

Fantasy Sidekick



A product pitch by Kenneth Avendano

The Problem

What problem does your product website solve or address?

The pain of having all your fantasy teams scattered across various applications like Sleeper, ESPN Fantasy and Yahoo Sports. Sometimes there are game time decisions and players don't play or a player that was previously out is now playing.

- Make it real with a story, example, or trend
- Use numbers or research if possible
- Why should people care?

Your Solution

What is your product idea, and how does your website help solve the problem?

- Describe how your solution addresses the problem you identified.
- Keep it focused and clear
- Explain what makes your solution different

FantasySidekick would allow you to bring all your fantasy teams to one dashboard and making lineup adjustments on the webpage. You would also receive live score notifications and pregame lineup suggestions based on game patterns, weather, and matchup suggestions.

Website Type

What type of website are you building?

- Examples: Blog, Business, Brochure, Crowdfunding, E-Commerce, Educational, Media/Entertainment, Nonprofit, Personal, Portal, Portfolio
- Why is this the best format to support your product?

Portal website allows for centralized access, personalization and various interactive tools.

Software Development Process

What software development process will you use?

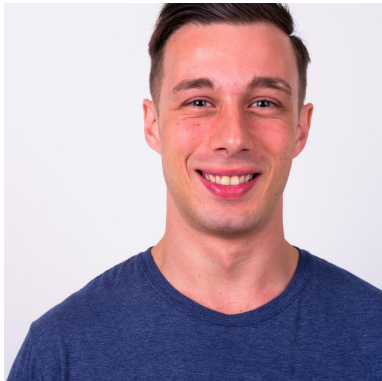
- Waterfall, Agile, or Scrum?
- Why is this the best fit for your project goals and timeline?

I would use a Agile methodology working in 2 week increments that would allow me to develop the site and features as fast as possible in order to start getting user feedback.

Target Audience



- Marcus
- Male
- 27
- Boston, MA
- SWE
- 95,000/Year
- Coding, Reddit, Fantasy Apps
- Manages 4 fantasy teams across ESPN & Sleeper, wants a single dashboard with live updates so he doesn't miss last-minute changes.



- Jake
- Male
- 23
- Dallas, TX
- Marketing Manager
- 75,000/Year
- Instagram, X, Mobile Games
- Plays in 2 casual leagues Wants lineup suggestions and notifications so he can stay competitive without spending hours researching.



- Chris
- Male
- 21
- Los Angeles, CA
- College Student
- 10,000/Year
- Discord, Youtube, Instagram
- Plays in 3 leagues with friends. Uses site for quick access to all rosters, enjoys insights like weather/game patterns since he doesn't have time to analyze stats deeply.

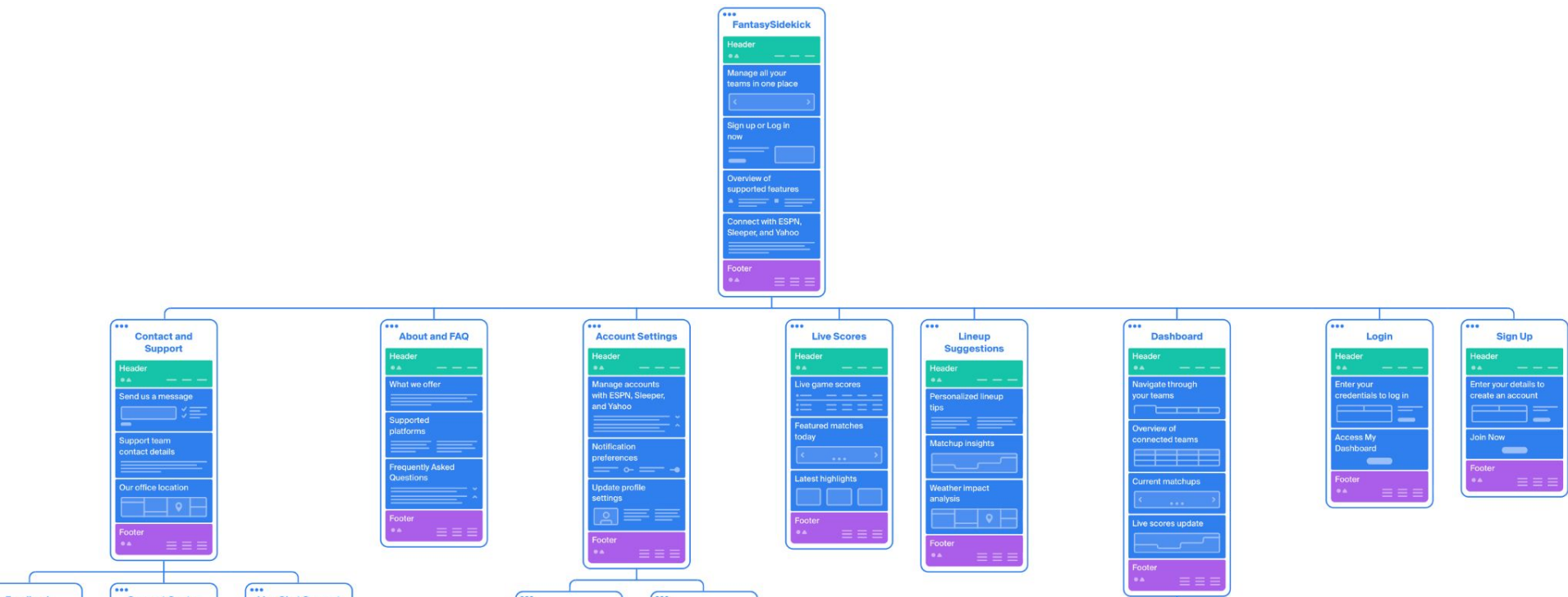
Key Content & Features

What will visitors find and do on the site?

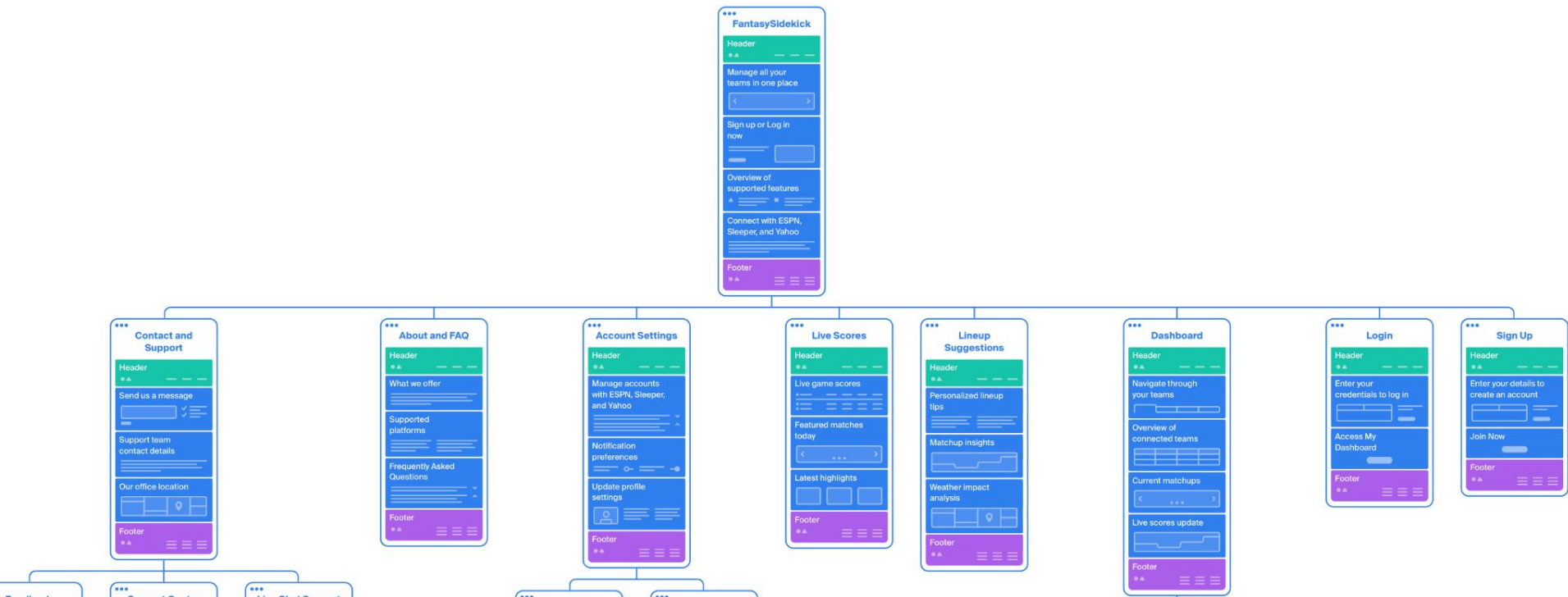
- What pages are essential?
- What main features should the site offer?
- What key content and features will help users achieve their goals?

User create and account and will connect their fantasy accounts into one dashboard, they will be able to see all their matchups in one place, check live scores and player status, and get pre-game lineup suggestions

Site Map



Wireframe



Pitch Summary

Wrap up your pitch.

- Why is your product needed?

Fantasy football players are often juggling multiple teams across platforms like ESPN, Sleeper, and Yahoo. This scattered experience leads to missed lineup changes, wasted time switching apps, and frustration over last minute surprises. There's no simple, unified solution that gives users a single hub to manage it all. FantasySidekick solves this problem by centralizing everything in one place.

- What are the key benefits of your solution?
 - One Dashboard, All Teams: Users no longer need to flip between apps—everything lives in one clean interface.
 - Real-Time Alerts: Pregame notifications, injury updates, and scoring alerts keep users ahead of the game.
Smarter Lineup Suggestions: Recommendations based on matchups, weather, and trends give players an edge without hours of research.
Personalized Experience: Each user sees their own synced rosters, matchups, and insights, tailored to their leagues.
- Why is now the right time for it?

Fantasy football is more popular than ever, with tens of millions of active players—and most of them play in multiple leagues. The demand for efficiency and competitive edge is high, and the frustration of scattered platforms is only growing. With the rise of APIs, real-time data feeds, and push notifications, the technology to build this solution is finally here. FantasySidekick can capitalize on this moment by offering the convenience and intelligence that fantasy players are already looking for.

Feedback Questions

Include any specific areas where you'd like peer or instructor feedback.

- Is the solution clear?
- Are the features too much/little?
- Is the target audience well-defined?
- Any suggestions?
- Would you use this?
- How many fantasy teams do you use?