

NICHE:
SKATEBOARDING

QUICK FACTS: Skateboarding was originally referred to as *sidewalk skating*.

Despite its popularity there are less than 500 skateparks in the United States.

More than 18 million people in the United States own a skateboard. Roughly 74% are males, and 85% are under the age of 18.

Skateboarding will be included in the 2020 Olympic games.

Skateboarding builds community and offers an activity to do outside of school that is healthy and productive.

ASHTON DEWEY

EDGES:

With a lack of skateparks in certain areas of the United States, skateboarders flock to cities to find terrain to skate on.

Non-skaters are excluded from this niche but can easily join with the purchase of a board and the motivation to learn.

Those who live in mainly rural areas are also excluded from this because there are no spots to skate.

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QUESTIONS:

If there is no skatepark nearby where can he/she skate?

How does a skater find a place to skate that is not illegal or disruptive to the public?

People don't just have the word *skater* tattooed on their forehead, how can someone get into the skateboarding community if they have never been before?

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IDEA 1:

An app that shares local skate spots with users.

The app would go over the location of the spot, its popularity, the types of tricks you can do there (Vert versus Street). And if the spot is legal/illegal to skate.

This would allow users to find new places to go and learn new tricks, get out of their routine on their own or with friends. It could also be teathered to an existing skate app such as Transworld or the Berrics to appeal to more users.

Existing sites such as iskatehere.com and others offer this but are not well known and lack a diverse collection of spots due to nobody using the software. They are also resemble mapquest and are very ugly to look at.

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IDEA 2:

An app to help plan and build DIY skatespots.

Skateboarding most spots in cities is illegal, but this shouldn't stop skaters.

DIY parks pop up all the time, but they take more planning, building, and funding than people think. An app to guide this would be beneficial to a lot and result in more shared parks or the building of individual features for those who live far away from cities.

It could also come with a guide to build these individual features like what materials to use, angles to build and maintaining them.

I don't beleive anything like this exists besides books on how to build ramps.

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IDEA 3:

A scoring interface for the 2020 Tokyo Olympic Games

The app could guide viewers through the park and how the features are used, with provide criteria for scoring and displaying this data to the crowd as they watch the event.

Many of these competitions are subjectively judged and scored with a lot of disagreements. This would offer a solution to this and an explanation to the crowd as to why the skater got what they did. It could also be displayed on tv as people watch not just in person for full immersion into the events.

Scoring criteria already exist but are rarely explained to those watching the competitions and is why a lot don't watch. The Burton U.S. open of Snowboarding has a similar concept to explain the course and how it can/should be used.

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