# WDD130 Elevator Pitch

Idea: Carolina Panthers Fan Hub

Pitch:

(Sir Purr is the Panthers official mascot)

Are you a die-hard football fan? Have you ever wanted to show off your Carolina Panther’s pride? Well look no further! Our latest website is Sir Purr approved! As the Panther’s official team mascot, Sir Purr gives it his seal of approval. With our website, you will get the latest real-time team news, player updates, and game schedules. Connect with fellow fans in our Fan Section, where you show off your passionate Panthers pride! Join us today and become part of our loyal Panthers community, where the roar in the stadium is never ending!

(Word Count 96)

Feedback:

Pros:

* The pitch is engaging and targeted, captures the attention of Carolina Panther fans.
* Including the Panther’s official mascot shows great credibility to the website for Panthers fans.
* Having a practical value with the real-time team news, player updates, etc.
* Has a community-building potential with the Fan Section zone connecting fans from anywhere in the world.

Cons:

* The website has a limited audience which may limit how much traffic and revenue the website can attain.
* Website is not unique, it does not differentiate from other similar platforms, such as ESPN, SportsCenter, etc.
* Relying on the mascot to endorse the website, you do not currently have the mascot’s approval for the website.