

# **The Ultimate NFL GameDay Experience**

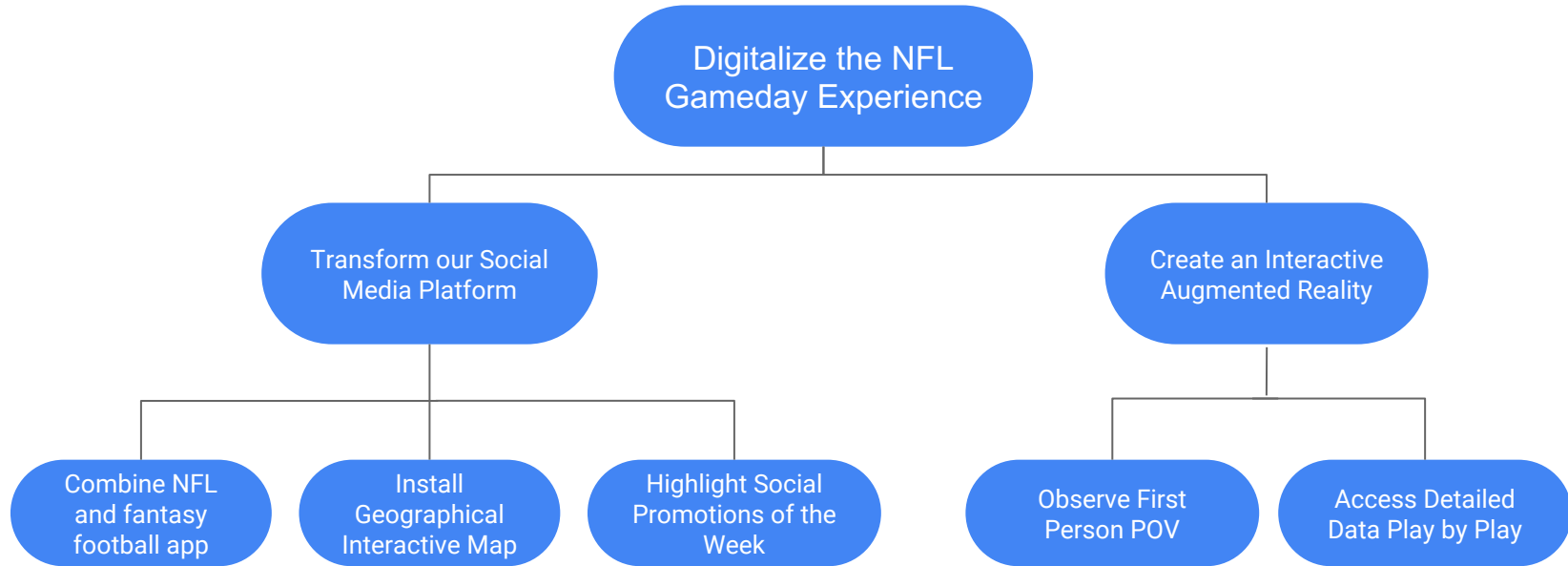


# Agenda

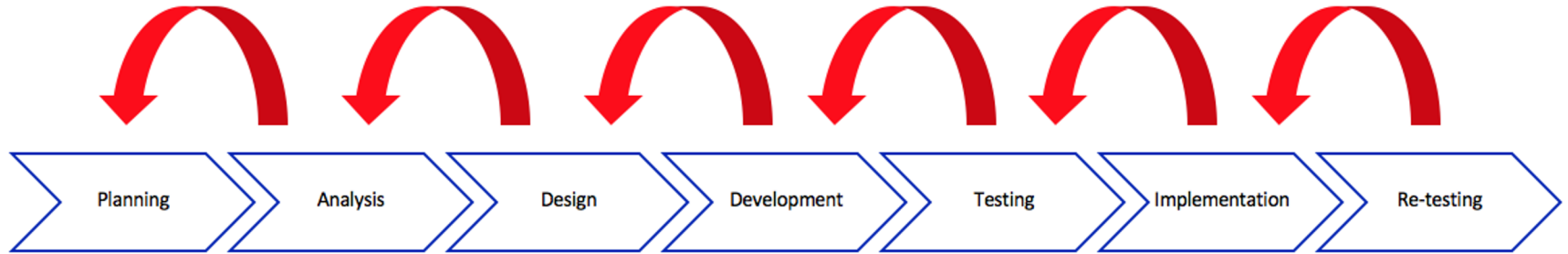
- The Now
- Main Objectives
- Project Life Cycle
- Marketing Plan
- Financials
- Implementation of Plan
- Contingency Plan



# Main Objective



# Project Life Cycle



## Who?

- Software Development Team
- Data Analysts
- Consultants
- Project Management Leader

## How?

- Measured by EBITDA
- Annual analysis



# Marketing Plan

## Who

- Ages 18-49

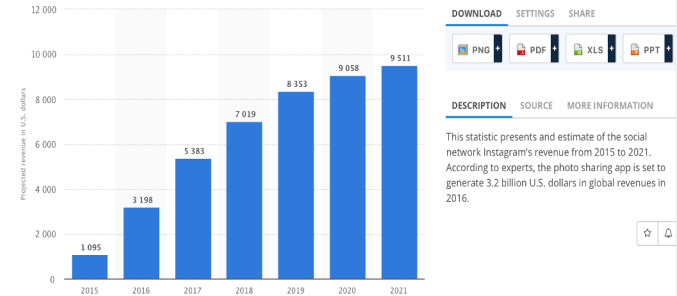
## What

- Repurpose NFL products
- Forced promotion on update
- Target augmented reality to top 10 teams and players with top TD's
- Retargeting and commercial ads after 1 year

## Result

- Increase subscribers by 5% monthly
- Expand digital network to reach 7 million new users of the app by 1 year

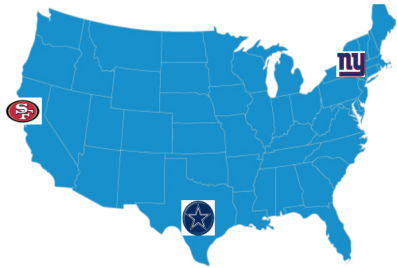
Projected revenue of Instagram from 2015 to 2021 (in million U.S. dollars)



# Social Media

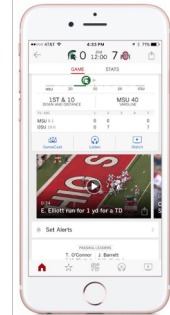
## What we will do:

- Combine fantasy football and NFL mobile app
- Connect fans at home with those at the game
- Encourage inter-team rivalries



## What competitors do:

- Live scores and highlights
- Separate fantasy and ESPN app
- No interactive material
- Dependent on subscribers for 60% of revenue



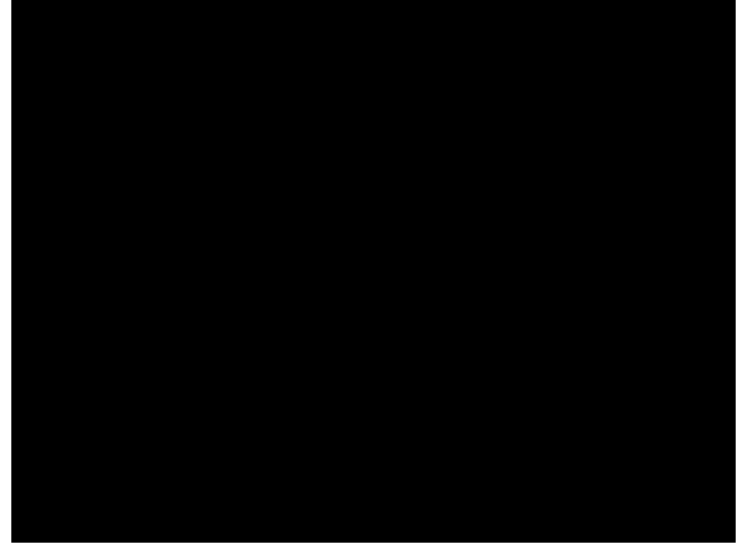
# Augmented Reality

## Main Idea

- 1st Person POV
- Pilot: Patriots, Giants, Cowboys, Redskins, 49ers

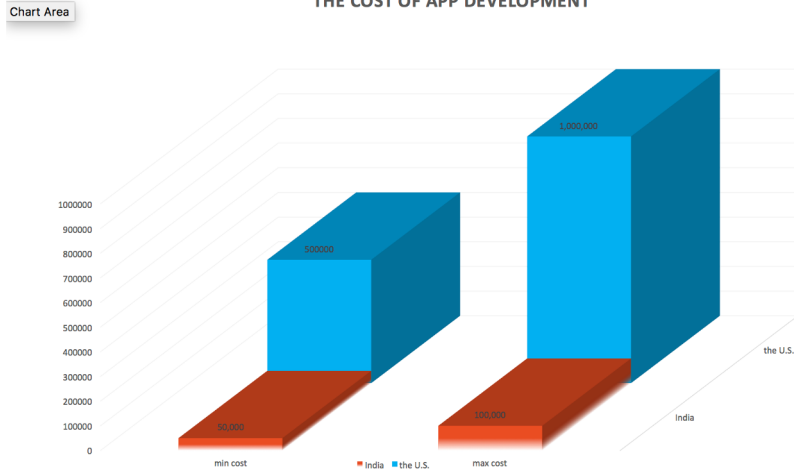
## Importance

- Brings the stadium experience to the everyday fan



# Financials - Cost

## The Cost of App Development



<https://www.apple.com/newsroom/2016/05/18Apple-Announces-New-iOS-App-Design-and-Development-Accelerator-in-Bengaluru/>

<u>Resources:</u>	<u>Cost:</u>
Equipment(GoPro)	499X20=10,000
Maintenance 5 programmer fix bugs	\$10,000 per month
Support team	\$20,000 per month
Application	\$50,000
<b>Total</b>	<b>\$120,000</b>





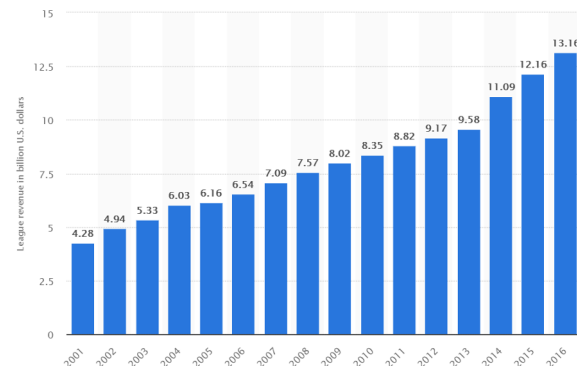
# Financials - Net Income

Purchased app features (by consumer)	Price (per app feature)	Consumer (estimation of uses X percentage of app users)
No ads - NFL Basic	\$0.99	$6M * 7\% = \$415,800$
No ads + Real time statistics	\$1.99	$6M * 3\% = \$358,200$
Augmented Reality	\$3.99	$6M * 1\% = \$239,400$
<b>Total Revenue</b>		<b>\$1,013,400 + Revenue from new users</b>
Total Cost		\$120,000

6 Month Projection:  $\$360,000 - \$120,000 * 3 + \$1,013,400 * 3 = \$2,320,200$

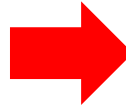
5 Year Projection: **\$100,417,361**

Total Revenue of all NFL Teams



# Risk Assessment

<u>Event:</u>	<u>Impact:</u>
1. Destruction of cameras	High
2. Low interest in virtual reality	Medium
3. Lack of awareness	High



<u>Solution:</u>	<u>Cost of implementation:</u>
1. Replace camera	Low
2. Sponsorships	High
3. Promotional videos	High



# Conclusion

- Bring the game day experience to your home
- Pilot program for 1 year
- Introduce augmented reality
- Low risk, high reward

