Oliver & Markus Business Case

CIS 5620

Professor Ortiz

**Sports Scholarships U**

Website Proposal

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| **Context** |
| In 2021, the National Collegiate Athletic Association generated a record US 1.16 BN in revenue from college sports. U.S college sports is a billion-dollar game, and they help offer student-athletes all over the world the opportunity to study and compete at a high level.  International students enrolled for the first time at a U.S. college or university increased by 80% year-over-year, a return to pre-pandemic levels (IIE). The culture of student-athletes here in America is very attracting to international students |

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| **Purpose** |
| The website “Sports Scholarship U” focuses on introducing a huge network of successful student-athletes to American colleges and sets its sights on creating pathways beyond college. Despite the hundreds of schools in the U.S (United States), there can be very little information for international students in the process of landing a school in America. This website will bring visibility and information to international students as well as assist in choosing a school that fits their liking. |

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| **Target Audience** |
| Our target audience is athletes between 16-19 years old who want to combine studies and athletics in the US after high school. They must be ambitious athletes but also prioritize academics, meaning they have good enough grades to get into schools in America. We help both men and females accomplish their goals and dreams in the US. The typical customer is ambitious and willing to work hard. They must be able to juggle travelling, training, and academics, all at the same time. |

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| **Visitors' Motivations and Goals** |
| The visitors on our website are male or female athletes wanting to pursue their athletic dreams while still getting a stellar education. A typical visitor/customer is ambitious, likes to step out of their comfort zone, and wants to explore something different than the average student experience are triggered by competition and they like a challenge. |

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| **Information Requirements** |
| Our website provides information about how it is like to be a student-athlete and what it takes. We explain a typical day in the life of a student athlete, and what the person signing up for this can expect. We also explain the opportunities a student-athlete might have after graduation. |

**References**

“Sports Scholarships in the USA.” *College Scholarships USA*, 25 Aug. 2022, <https://www.collegescholarshipsusa.com/>.

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*CFC*. collegefc. (n.d.). Retrieved February 28, 2023, from <https://www.collegefootballconsultants.com/.>

“U.S. Colleges and Universities See Strong Rebounds in International Student Enrollments: IIE - The Power of International Education.” *IIE*, <https://www.iie.org/news/us-sees-strong-international-student-enrollment-rebounds/>.