# **Executive Summary**

## **Opportunity**

### **Problem Summary**

Sports fans attend live games to get closer to the competition, immerse themselves in the energy of the stadium, and enjoy the competitive atmosphere with other fans. While the live experience itself is enough to draw the crowd, there is one largely untapped concept that has the ability stimulate, enhance, and add an entirely new dimension to the live sport experience: live interaction with the game itself.

### **Solution Summary**

Ball Game is a sports entertainment mobile application that puts the game in the fans’ hands, allowing them to interact with the game by predicting what will happen next and earning points for correct predictions. **Ball Game connects fans with nearby friends or other fans, allowing them to compete directly against one another by predicting what will happen next on every pitch.** The app will turn every baseball game into an opportunity to win points, pride, and prizes. Fans will be drawn in by the competitive experience and hooked by the continuous possibility of winning countless rewards.

### **Market**

Ball Game will target millennial baseball fans, more specifically those that watch the games in person or on television. The game will take advantage of the already phone-centric social atmosphere that is apparent at sporting events, providing casual fans with a way to immerse themselves in the game in a more meaningful and entertaining way than simply watching, and allowing die hard fans the chance to put their knowledge of the game to the test with every at bat.

### **Competition**

# [**https://www.winviewgames.com/about/intellectual-property/**](https://www.winviewgames.com/about/intellectual-property/)

<http://www.espn.com/chalk/story/_/id/17892685/the-future-sports-betting-how-sports-betting-legalized-united-states-the-marketplace-look-like>

1. **Winview**
2. **Corporate Competition with the Legalization of Sports Gambling**

### **Why Us?**

**Expectations**

### **Forecast**

INSTRUCTIONS: Write a brief overview of your financial targets. How much do you plan to sell in the next year? What are your long-term sales goals? With Baseball projected to generate 1.016 Billion dollars annually over next 5 years our goal. We believe we will have 1000 users in the first week to test the game out. With our current marketing plan we expect to have 30,000 users per game at Wrigley and 20,000 on away games to begin with.

### **Financial Highlights by Year**

INSTRUCTIONS: Insert a chart of your key financial metrics here. Tools like [LivePlan](https://www.liveplan.com/ppc/easy?utm_source=bplans&utm_medium=download&utm_campaign=business_plan_template&pm=HALFOFFMONTH1) will do this for you automatically.

### **Financing Needed**

INSTRUCTIONS: If you are writing a business plan to raise money for your business, include a brief summary of what you are looking for. If you aren’t raising money or getting a loan, you can delete this section.

Development financing needs:

* Programming/development - $50,000 (see below)
* Staff designer - $11,250 (@ $75/hr for 150 hrs)
  + <https://medium.com/swlh/how-much-does-it-cost-to-design-an-application-a-comprehensive-guide-to-app-design-7c03e579b38>

**Development (based on projection of $75 per hour):**

E-mail Login: 2,063

Social Login: 2,888

Rating System: 2,888

GeoLocation: 2,063

Messaging: 4,125

User Profiles: 4,125

Dashboard: 5,775

3rd Party API Integration: 6,188

Push Notifications: 3,713

Ad Serve: 4,538

Social Sharing: 2,475

Accept Payments: 2,888

Search: 4,950

**Estimated total price for app development: $43,729**

[www.otreva.com/calculator/?saveId=bM21Cl3jcCbSlWwCjbL0FL6UUvgSuB7biPOodwKiRD](http://www.otreva.com/calculator/?saveId=bM21Cl3jcCbSlWwCjbL0FL6UUvgSuB7biPOodwKiRD)

**Opportunity**

## **Problem & Solution (edit)**

### **Problem Worth Solving**

1. **Lack of Connectivity Between Game and Fan**

There’s nothing like the experience of watching a ball game at Wrigley Field. But especially in recent years, we’ve been at countless Cubs games where fans were looking at their phones more than they were enjoying the action on the field. We noticed this, and realized how much the other fans were missing about, because we were playing our own game that made every pitch interesting – Ball Game.

Everyone knows that baseball games all too get boring - fast - and can drag on, even for the most die hard fan. Our natural reaction is to grab our phones whenever there’s a dull moment, so it made sense that so many people were on theirs. Ultimately, we recognized the lack of connectivity between the fan and the game itself, both at the game and watching at home.

Then we came up with a solution: make the phone a part of the game. By allowing fans the opportunity to win or lose with the team on every pitch, Ball Game will take the phone-focused fan from Instagram to home plate. Ball Game not only provides a user friendly, addictive game that capitalizes on the era of phone addiction we live in, but also injects excitement into every pitch, regardless of the score differential or length of game.

1. **Impact of *Murphy v. National Collegiate Athletic Assn.* & Sports Gambling**

The recent Supreme Court decision in *Murphy v. National Collegiate Athletic Assn.* cleared the way for states to create their own laws regarding sports gambling.

On April 8, top professional sports officials told Illinois state lawmakers they’re open to legalizing sports betting in Illinois if the federal government allows it, but they wanted to ensure their leagues get a cut of the money needed to protect “the integrity of our competitions.” Dan Spillane, NBA Senior Vice President, and Bryan Seeley, Major League Baseball’s head of investigations, told the Illinois lawmakers they want to make sure games stay competitive and free of corruption, saying a well-regulated legal betting framework could provide helpful information to perform their own internal investigations of league misconduct. They also want to see a so-called integrity fee from the casinos — a percentage of the wagers placed — to pay for the costs of making sure competitions remain honest.

Thus, another problem in need of a solution: a way to integrate sports gambling into professional sports while maintaining the integrity of the game. Ball Game aims to do just that by providing a team approved, fan friendly, family friendly game that can be played (at first) simply for the sake of competition - or for the sake of the incentives (**need to look into the current legality of incentive based games contingent upon sporting events**). The point system makes it more of a game than a gambling experience, allowing an advertising and marketing scheme that distances Ball Game from the stigma of sports gambling while providing the interactive experience to which sports bettors are drawn. Then, with the emergence of sports gambling laws in Illinois, the game can expand into the realm of sports gambling by offering private games in which players can bet real money against their friends on every pitch if they so desire - or they can simply play against friends or other fans.

Ball Game is ripe with potential to be the vessel through which professional teams/the Cubs dip their toes into the emerging industry of sports gambling, then use to expand and capitalize on the inevitable\* legalization of sports gambling in Illinois.

## **Target Market**

### **Market Size & Segments**

INSTRUCTIONS: Describe your key customers – who they are and what their key attributes are. If your company is targeting multiple customer groups (also called ‘segments’), describe each group here. If you can, include details about how many people are in each segment and how large the total market is.

* Casual Baseball Fans

Ball Game is simple, intuitive, and fun to play. Baseball itself can’t always say the same. Casual fans might find themselves wondering what the significance of a given situation is, or fall into a slump of boredom if the game isn’t moving quick enough. Ball Game allows the casual fan to connect with every at bat, no matter what the situation, by simply guessing what will happen next. Any fan is capable of understanding a hit or an out, and the excitement from a correct call is universal. The incentive of winning the big prize or winning in-game prizes will also draw in anyone that likes free money - but the enjoyment derived from the game itself will be what keeps them playing.

**(Tentatively)** Our market testing revealed that individuals of all generations and demographics with even a minor interest in baseball enjoyed playing the game.

* Hard Core Baseball Fans

The 3-tier prediction system will draw in die hard baseball fans and put their knowledge of the game and their team to the test. With the ever-expanding prevalence of analytics in sport broadcasting has come a wealth of statistical information that can generate probability of what will happen next based on the batter, the defense, the team, the pitch, and everything in between. Die hard fans of the game that know (or think they know) of these probabilities and can capitalize on their skill by making Tier 3 predictions that can put them at the top of the leaderboard and closer to the $1000 prize.

The Streak is a fast paced quick payout game that allows those just checking in to correctly guess 4 in predictions in a row and make a quick buck! (needs rephrasing)

## **Competition**

### **Current Alternatives**

1. **Winview**

Winview is a sports gambling app that allows players to compete against other players by answering “Yes or No” questions based on the on-field action. Each inning or quarter reveals a new set of potential predictions for players to choose from, and players get points for each correct prediction. For example, at the beginning of an inning in a Cubs game, the options may be:

1. Will the Cubs steal a base in the 4th inning?  
2. Will the Cubs hit a double in the 4th inning?   
3. Will Anthony Rizzo get on base in the 4th inning?   
4. Will Kris Bryant hit a home run before the 5th inning?

WinView uses a point system to track their users during each game. Collect enough points, win a cash prize. Some questions are worth more points than others depending on question difficulty. Players earn points towards cash incentives and prizes. There is also a “pay to play” option that the app strongly encourages players to use that allows one to wager one’s own money on the prediction while earning points towards the larger prizes.

### **Our Advantages**

1. A lot of negative comments from users about the "pay to play option" not many prizes given out to users who do not pay.

2. WinView's questions do not reflect each individual play in each game. They formatted their questions YES or NO - so most of their questions summarize the entire inning.

3. BallGame (our app) allows users to participate in every play of every game, along with tracking users statistics throughout the entire season.

4. WinView's site looks and plays similar to a bookie - not very fan friendly.

5. WinView is also trying to incorporate raffles and paid tournaments but they have not yet.

# **Execution**

## **Marketing & Sales**

### **Marketing Plan**

INSTRUCTIONS: Explain how you plan on getting the word out about your product to your target market(s). Will you use advertising? Perhaps you are developing a content marketing strategy. Whatever your marketing plans may be, describe them here.

* Inbound Marketing strategy - Social Media blasts (Instagram, emails, fscebook, etc). We will also use outbound marketing strategy - using local bus/Amtrak and billboards around each stadium following the high path of traffic

### **Sales Plan**

INSTRUCTIONS: If your company relies on sales people to close sales deals, you need a sales plan. Your sales plan should explain how you convert people who express interest in your product or service into paying customers. If you are opening a food truck, this section is less important and you can consider removing it. However, if you are starting a sales-heavy business like enterprise software or a car dealership, then you need to document how you will nurture leads and close deals.

## **Operations**

### **Locations & Facilities**

INSTRUCTIONS: Describe your company’s physical locations. This might be your office, store locations, manufacturing plants, storage facilities — whatever is relevant to your business. How much space do you have available, and how well will it meet your current and future needs?

### **Technology**

INSTRUCTIONS: Describe any important software, hardware, or other information technology that you use now or plan to use later to operate your business. That might include a point-of-sale system to take payments, an e-commerce engine for your website, a CRM solution for managing your pipeline, marketing tools for generating leads, and so on.

### **Equipment & Tools**

INSTRUCTIONS: List any specialty equipment that you have or plan to acquire to do your work. This is an important component of the business plan for many industrial companies.

## **Milestones & Metrics**

### **Milestones**

INSTRUCTIONS: List your key milestones and the dates that you hope to accomplish them by. If you’ve already accomplished key goals for your business, list them here as evidence that your business is getting traction – in other words, it’s getting positive attention from potential customers.

### **Key Metrics**

INSTRUCTIONS: Explain which performance metrics are most important for understanding how your business is doing. What does success mean for you, and how will you know it when you see it?

# **Company**

## **Overview**

INSTRUCTIONS: Use this area to specify who owns your company. If there are multiple owners, describe each of them and how much of an ownership stake they have. Also, identify your company’s legal structure. Is it a sole proprietorship — that is, just you working for yourself? Or a partnership, such as a limited-liability corporation (LLC) or partnership (LLP), where the profits pass through to the partners involved? Or a nonprofit organization? Or a proper S- or C-type corporation with its own tax obligations and the rest?

## **Team**

### **Management Team**

INSTRUCTIONS: List the members of the management team, including yourself. Describe each person’s skills and experience and what they will be doing for the company. It’s OK if you don’t have everyone for a complete management team yet. In that case, make sure to identify gaps in your team that you intend to fill over time.

### **Advisors/Team**

INSTRUCTIONS: Describe any mentors, investors, former professors, industry or subject-matter experts, knowledgeable friends or family members, small-business counselors, or others who can help you as a business owner.

Thomas Crowley - business mentor

George Crowley - tech CEO/venture capitalist

Karrah Castillo - marketing

Patrick Madison - accounting/finance

Matthew Dubois - programming mentor

Taylor Bloom - CEO and lead developer, Foxtrot

Jacqueline Fournier - branding/marketing

Paul Madison - agile marketing certified project manager

Matthew Sag - IP lawyer/property law professor

# **Financial Plan**

## **Forecast**

### **Key Assumptions**

INSTRUCTIONS: Describe how you came up with the values in your financial forecast. Did you project your revenue based on past results, market research, your best guess at how many people who visit your store and what percentage of them might buy, or some other method? What kind of growth are you assuming? What are your key hires and notable expenses? What level of profit do you expect to generate?

### **Revenue by Month**

INSTRUCTIONS: Include a chart that shows your projected revenue. A tool like [LivePlan](https://www.liveplan.com/ppc/easy?utm_source=bplans&utm_medium=download&utm_campaign=business_plan_template&pm=HALFOFFMONTH1) can help you create a chart like this and automatically include it in your business plan.

20% holders fee per $1 buy in (should this be more?)

Retail - Coozies, Shirts, random items

Ads - CPM module

### **Expenses by Month**

INSTRUCTIONS: Include a chart that shows your projected expenses. A tool like [LivePlan](https://www.liveplan.com/ppc/easy?utm_source=bplans&utm_medium=download&utm_campaign=business_plan_template&pm=HALFOFFMONTH1) can help you create a chart like this and automatically include it in your business plan.

Mygamefeed or STATS LLC - $1799 - 2200

SMS messaging - $.28 per - 900 per month

Ayden - $.12 per processing

Website - $12 per month

Google API advertising - $2000

Firebase server - $25

Live Widget - ??