

Pick-Up Sportz

Business Requirement Document

By
Chaz Del Prato
Christine Duong
John Him
Jamil Khan
Brandon Le
Benjamin Seo

Table Of Contents

Pick-Up Sportz	2
Preface	2
Appendix	2
Mini Business Plan	3
Strategy	3
SWOT Analysis	4
Market Segment (Min of Three)	4
Primary Market Research	7
Validation of User Need or Desire	8
Conclusions from Survey Results	8
Secondary Market Research	9
Social Networking Events	9
Community and Other Types of Events	10
Pick-up Sports	11
Community Field Usage	11
Benefits of Parks and Recreation facilities	12
Addressable Market Size	13
Validation of User Needs	13
Affecting Primary Market Research	14
Commercialization Strategy	14
Monetization Strategy	14
Total Solution	15

Pick-Up Sportz

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 main technological innovation that we are planning to implement into our application is the database driven machine learning that categorizes personalities, likes, and dislikes of users.

Competitors:

- Eventbrite
- Battle.net
- Meetup.com

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

Persona: User that is looking for a particular sports to play with friends and/or strangers at a nearby park.

Persona: Users that want to invite friends/strangers to a pick up game of their own choosing

Persona: Users that want to network with a group with similar interests face to face from a pick up game/event.

Mini Business Plan

Strategy

Problem	Solution	Value Proposition	Unfair Advantage	Customer Segments
Have more 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 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.	Broader niche of a specific category. (Between a single aspect of a category and an overwhelming category)	Users that want to network
Have pickup games near them			Channels	Users that want to join a game of sports of their choosing
Have easier accessibility to pickup games	Key Metrics		Sports Sponsors	Users that want to host their own sports event/pick up games
Have a broader variety of games	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.		Sports Equipment Provider	
			Community Center	
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: User that is looking for a particular sports to play with friends and/or strangers at a nearby park.

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 invite friends/strangers to a pick up game of their own choosing

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	
This will be a feature offered in the app to connect users		With users connecting through the app and face-to-face, word of mouth about the app will help overall number of users.	
Competitive Activity		Risk	
Facebook and other social media that people might be currently using to connect through sports.		This segment profile will present moderate risks such as users connecting with other users that they do not like.	
Approach			
Our approach will be to have a basic user profile set up for all users of the app. Through their profile, they can find other users that they can connect with and potentially play pick up games with often. Users will also have a rating associated with their account to show other users if they are someone that is good to play pick up sports with or not.			

Persona: Users that want to network with a group with similar interests face to face from a pick up game/event.

Primary Market Research

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	BasketBall	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.

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

Product: Mobility software application for users looking to participate in pickup sports.

Population (all ages) in the US	329,496,652
Population (ages 18-29) in the US	93,243,192
Population (ages 18-29) in the US have smartphones	96%
	89,513,464
Population (ages 18-29) plays football	79%
Population (ages 18-29) plays soccer	73.2%
Population (ages 18-29) plays basketball	81.4%
Average Population (ages 18-29) plays sports	77.9%
	72,636,446
Total Market Unit	72,636,446
Unit Sell Price	\$0
Average Price per 1,000 viewers for ads	\$75
<hr/>	
Approximate Market Size	\$5,447,700

(Sources)

<http://www.quora.com/How-much-do-companies-pay-to-post-an-ad-in-a-popular-website>

<https://www.lyfemarketing.com/blog/average-advertising-costs/>

<https://www.bls.gov/spotlight/2017/sports-and-exercise/home.htm>

<http://worldpopulationreview.com/countries/united-states-population/>

<http://actforyouth.net/adolescence/demographics/>

<https://www.pewinternet.org/fact-sheet/mobile/>

Validation of User Needs

According to the statistics analyzed in a variety of sports-based and community-based research. There is a clear distinction in the user's needs. From the average young adults who play sports on a regular basis to how many people attend community-based events, people are interested in participating in these kind of events.

Affecting Primary Market Research

We formed our questions based off the statistics in our secondary research. We found several important factors that persuades individuals to participate in community-based and sport-related events. These factors include, location, type of event, networking, and so much more. Because of these factors, we constructed our survey to see, personally, that the results from the research correspond to the individuals in our community. In addition, the secondary market research gave us more insight and statistical data on how individuals view community and sport events. All in all, our secondary market research was beneficial to our 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

Our solution to the problem is to create a mobile application which allows users to set up and join in sports they wish to participate in. This application will include a virtual map of the locations that are hosting pickup games and allow users to choose a place where a game is occurring.

According to the primary and secondary market research, we have come to a conclusion that a lot of people play sports, especially young adults who are between the ages of 18-29. In addition, we have found that about 70% of young adults who attend these kinds of events only hear about it from their friends, not so much online. Therefore, our app can be beneficial to them since it offers better accessibility and a broader variety of events.

Our other alternative solution is to create an app where it is easier to manage and host events. We traded unique innovation for better accessibility and management. Competitors like meetup.com and opensports have better variety of events, but they are cluttered with them, making it hard for users to navigate and manage events, including their own.

Originally, we came up with this idea without a second thought of providing a beneficial option for the user. However, after thorough analysis, we found out that the accessibility, efficiency, and features that can help beneficially were lacking. That is why we chose this type of approach.