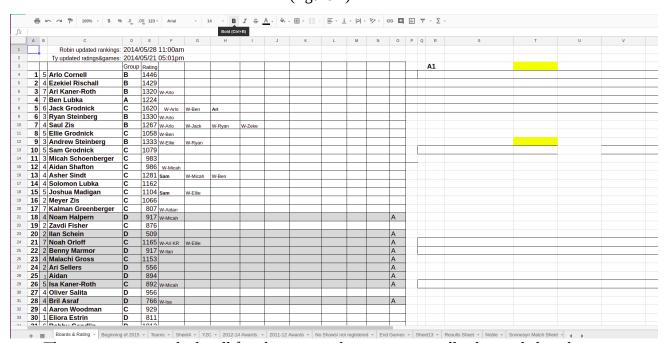# The Chess Club

Benji Altman

I. **Executive Summary**

The chess club is a program that manages chess clubs. My mother runs two or three chess clubs and often puts in many hours doing tedious calculations and work. This is all so that the students may various statistics like a rating and ranking. Upon seeing the amount of time she spent, I thought there had to be a better way, and as a programmer I knew how to make that happen.
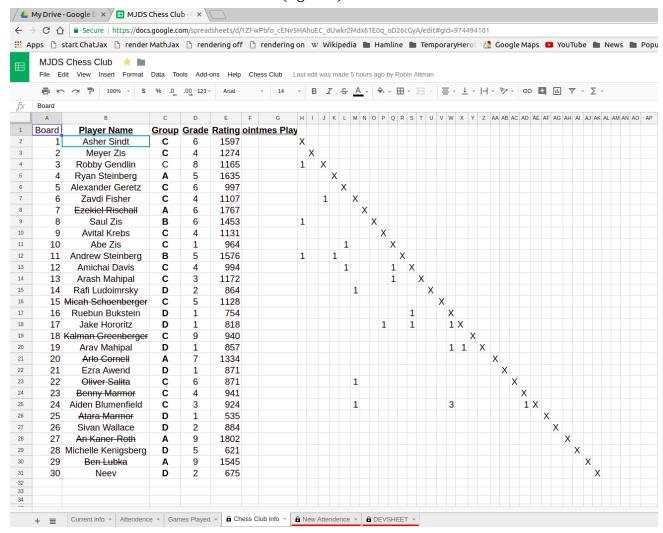
Originally my mother had been keeping track of everything in a single Google sheet (figure 1). I wrote a script, set up a new Google sheet, and moved the old data into the new Google sheet for her. The new system was completely automated. She only put in the results of each game and then pressed update and the new standings for the club with be printed. (figure 2 is new standings and figure 3 is the input)

(figure 1)

The new system worked well for about a year however eventually she needed to change players that were in the club and the program was poorly designed and couldn't handle change. Additionally it was easy to break and using it for another club or modifying it was rather difficult without knowing how it worked. The new version will be a fully user friendly application running either as a web-page or on the desktop.

(figure 2)

Secure | https://docs.google.com/spreadsheets/d/1ZFwPbfo_cENv5HAhuEC_dUwkr2Mdx61E0q_oD26cGyA/edit#gid=974494101

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MJDS Chess Club
File   Edit   View   Insert   Format   Data   Tools   Add-ons   Help   Chess Club   Last edit was made 5 hours ago by Robin Altman

fx | Board

Board	Player Name	Group	Grade	Rating	Points/Games Played
1	Asher Sindt	C	6	1597	
2	Meyer Zis	C	4	1274	
3	Robby Gendlin	C	8	1165	
4	Ryan Steinberg	A	5	1635	
5	Alexander Geretz	C	6	997	
6	Zavdi Fisher	C	4	1107	
7	Ezekiel Rischall	A	6	1767	
8	Saul Zis	B	6	1453	
9	Avital Krebs	C	4	1131	
10	Abe Zis	C	1	964	
11	Andrew Steinberg	B	5	1576	
12	Amichai Davis	C	4	994	
13	Arash Mahipal	C	3	1172	
14	Rafi Ludoimrsky	D	2	864	
15	Micah Schoenberger	C	5	1128	
16	Ruebun Bukstein	D	1	754	
17	Jake Hororitz	D	1	818	
18	Kalman Greenberger	C	9	940	
19	Arav Mahipal	D	1	857	
20	Arlo Cornell	A	7	1334	
21	Ezra Awend	D	1	871	
22	Oliver Salita	C	6	871	
23	Benny Marmor	C	4	941	
24	Aiden Blumenfield	C	3	924	
25	Atara Marmor	D	1	535	
26	Sivan Wallace	D	2	884	
27	Ari Kaner-Roth	A	9	1802	
28	Michelle Kenigsberg	D	5	621	
29	Ben Lubka	A	9	1545	
30	Neev	D	2	675	

Current info ▾   Attendence ▾   Games Played ▾   🔒 Chess Club info ▾   🔒 New Attendence ▾   🔒 DEVSHEET ▾

(figure 3)

	Game #	B	C	D	E	F
514	513	Saul Zis	Win	Ari Kaner-Roth	5	24
515	514	Aaron Woodman	Win	Alexander Geretz	0	2
516	515	Ari Kaner-Roth	Win	Saul Zis	24	5
517	516	Asher Sindt	Win	Meyer Zis	0	0
518	517	Ezekiel Rischall	Win	Saul Zis	4	5
519	518	Asher Sindt	Win	Meyer Zis	0	0
520	519	Ryan Steinberg	Win	Micah Schoenberge	1	12
521	520	Joshua Madigan	Win	Zavdi Fisher	0	3
522	521	Ben Lubka	Win	Andrew Steinberg	26	8
523	522	Aiden Blumenfield	Win	Benny Marmor	21	20
524	523	Ryan Steinberg	Win	Micah Schoenberge	1	12
525	524	Saul Zis	Win	Ezekiel Rischall	5	4
526	525	Arash Mahipal	Win	Henry Salita	10	0
527	526	Asher Sindt	Draw	Ryan Steinberg	0	1
528	527	Joshua Madigan	Win	Solomon Lubka	0	0
529	528	Micah Schoenberge	Win	Meyer Zis	12	0
530	529	Ben Lubka	Win	Ezekiel Rischall	26	4
531	530	Ryan Steinberg	Win	Asher Sindt	1	0
532	531	Oliver Salita	Win	Aaron Woodman	19	0
533	532	Micah Schoenberge	Win	Meyer Zis	12	0
534	533	Ben Lubka	Win	Saul Zis	26	5
535	534	Asher Sindt	Win	Micah Schoenberge	0	12
536	535	Micah Schoenberge	Loss	Asher Sindt	12	0
537	536	Ryan Steinberg	Win	Meyer Zis	1	0
538	537	Ryan Steinberg	Draw	Meyer Zis	1	0
539	538	Arash Mahipal	Win	Henry Salita	10	0
540	539	Benny Marmor	Win	Aiden Blumenfield	20	21
541	540	Joshua Madigan	Win	Solomon Lubka	0	0
542	541	Aaron Woodman	Win	Alexander Geretz	0	2
543	542	Alexander Geretz	Win	Josh Bagley	2	0
544	543	Alexander Geretz	Win	Josh Bagley	2	0
545	544	Ben Lubka	Win	Saul Zis	26	5
546	545	Saul Zis	Win	Joshua Madigan	5	0
547	546	Ryan Steinberg	Win	Benny Marmor	1	20
548	547	Saul Zis	Win	Ben Lubka	5	26
549	548	Saul Zis	Win	Ben Lubka	5	26
550	549	Saul Zis	Win	Joshua Madigan	5	0
551	550	Ari Kaner-Roth	Win	Saul Zis	24	5
552	551	Asher Sindt	Loss	Andrew Steinberg	0	8
553	552	Aaron Woodman	Loss	Arlo Cornell	0	17
554	553	Henry Salita	Loss	Meyer Zis	0	0
555	554	Eliora Estrin	Win	Arash Mahipal	0	10
556	555	Asher Sindt	Win	Andrew Steinberg	0	8
557	556	Meyer Zis	Win	Henry Salita	0	0
558	557	Arlo Cornell	Win	Aaron Woodman	17	0
559	558	Arlo Cornell	Win	Meyer Zis	17	0
560	559	Ezekiel Rischall	Loss	Andrew Steinberg	4	8
561	560	Ezekiel Rischall	Loss	Andrew Steinberg	4	8
562	561	Arash Mahipal	Win	Benny Marmor	10	20
563	562	Arlo Cornell	Win	Micah Schoenberge	17	12
564	563	Arlo Cornell	Win	Micah Schoenberge	17	12
565	564	Arlo Cornell	Win	Meyer Zis	17	0
566	565	Arlo Cornell	Win	Meyer Zis	17	0
567	566	Ezekiel Rischall	Win	Asher Sindt	4	0
568	567	Henry Salita	Win	Eliora Estrin	0	0
569	568	Ryan Steinberg	Win	Andrew Steinberg	1	8
570	569	Ryan Steinberg	Draw	Andrew Steinberg	1	8
571	570	Arlo Cornell	Win	Asher Sindt	17	0

II. **Problem**

The original problem being addressed was rather specific as it pertained only to my mother's needs. The program simply worked for what she needed in exactly one club. However it quickly broke when expanded to multiple clubs. The program also needed rather constant support as my mother would keep finding new inventive ways to accidentally break my program.

The larger problem that exists however is that my mother isn't the only person running a chess club. Her chess club had 30 students, however I've participated in a club with well over 100. As you can see from (figure 3) with only about 30 students we already have close to 600 games being played. For every game being played we need to recalculate ratings and possibly board ranking and maybe more depending on how the club is run. This means an enormous amount of work being put in by volunteer parents. Some people aren't up to this and the club can be a mess for the students and staff. Sometimes people are up to this and spend their weekends tending to a club rather then their families, work, or other personal endeavors.

III. **Customer Segments**

Established clubs may be rather set in their way and not desire to try a new product such as this, at least not until some traction is gained. The solution to this is three-fold.

1. My mother runs multiple well established chess clubs. Her use of my product and her recommendation of my product will carry a lot of weight and will influence other larger chess clubs to consider using my product.

2. My family runs a fairly large chess organization within the twin cities. I have access to all the coaches in the area every two weeks at our tournaments. It also could be advertised for free on our website which is viewed by both coaches and parents.

3. My program will be made accessible by new clubs and help to give those who might not know how to really run a chess club a clear model that they may follow as they see fit.

With the publicity gained through my mother and my family's organization I should be able to reach people starting new chess clubs. The program will sold very cheaply ($10 per year) as to encourage any new people to try out the program without feeling committed to using it or even starting a chess club.

Once the new clubs start adopting my program it will only be a mater of time before established clubs start adopting it as well. Chess people are tend to be smart, but also fairly reserved. They tend not to like adopting a new systems, so it will take a while before they start to migrate to my program. There will come a time though for most coaches where they decide they are spending to much time maintaining their club, and they will adopt my software at that point.

I expect it to take about three years for the twin cities clubs to start adopting my program, however once it starts gaining popularity it will start to receive attention outside of the twin cities. Many people who run chess clubs in the twin cities have chess friends around the country. This will help to support the program's stature. It will be around this time that I will want to expand into running tournaments.

Current tournament software costs about $60 and it looks like it hasn't been used since the 90's. I'll release a free open source tournament software with a much sleeker design. It will take a fairly long time for this to penetrate the market as the current tournament software is very well established, and as stated before chess people are slow to change.

The free software obviously won't make money as there won't be any adds or micro-transactions. The fact that it is both free and open source will serve to get it a fair amount of attention. It's existence and all attention it gets will bolster the reputation of the chess club software and help for it to preform in a national market.

The size of the market and the financial aspects will be addressed later.

IV. **Unique Value Proposition**

This is the only product out there that works specifically for a coach to automate the maintenance of their chess club, and it's easy to use.

There really is no competition for this product. Currently every club I've ever seen has used some sort of spreadsheet application. The spreadsheet is actually a fairly good way of doing this,

however it still requires a fair amount of tedious work, and it doesn't help any newcomers to determine how to run a club from scratch.

The only foreseeable competition would be another programmer, like me, starting a similar program as a hobby project. There are three likely causes of this:

1)   The other programmer doesn't like the fact that you have to pay a subscription and resolves to write their own open source version

2)   The other programmer is unaware of my program and would like to run their own club or help a friend/family member run a club.

3)   The other programmer simply thinks it would be fun.

I don't see any of these to be particularly likely, however I have a leg up on any competition in my deep connections to the chess community. This will help me not only to get my program to those who will use it, but also to get feedback. My program should be more helpful then any competing software because of this.

V. **Solution**

My product is easy and nice to use, it's highly customizable to support your unique club, and if you're new to coaching it gives a nice layout for how other successful clubs of similar size have been run.

VI. **Financial Plan/Data**

The program will take about 2-3 weeks to write, and during this time it will really be considered a hobby project, and thus I will not try and compensate myself for this time. After the initial 2-3 weeks I will only be working on the project intermittently as new features become requested and bugs are reported. As this is simply a hobby project, I won't be spending any money on it.

The following is projected sales for the first few years:

Year:	Subscriptions sold:	Total profit:	Notes:
1	3	30	Initial introduction
2	5	80	
3	8	160	Start to gain popularity Introduce tournament software at this point
5	20	460	
10	60	1660	National notice in chess comunity

VII. **Conclusion**

This program while not revolutionary, will make life easier for those who use it. It will help promote the introduction of chess to schools and young people.

The program is primarily targeted at new clubs and will help to promote their expansion and growth. There is no other product like this for chess clubs and while it's adoption by chess clubs may be slow they will soon appreciate it greatly.

VIII. **Bibliography**

- HMJDS chess club (figures 1-3) are from their club.

- School Chess Association (SCA) website: www.schoolchess.org

- United States Chess Federation (USCF) website: https://new.uschess.org/home/