



# Play Out Sports

Sports Management | Booking | Events | Network | E-Sports | Merchandise

# Teammates

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# Faculty Advisor



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**School of Sport, Recreation, and Tourism Management,  
George Mason University**

Associate Director,  
**Center for Sport Management**

Academic Program Coordinator,  
**Sport Management Sport and Recreation Studies**



# Key Idea : Play Out Sports

An aggregator platform which combines community, commerce and content



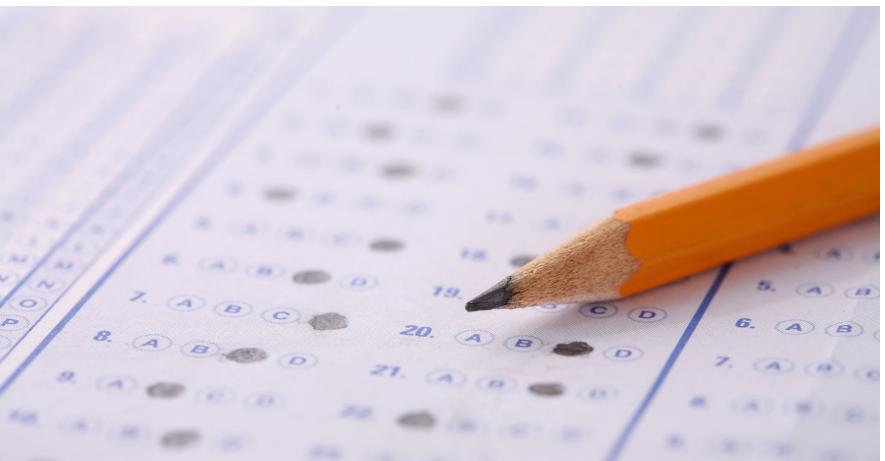
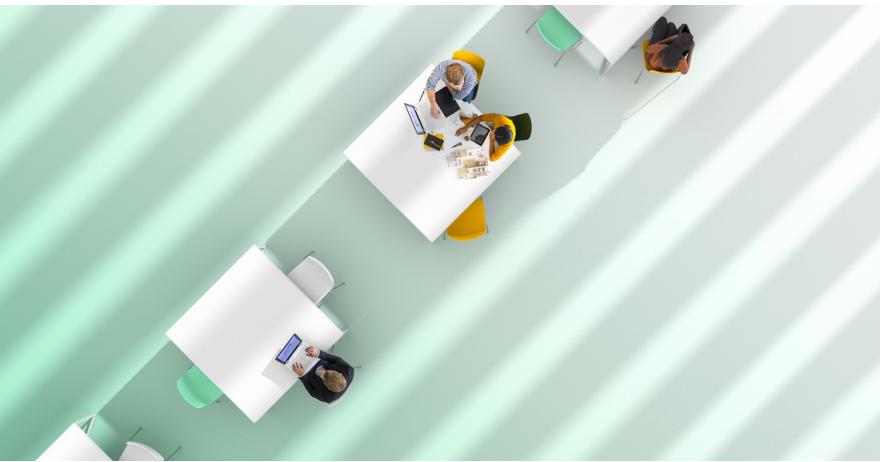
A platform where all sports enthusiasts may get together for activities such as:

[Play](#) | [Watch](#) | [Attend](#) | [Buy](#) | [Subscribe](#) | [Read](#) | [Network](#) |  
[Stats](#) | more...

A centralized platform as a service to the venue(sports/events) managers to perform the necessary tasks:

[Sports Venue and Events Management](#) | [Scheduling](#) |  
[Booking](#) | [Networking](#) | [Selling Merchandise](#) | [Marketing](#) |  
[Scoring](#) | more...

All on a basic subscription!



# Process of Customer Identification ?

## Process

- Considered Customer and Expert Standpoints
- Anticipated Competitors' client bases
- Conducted customer Research
- Used Surveys and Interviewed different sets of people.

## Target Audience

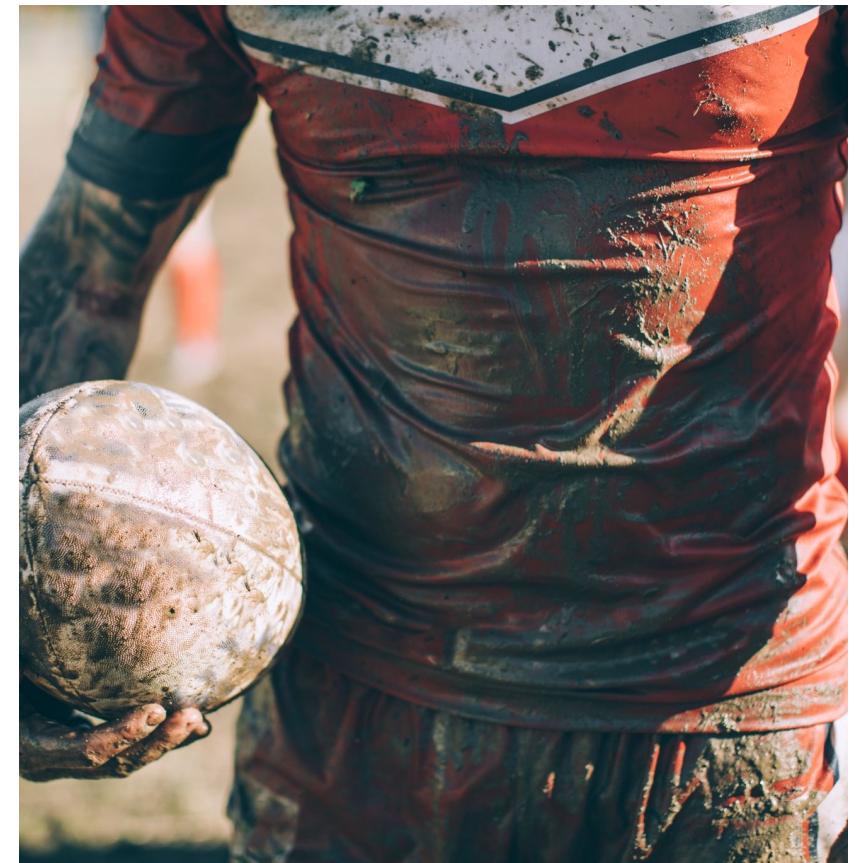
- Industry Experts
- Students and Clubs-
  - E-Sports
  - GMU Football, GMU Soccer, etc.

# Customer 1: End User (Sports Enthusiasts)

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There would be the following features:

- **Find** and **reserve** playing fields.
- Find and **connect** with **individuals** who share your **interests**.
- Keep up to date on **local events**, register for them, and go to them.
- **E-Sports**- Participate in them or watch them online.
- **Subscribe** to receive **information** on all sports in the area as well as worldwide events, including live updates and post-game analysis.
- People can start their own leagues, join existing ones, or simply watch them.
- **Maintain** their own **player-sports statistics** and local rankings



# Customer 2: Venue Partners/Event Partners

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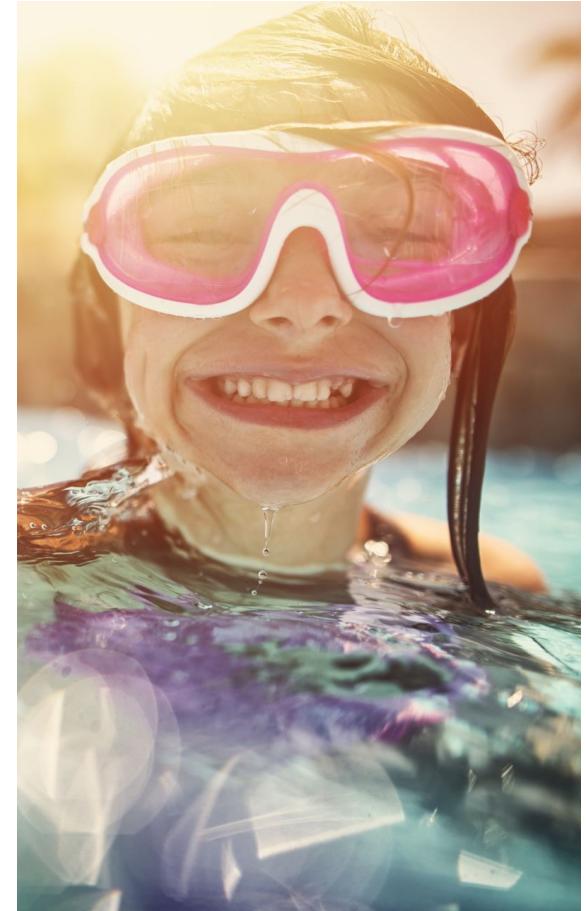
## Event organizers

- 1) Create events for any kind of sports
  - 2) Market the event and find apt venue for the event
  - 3) Provide them with analysis and league management system
- > Schools, Institutions, Corporate Firms



## Venue Partners:

- 1) Find potential customers for their facilities.
  - 2) Market their venues and provide offers
  - 3) Don't have to contact several technology vendors for their sports needs.
- > Sport clubs, RAC, Parks and Recreation



# Proposed Customer 3: Sales/Content Partners

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Manage online stores



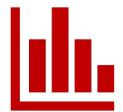
Provide making own  
Merchandise options  
to users



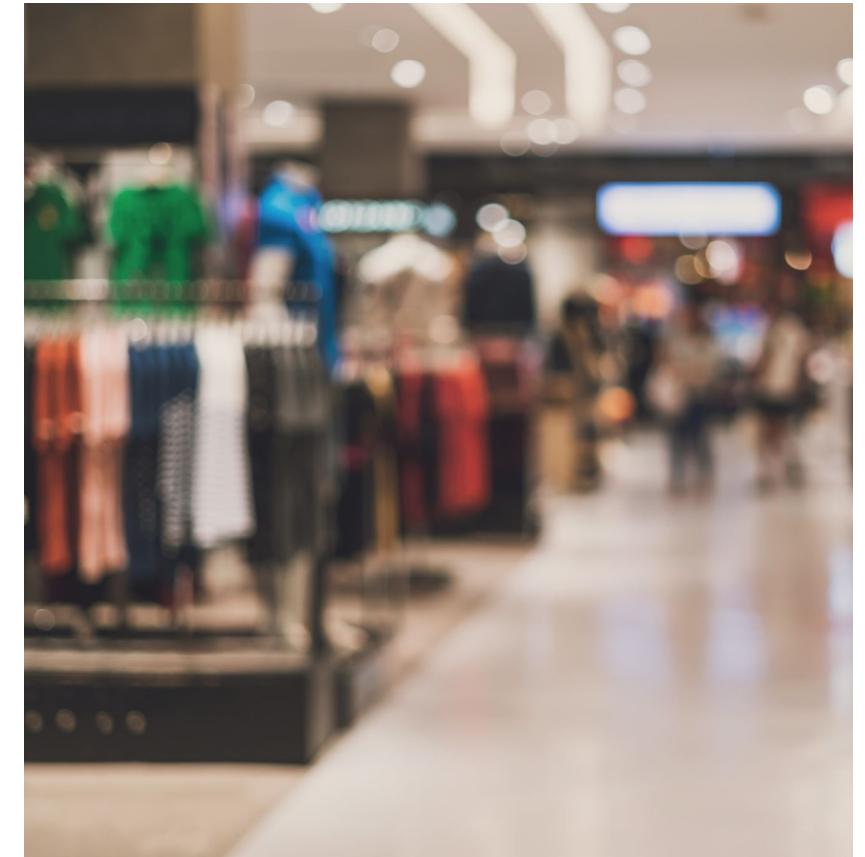
Manage sales and  
marketing of Sporting  
accessories



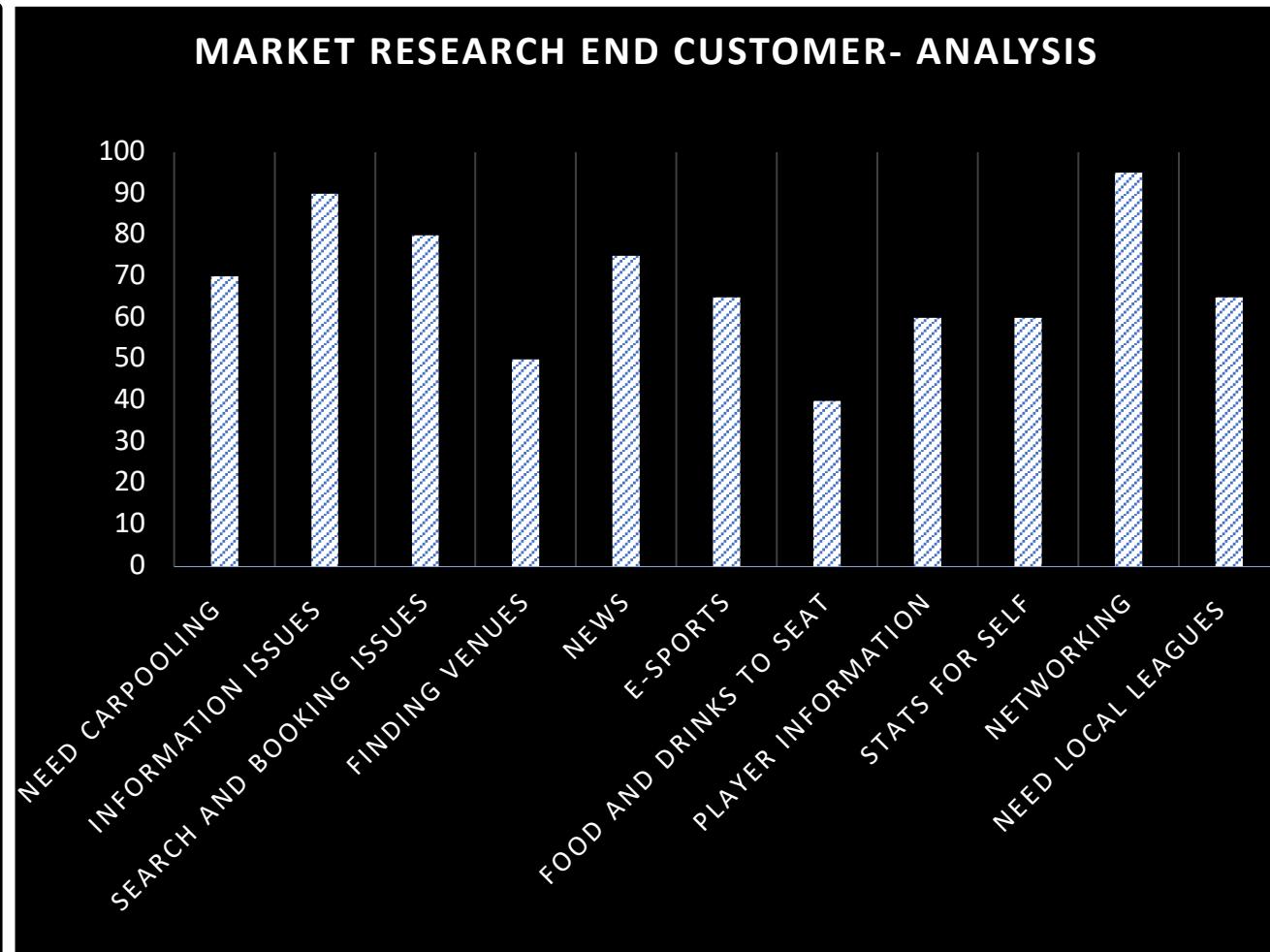
Update News/Stats  
and Content on the go



Create Analysis  
Dashboards and  
Notifications



# Customer Pain Points | End Users





multiple technology partners  
bad user experience  
scoring targeted events  
automated backend solutions  
people fairness  
managing events marketing  
jobs facilities  
sports user process of scheduling  
tools customer  
events customized merchandise sale mess  
single place marketing of events  
manual process  
merchandise sale options proper technology

## Customer Pain Points Venue/Event partners

Interviewed and Interacted with

- Mr. Craig R. Esherick (Associate Professor, School of Sport, Recreation, Tourism Management, George Mason University)
- Mr. Devin Reid ( Coordinator of Facilities, Mason Recreation)
- Mr. Mohit Yadav ( Head of operations , Sportsapp.in)

# Value Proposition

First of its kind providing having comprehension of:

- Clutter Free Sports management
- Transparent Sports Scoring System
- All-round Sports updates
- Creating Best Networking Options.
- Search, Book and Subscribe!
- Cost friendly subscription-based plans
- Partnering Schools to maintain student's sports records
- Serving customers with combining community, commerce and content





# Feasibility



**Customer:** Common app for all their sporting needs from buying to playing.



**Venue Partners:** Managing, marketing and scheduling all in one common place. (No need of multiple vendors)



**Event Partners:** Ease of managing the scores, ranking and marketing of events.



**Content Partners/ Merchandise:** Sell content and merch's to all kind of customers, new market to cater customized college and school merch's.

# Learning | Vision | Risks

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## Learning:

- High Scope of this idea and big market.
- Learnt about features that are needed vs not needed.
- Interactions with different customers led to better understanding of sporting Industry.

## Vision for Future

- Prioritization of features and deployment plans
- Development of MVPs for all three kinds of customers
- Collaboration with different partners
- Doing more market research, evolving and becoming better!

## Risks:

- Complexity of problem to get all things under control
- Managing different partners
- Receiving funding for the idea
- Finding right mentors and team



Ideation & Implementation  
in process...



Questions..

Thank You

