

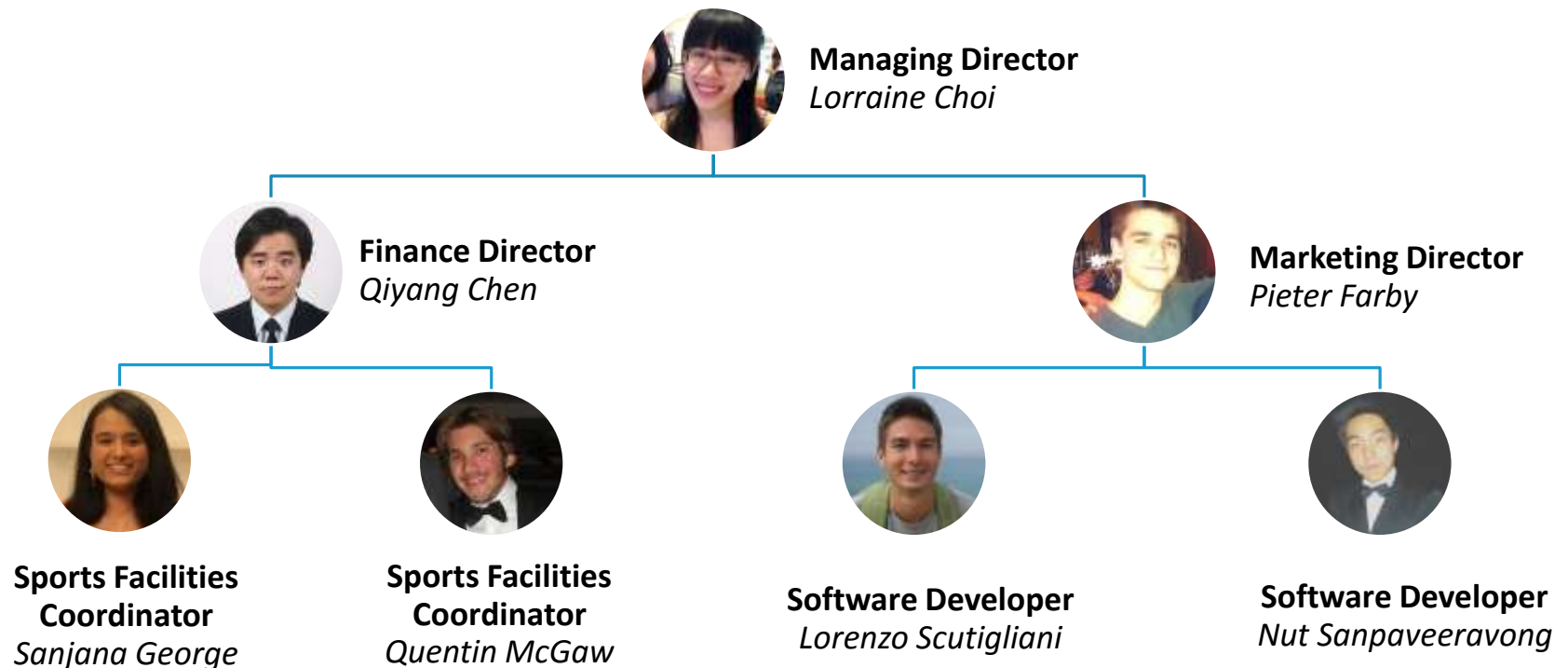


SportsConnect

BPES ENTREPRENEURSHIP

MONDAY 4: QIYANG CHEN, LORRAINE CHOI, PIETER-JAN
FABRY, SANJANA GEORGE, QUENTIN MCGAW, TANAT
SANPAVEERAVONG, LORENZO SCUTIGLIANI

The SportsConnect Team



Lack of social media among sport players



Find interested
players



Look for time
and venue



One player pays
all booking fee



Other players
pay after game

Opportunity in solving facility booking information problem as well as creating social sporting community is observed

SportsConnect: Solution to Connect Players



Connect nearby
sports players



Book nearby
sports facilities



Split cost
among players

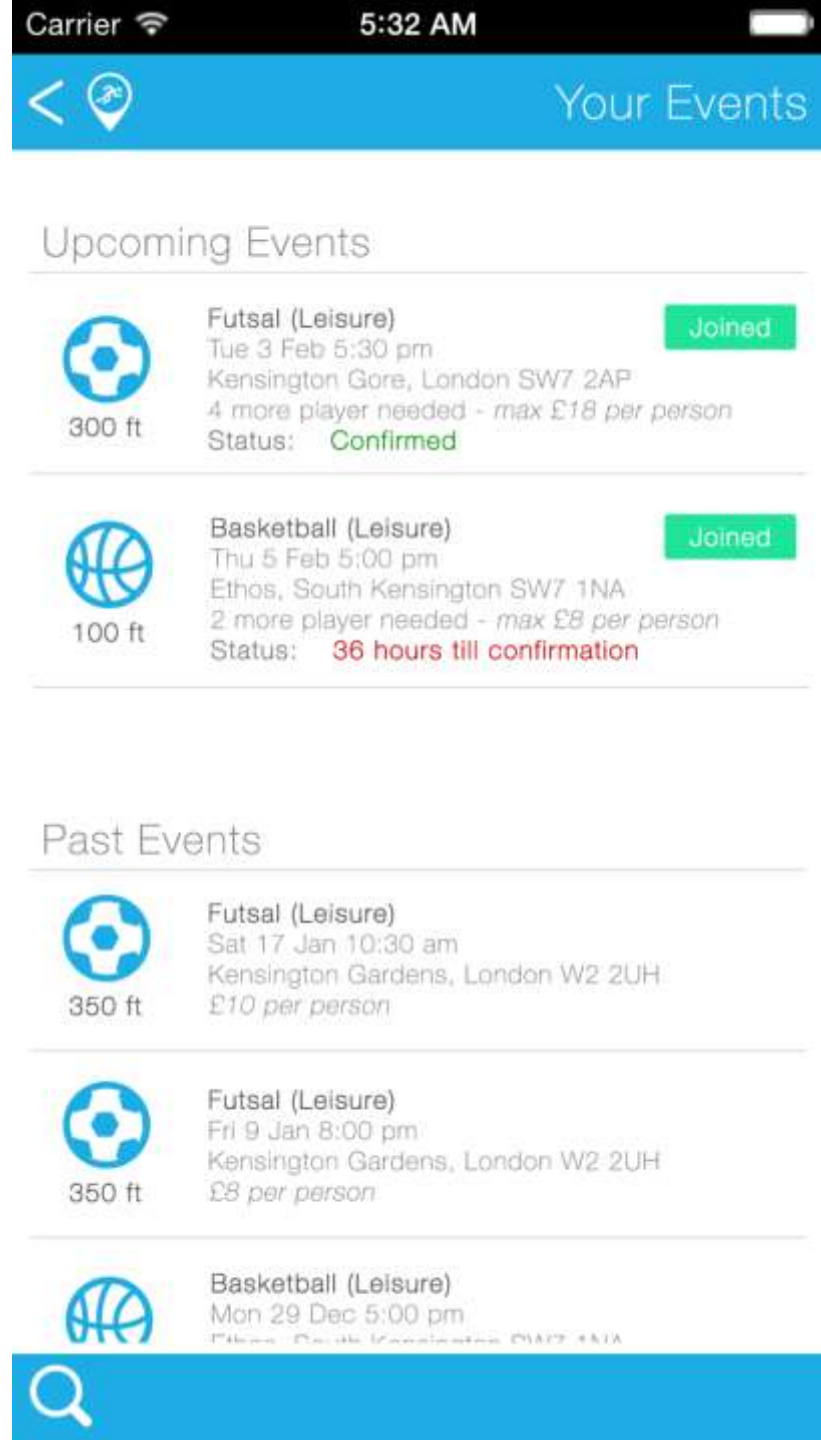


Connect players
on Facebook

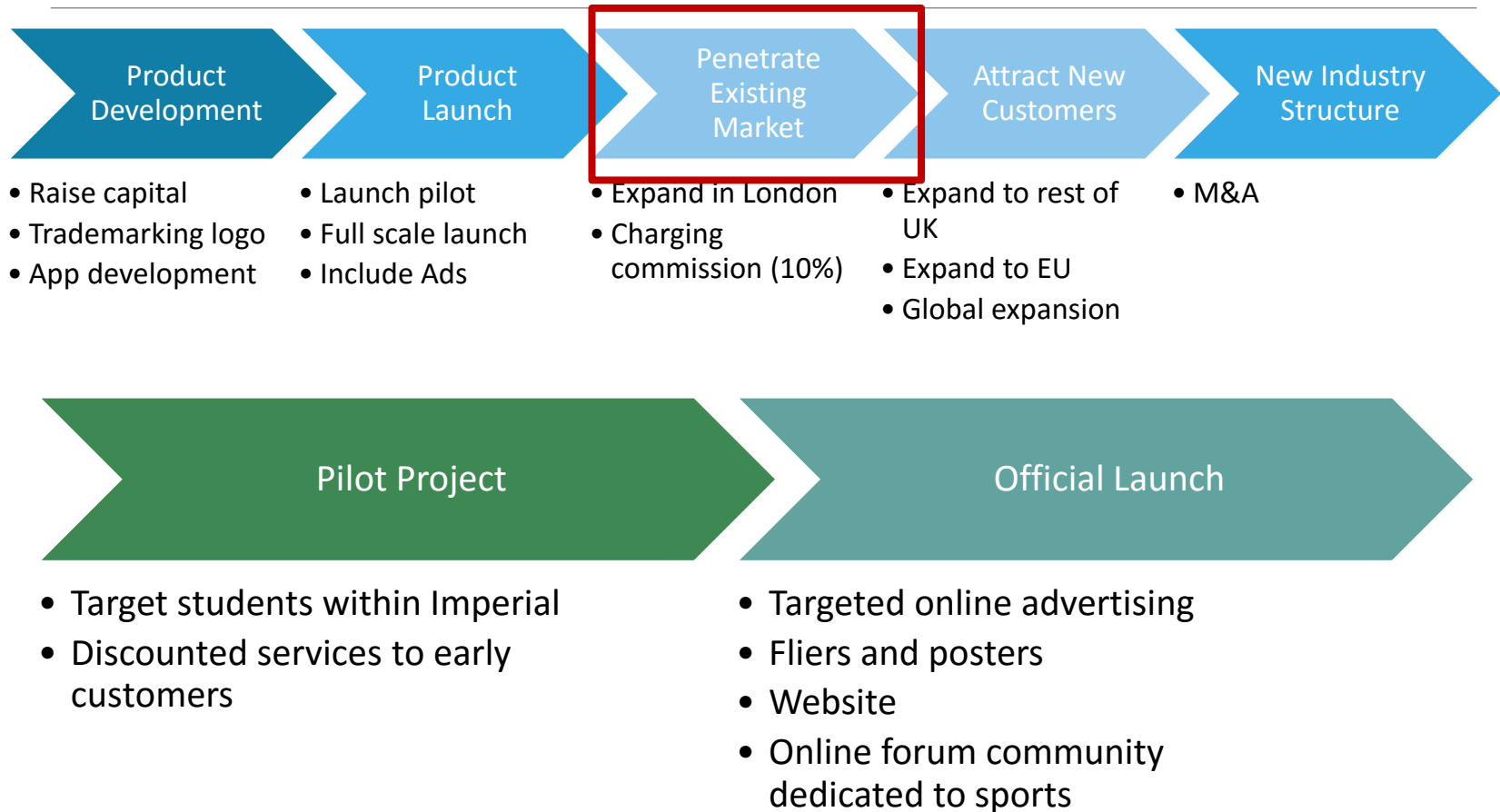
Target market: Male aged 18-25 who recreationally play sports
Potential market: 0.7M users

Quick, easy, convenient






- Join events on one click
- Connect with players around
- No hassles on splitting costs
- Cancellation reminders



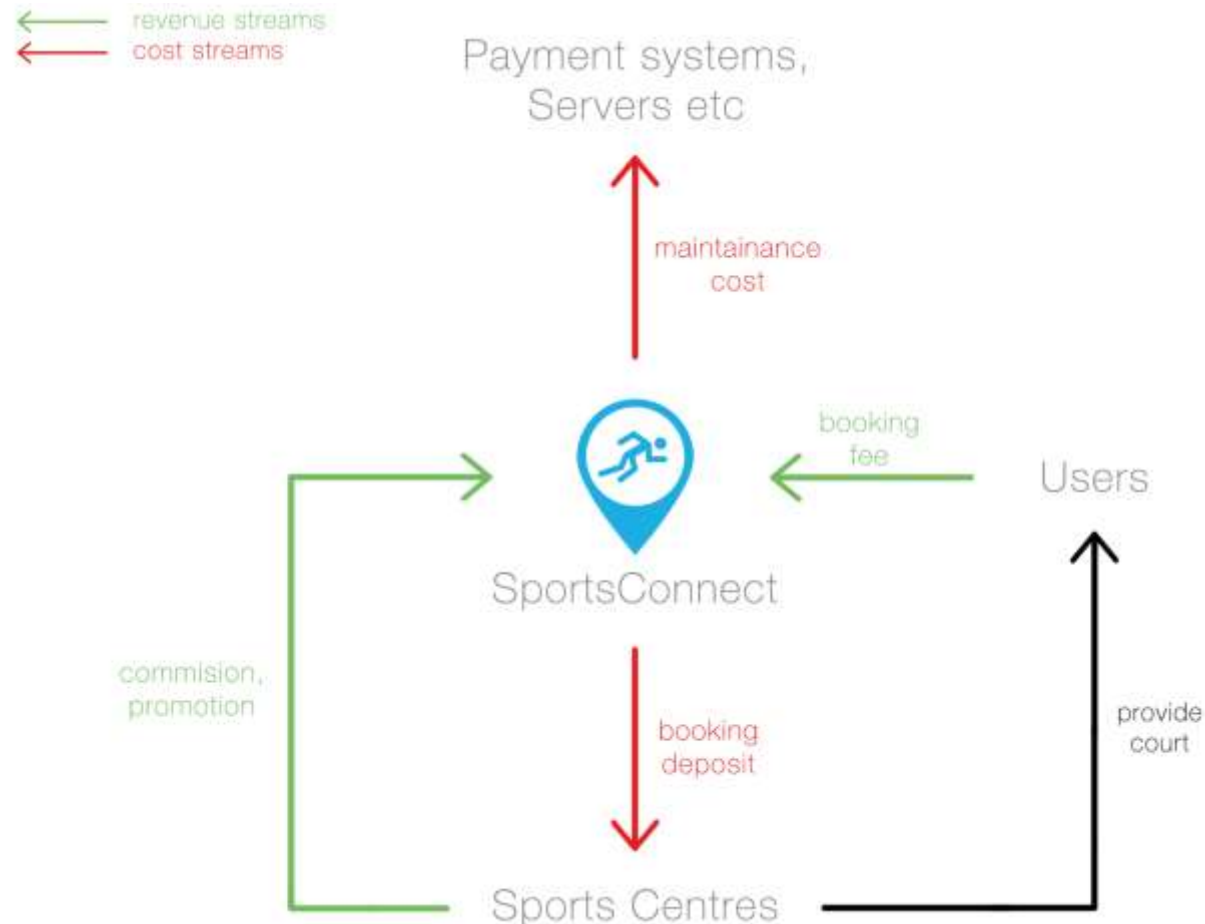
Penetrate market with university students as a starting point



SportsConnect streamlines the event organisation experience

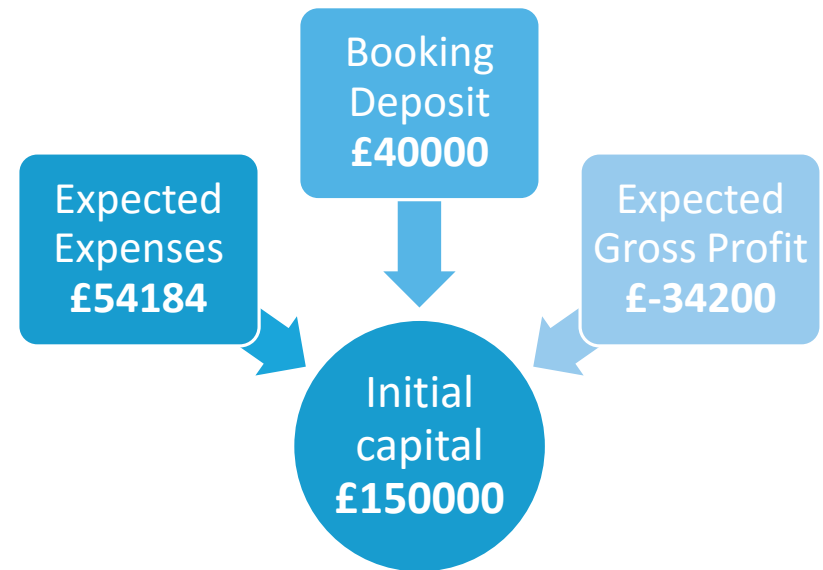
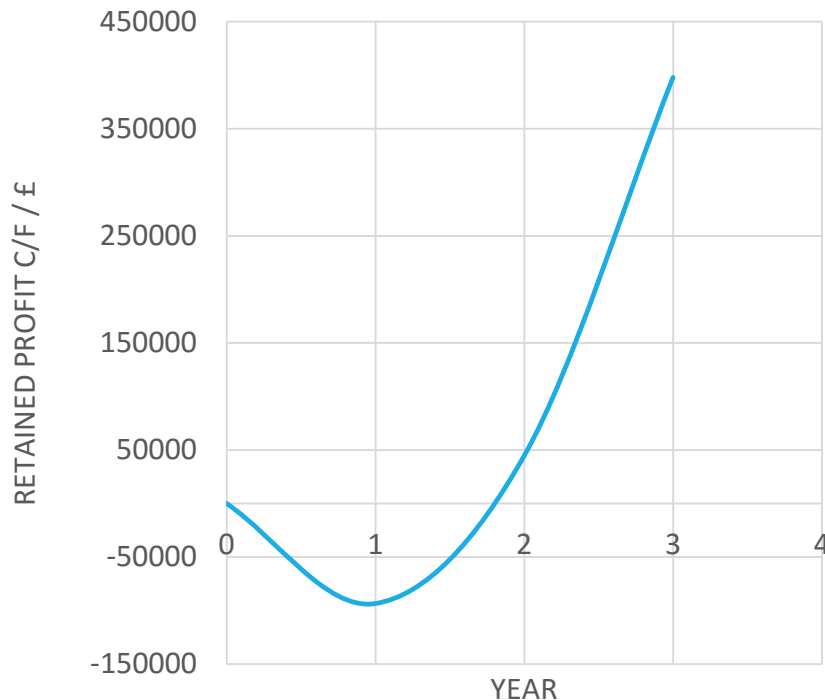
Competitor	Market Location	Type of Product	Ease of Use	Booking	Direct Payment
Sporty	Norway UK	App (iOS)		✗	✗
Mylocalpitch	London	Sport venue booking website		✓	✗
Let's Play App	Netherlands	App (iOS)		✗	✗
Spontacts	Germany Switzerland	App (Android & iOS)		✗	✗
SportsConnect	UK	App (iOS, Android, Windows)		✓	✓

Initially revenue relies on ads, slowly switch to booking commission



Initial capital injection of £150k is required to set up – break-even in 2 years

BREAK-EVEN ANALYSIS



Summary

Problem

- Information problem between sports players and facilities
- Excessive length of time to organise event

Solution

- Free and simplistic mobile application to allow users to create events at their local sports venues

Potential

- Target market: Male aged 18-25 who recreationally play sports
- Potential market of 0.7M users

Financial

- Initial capital injection of £150k is required
- Breakeven in 2 years

Supporting Slides

- Market Sizing
- Capital Requirement Breakdown
- Projected P&L Statement
- Projected Cash Flow Statement
- Financial Statement Summary
- Exit Strategy