



MatchPoint

Maggie Lin & Maitry Mistry

Problem



People look to sports for social interaction



Team-based sports need multiple people



Hard to find others with similar interests and skill



Difficult to schedule times to meet



Tinder... but for sports

Our solution will let users find other
people to play sports with.

Our solution

Find people near you

Adjust the proximity based
on willingness to travel

Tailored matches

Find people by sport,
proficiency, schedule

Message in-app

Message other users
in-app to plan activities

User ratings

Users given ratings to
assess their credibility

How will we make money?



Free to use

A free model will help increase our user base



In-app advertising

Targeted advertising for sports events, merchandise, and recreation centers

Why we're better than alternatives



Playo



Sportsbuddy



Reddit



Facebook

Problems

- Difficult to find credible users
- Privacy concerns

Our solution

- User rating system for credibility to the users on the platform

Problems

- Cannot effectively target users
- Limited to current network

Our solution

- Effectively find users actively looking to play sports with access to wider network

Who we are



Maggie Lin

4A CS/BBA

Project Management
Software Development

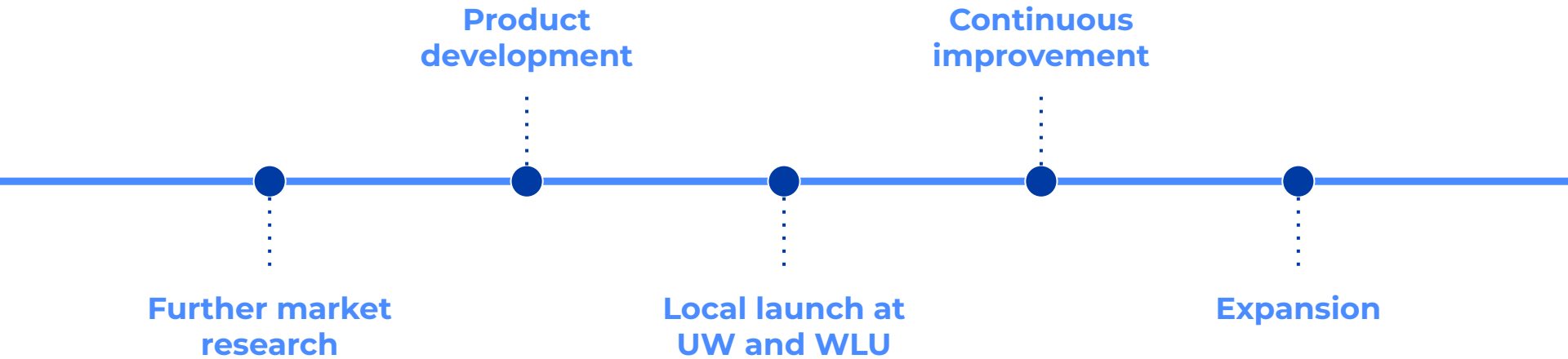


Maitry Mistry

4A CS/BBA

Product Design
Product Management

Timeline



Conclusion



Finding other people to
play sports with

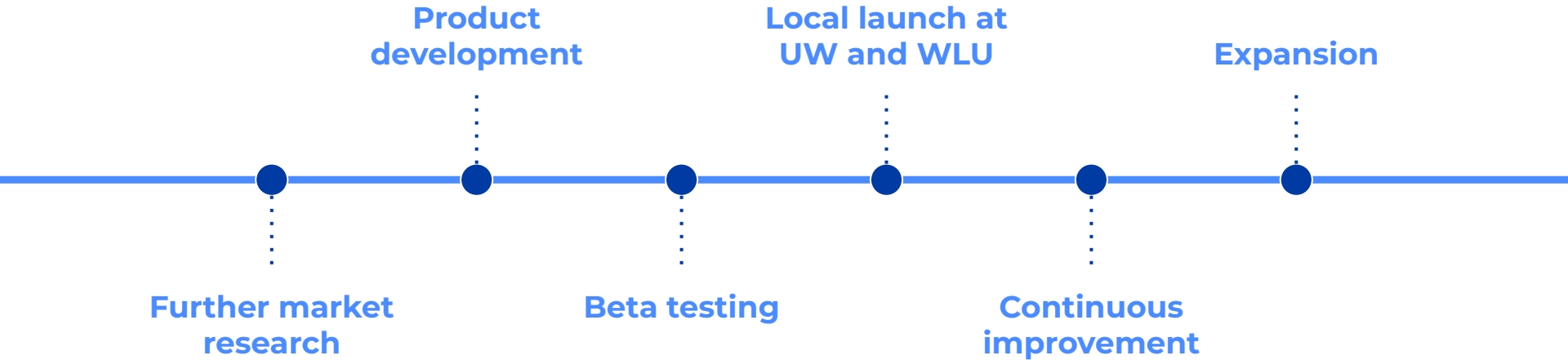


AI-based solution helps
find people close by to
plan sports activities

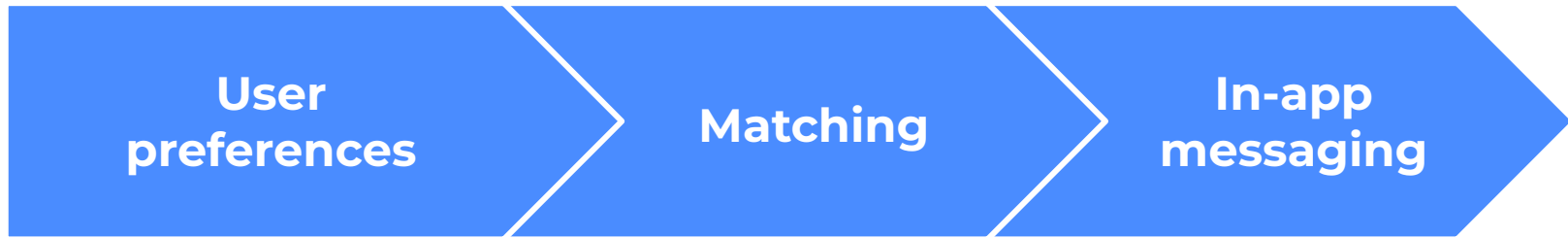


Utilize funding for
product development

Timeline



How our app works



- Input sport, location, willingness to travel, proficiency, and availability
- Use AI algorithm to match users
- Users select from list of matches
- Support in-app messaging to allow users to coordinate and plan meetups

Timeline

1. Expand survey to more users to find 1-3 sports people are most interested in playing with others - Market research
2. Create product design & development - Product development
3. Beta testing -
4. Launch locally at the UW & WLU with selected sports (test run) - Launch locally
5. Continue to improve product design - Continuous improvement
6. Expand to further locations & more sports offerings - Expansion

Solution

Tinder but for sports:

- Allows you to find people in close proximity (area can be adjusted)
- can be adjusted for proximity, proficiency, schedule
- will find profiles of people available
- eBay user ranking system

Pricing model

- free for users
-
- Ad revenue specific to sports merchandise & facilities

App Design:

1. Users put in their approximate location, how far they are willing to travel, what sports they are interested in (from the given options), and when they are looking to play the sport, and sports proficiency
2. Our AI/ML algorithm will find people in the same area looking to play for the same sports at similar proficiency levels
3. App will list these people in order from greatest to least likely to match
4. Once you select a user, you will be able to chat with them in-app to schedule a meet-up time & location

Why we're better than alternatives

1. Playo

- People are not responsive or cancel schedules
- un-friendly UI & technical software issues
- India -> not direct competition & different set of sports offered
- Connect people, find play locations, get sports coaching
- Founded in 2015, 20k users in the first year
- lack credible users



2. SportsBuddy

- 1000+ installs
- Connects through facebook profiles
- Uses Tinder swipe right/left feature to match users
- Based in England, UK
- Privacy concerns
- lack credible users



3. Meetup over text, social media apps like Facebook or Reddit

- more engagement with app, and better target users actively seeking an opportunity
- reach more people than current network

Problem

People look to sports for a social interaction:

1. Difficult to find people with similar sports interest & skill level near you
2. Difficult to schedule time to meet
3. Team-based sports need multiple people
4. People prefer playing sports with others (**less intimidating to play with new people)

Understanding the Problem



Jupiter

Jupiter is the biggest planet of them all



Mars

Despite being red, Mars is a cold place



Saturn

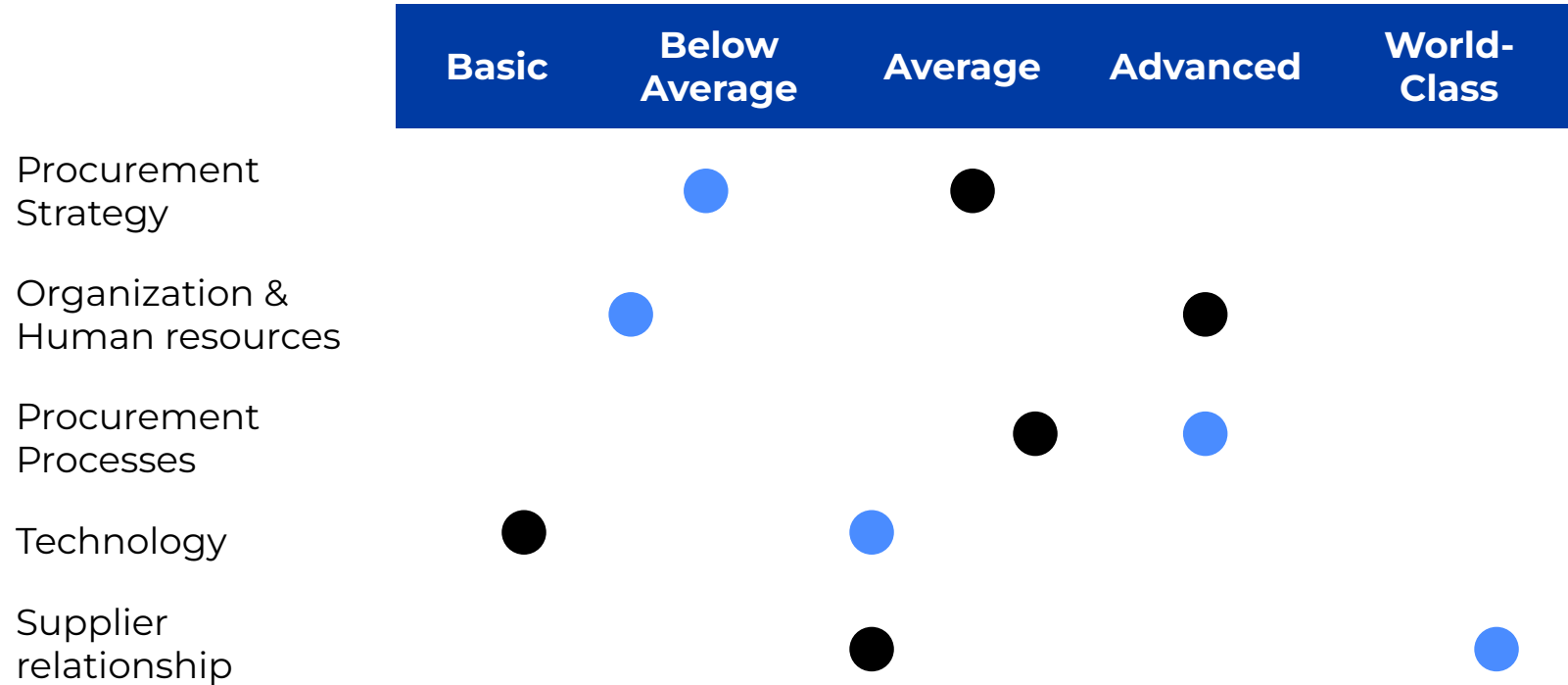
It's composed of hydrogen and helium



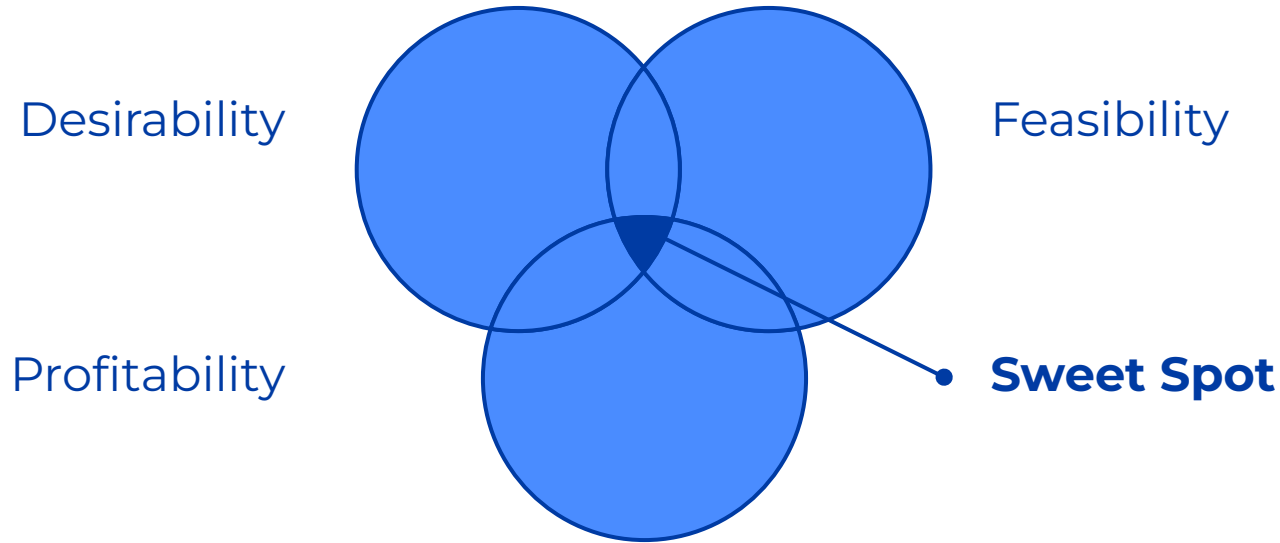
Our Company

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon. The planet's name has nothing to do with the liquid metal, since it was named after the Roman messenger god, Mercury

Maturity Model



The “Entering a New Market” Framework Includes 3 Components



Business Roadmap

Phase 1

- Describe this phase
- Describe this phase
- Describe this phase

Phase 2

- Describe this phase
- Describe this phase
- Describe this phase

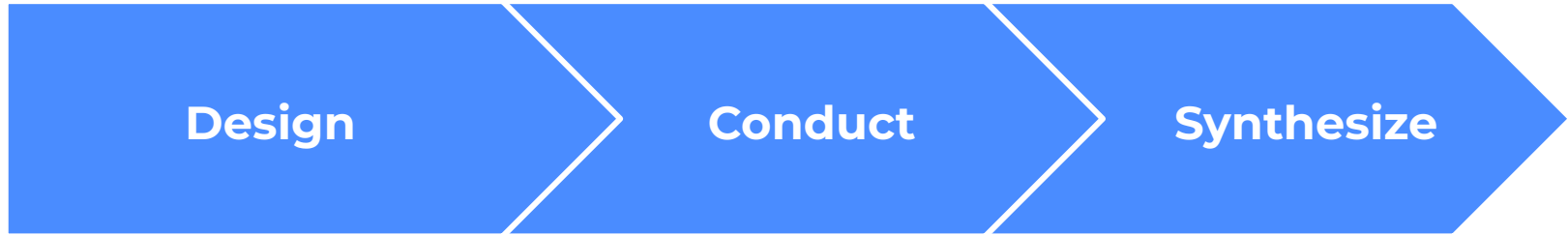
Phase 3

- Describe this phase
- Describe this phase
- Describe this phase

SWOT

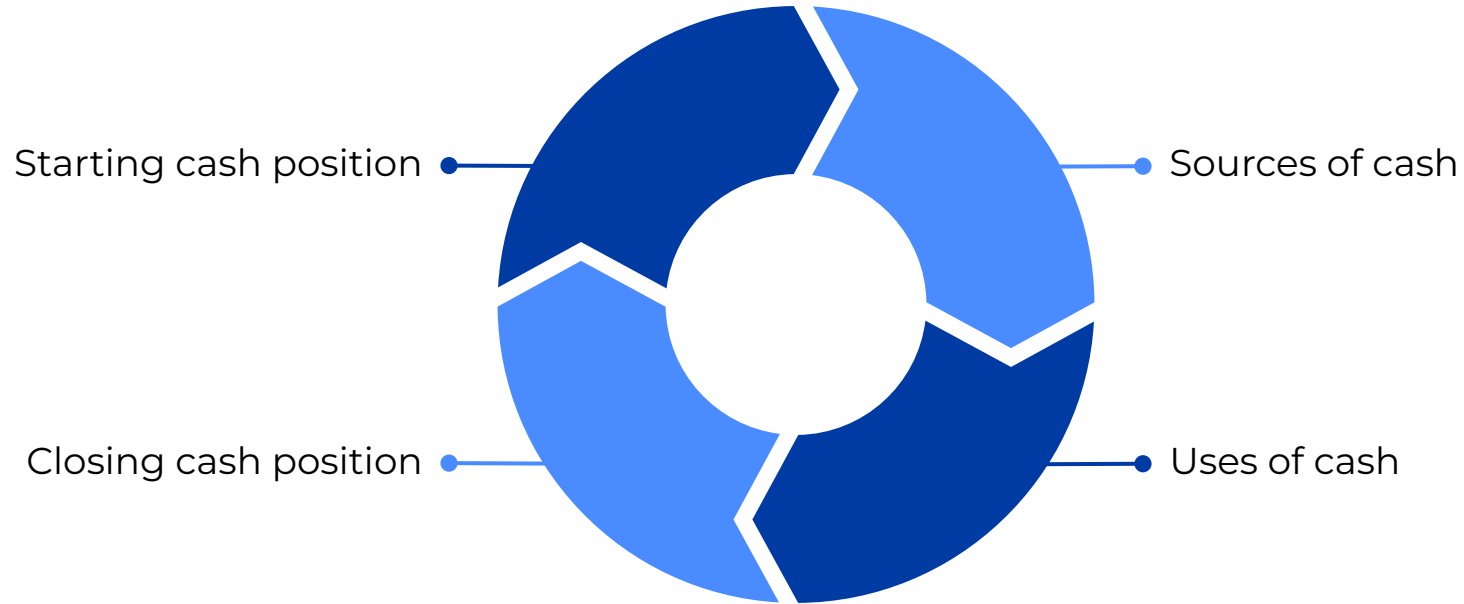
Internal	Strengths <ul style="list-style-type: none">• Insert your own text• Insert your own text	Weaknesses <ul style="list-style-type: none">• Insert your own text• Insert your own text
External	Opportunities <ul style="list-style-type: none">• Insert your own text• Insert your own text	Threats <ul style="list-style-type: none">• Insert your own text• Insert your own text

Data Gathering Survey

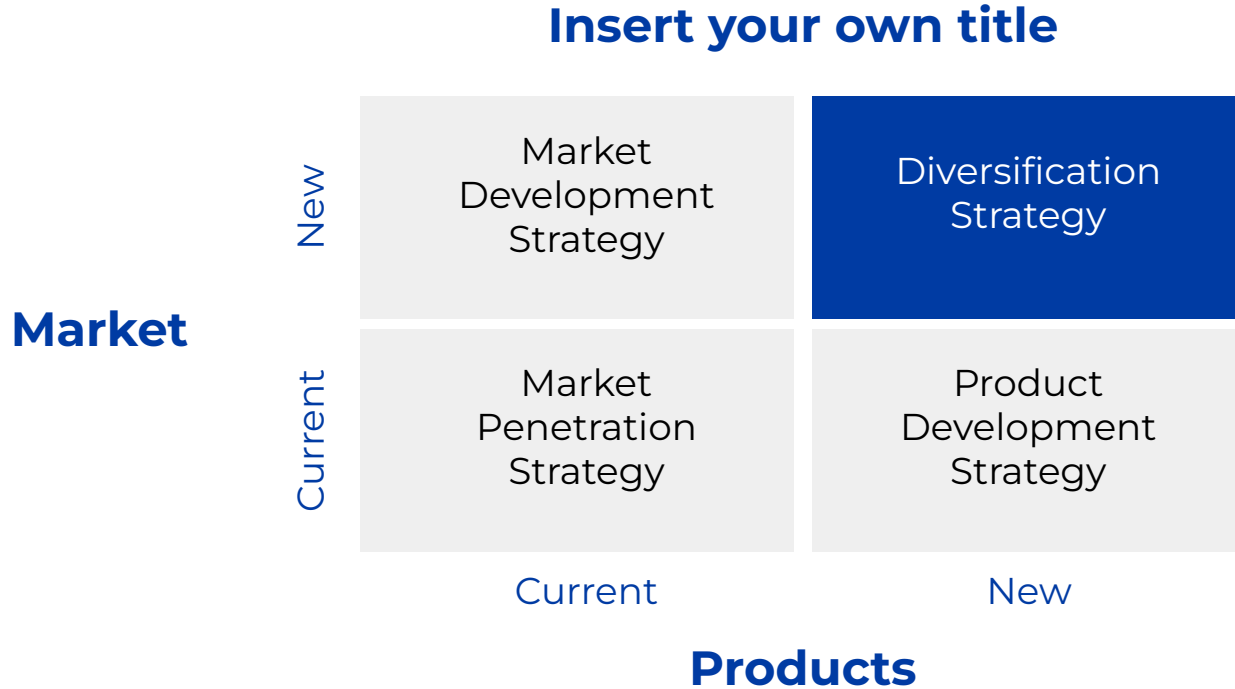


- Determine the main objective
 - Determine the sample
 - Design the survey
- Provide clear value proposition
 - Perform a trial run to pretest survey
 - Administer survey
- Prepare and analyze data
 - Identify the “what?”
 - Summarize and interpret results

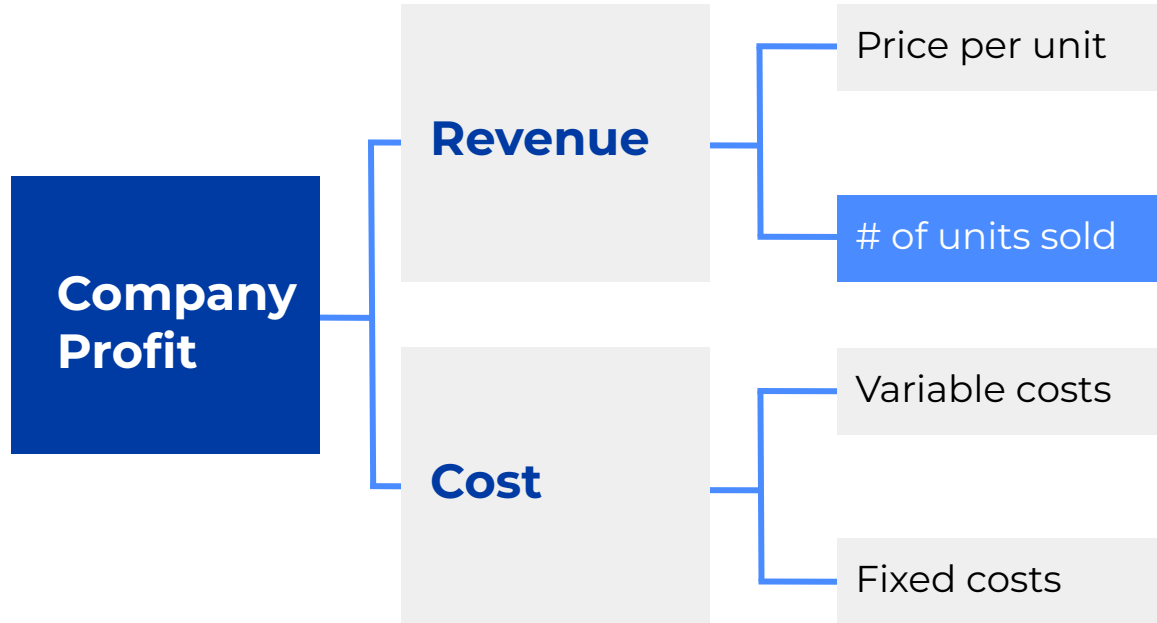
Financial Analysis



Ansoff Growth Matrix



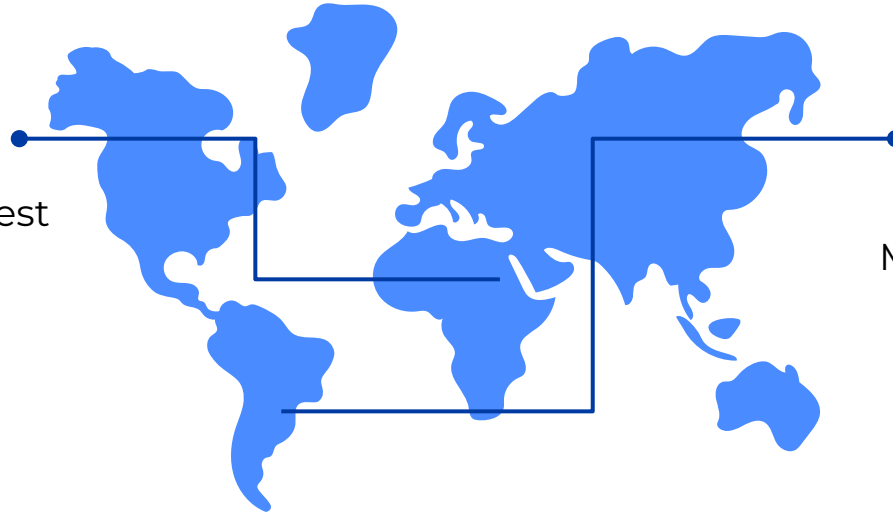
Segmentation by Distribution



Strategy Map

Jupiter

Jupiter is the biggest planet of them all



Mars

Despite being red, Mars is a cold place

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02

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Here you could describe the topic of the section

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Here you could describe the topic of the section

04

Consulting

Here you could describe the topic of the section

Strategy Map

Financial	Increase revenue	Increase profit	Decrease fixed cost
Customer	Increase customer satisfaction	Become a trusted brand	Sell new products
Internal Process	Understand customer segments	Decrease delivery time	
Learning & Growth	Improve employee satisfaction	Improve customer information	

Awesome Words




Our Solution

Mercury

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon

Venus

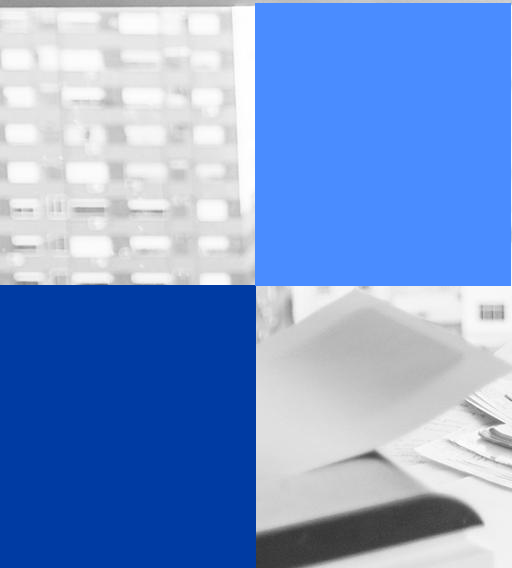
Venus has a beautiful name and is the second planet from the Sun. It's terribly hot—even hotter than Mercury




“This is a quote, words full of
wisdom that someone
important said and can make
the reader get inspired”

—Someone Famous

**A picture is
worth a
thousand words**



The slide features a white background with three solid blue squares: a medium blue square on the left, a dark blue square on the right, and a smaller dark blue square in the top right corner.

5,600.00

Big numbers catch your audience's attention



A picture always reinforces the concept

Images reveal large amounts of data, so remember: use an image instead of a long text

02

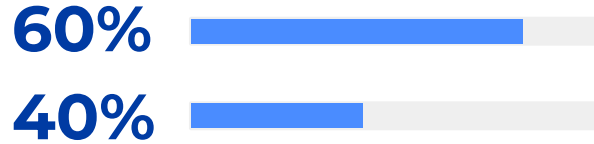
Target

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here if you need it

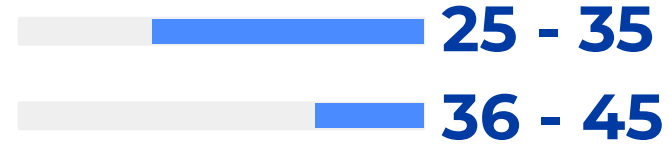


Our Target

Gender



Age



Interests



Percentages



55%

Jupiter is the biggest
planet of them all



80%

Despite being red,
Mars is a cold place



60%

It's composed of
hydrogen and helium

Our Consultants



John Doe

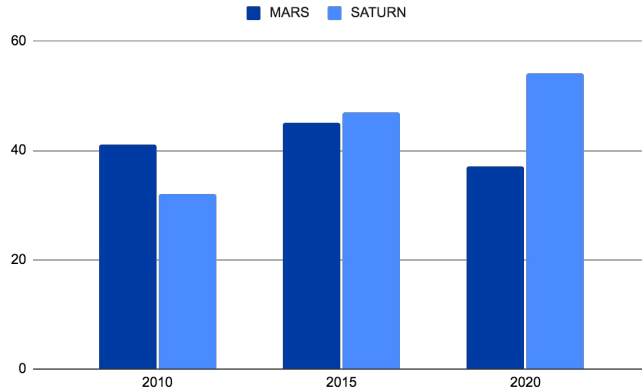
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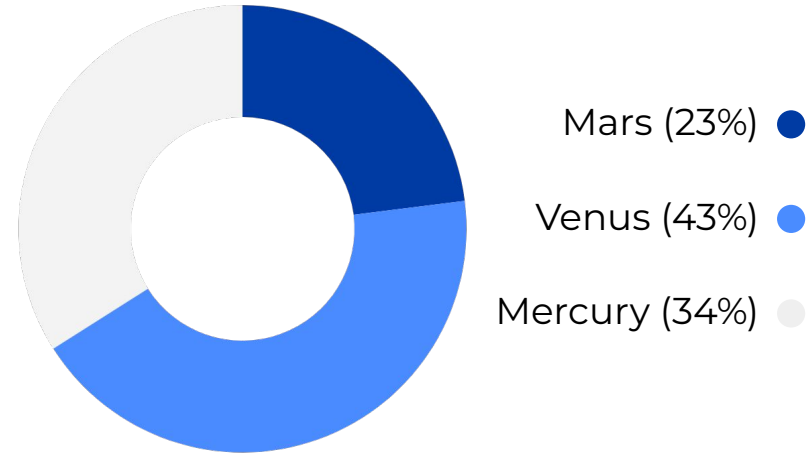
Helena James

You can replace the
image on the screen
with your own

Market Research



To modify these graphs, click on them, follow the link, change the data and paste the new graphs here, replacing these ones



\$450,000,000
Total Revenue in the Sector

Our Partners

Mercury

Mercury is the closest planet to the Sun

Venus

Venus has a beautiful name, but it's hot

Jupiter

It's the biggest planet in the Solar System

Mars

Despite being red, Mars is a cold place

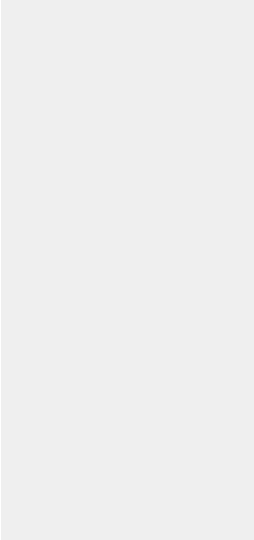
Testimonials

“Venus has a beautiful name
and is the second planet
from the Sun. It’s terribly hot”

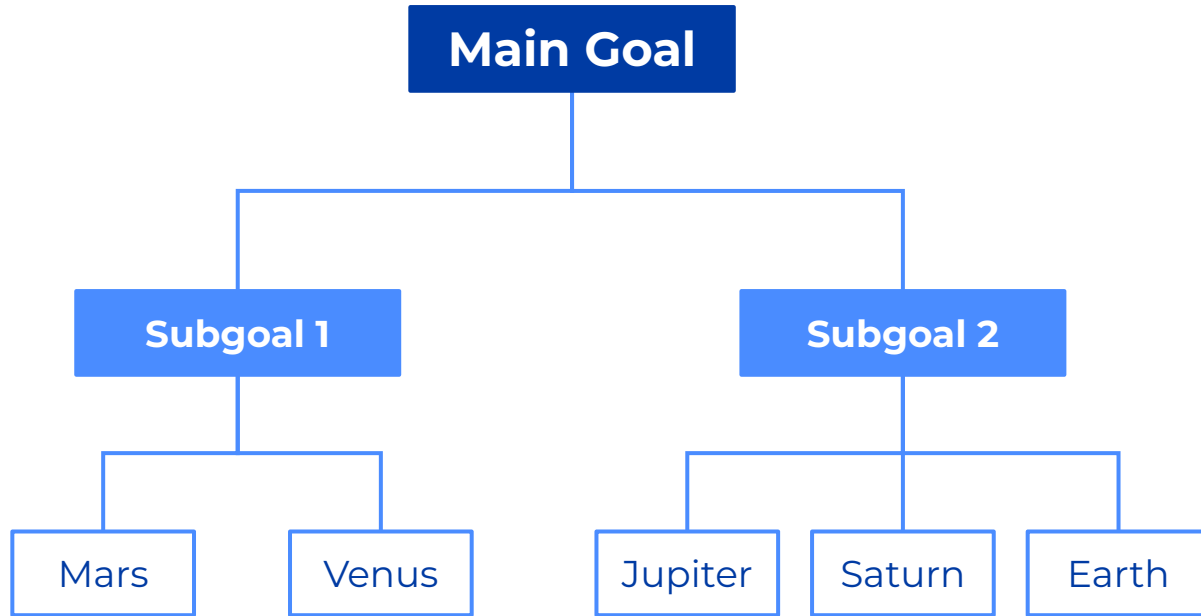
—**John Doe**

“Mercury is the closest planet
to the Sun and the smallest
one in the Solar System”

—**Helena Patterson**



Upcoming Goals



Awards

Mercury

Mercury is the closest planet to the Sun and the smallest one

Venus

Venus has a beautiful name, but it's terribly hot

Mars

Despite being red, Mars is actually a cold place

Jupiter

Jupiter is the biggest planet in the Solar System

Saturn

Saturn is the ringed one and a gas giant

Neptune

Neptune is the farthest planet from the Sun

Thanks

Do you have any questions?

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- Side view businessman calculating finance numbers
- Happy woman working laptop
- Close up woman working laptop
- Man with laptop posing coworkers

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Pana



Amico



Bro



Rafiki



Cuate

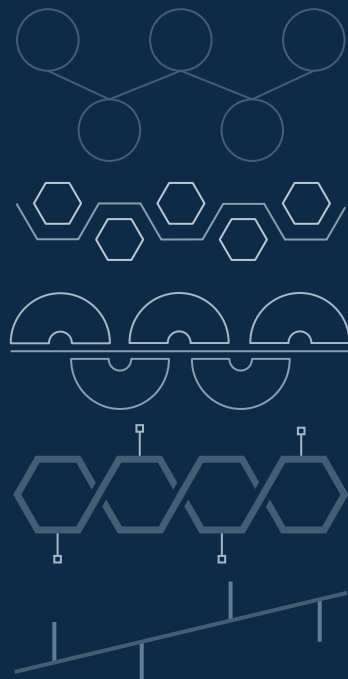
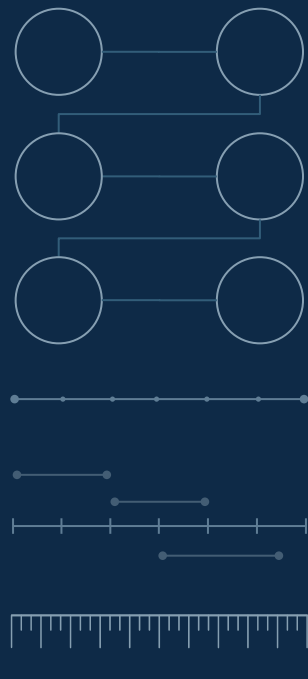
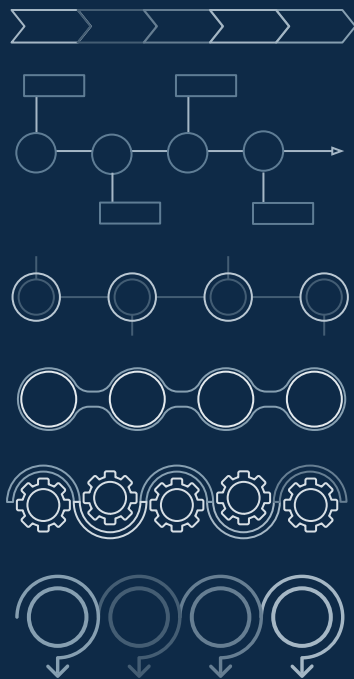
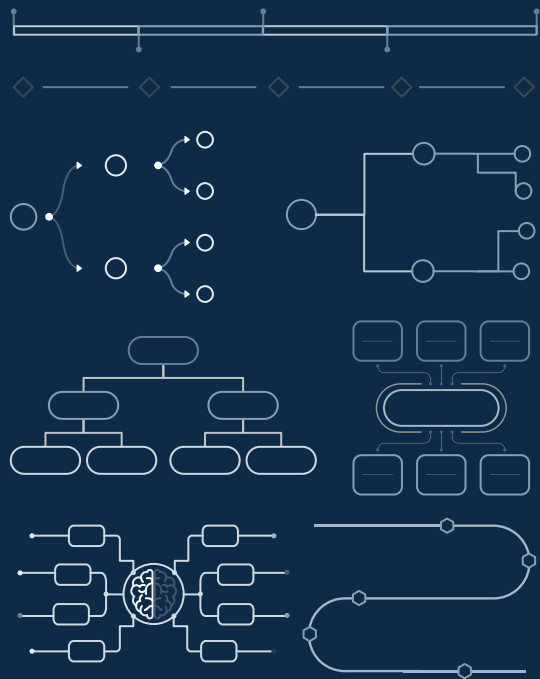
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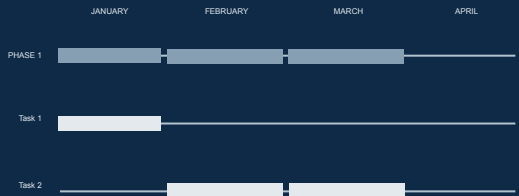
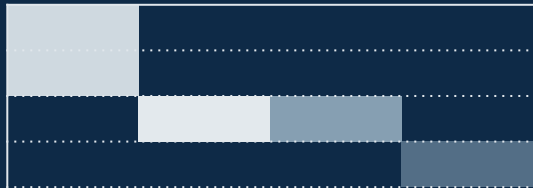
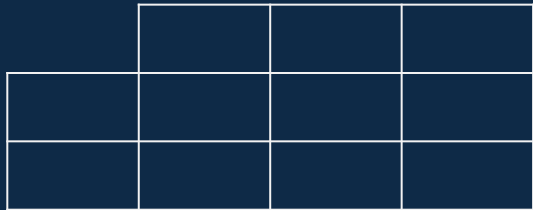
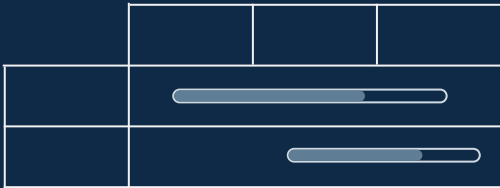
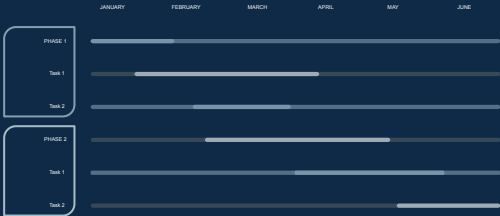
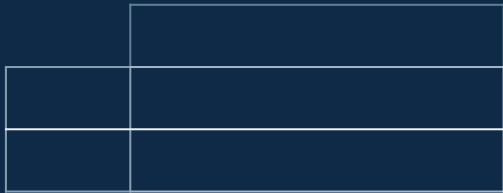
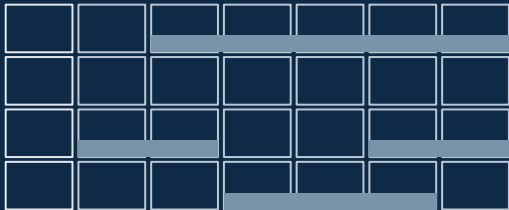
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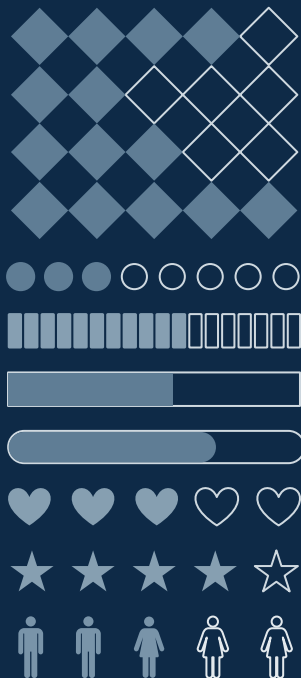
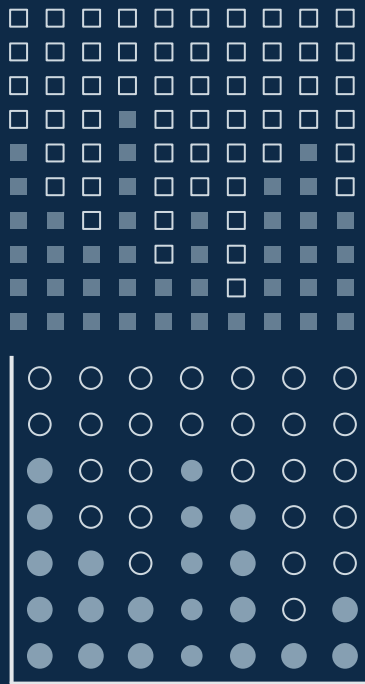












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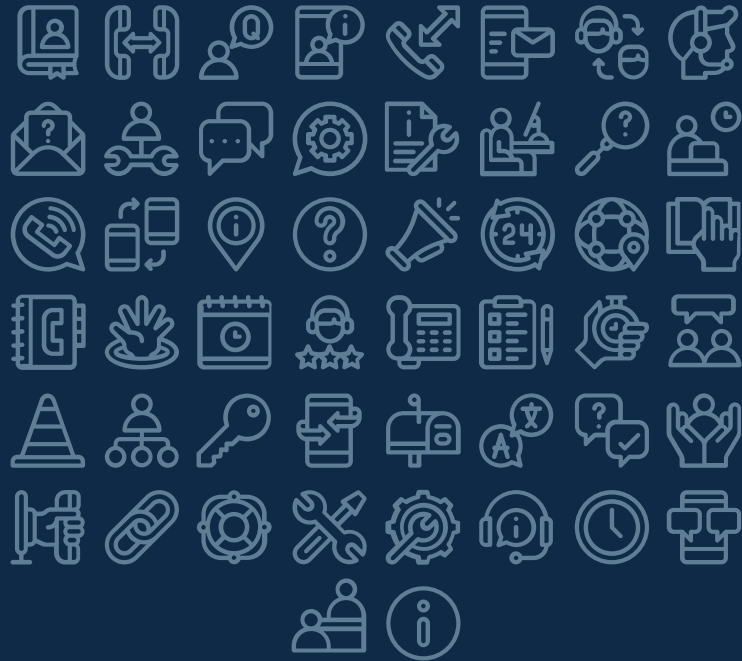
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