size

Product: Mobility software application for hospital physicians

Number of physicians	850,000	
% physicians w/ smart phones	90%	
# physicians w/ smart phones		765,000
% physicians w/ tablets	40%	
# physicians w/ tablets		340,000
Total Market Units		1,105,000
Avg Unit Sell Price		US\$200
Total Market Size		US\$221,000,000

Validation of User Needs

Validation of Desire

Affecting Primary Market Research

Commercialization Strategy

After we have our product, our goal will be to partner with workout facilities such as gyms and public parks to advertise our app as a more sophisticated way of finding a means of finding a pickup game. This will get word out of our app to athletes who desire this functionality in their means to find teams and players to interact with them. I means we can use to contact our potential customers is through the database of these workout facilities who already have data on their customers.

Monetization Strategy

Our plan is to have the application be free to the users of the app. The means in which we can profit from our product is allowing companies to advertise on our platform. This will generate revenue from the traffic of our application. We will also partner with athletic companies who can sponsor their sports equipment that will be featured in our pickup games. In addition, there is a possibility where users or companies can start a tournament. This could increase our profit from sponsors, fees, donations, etc.

Total Solution

Describe your solution

Explain Clearly how the solution meets the user, business or market needs

Provide Solution alternatives and show trade off analysis

How did you decide to choose the particular approach you did?