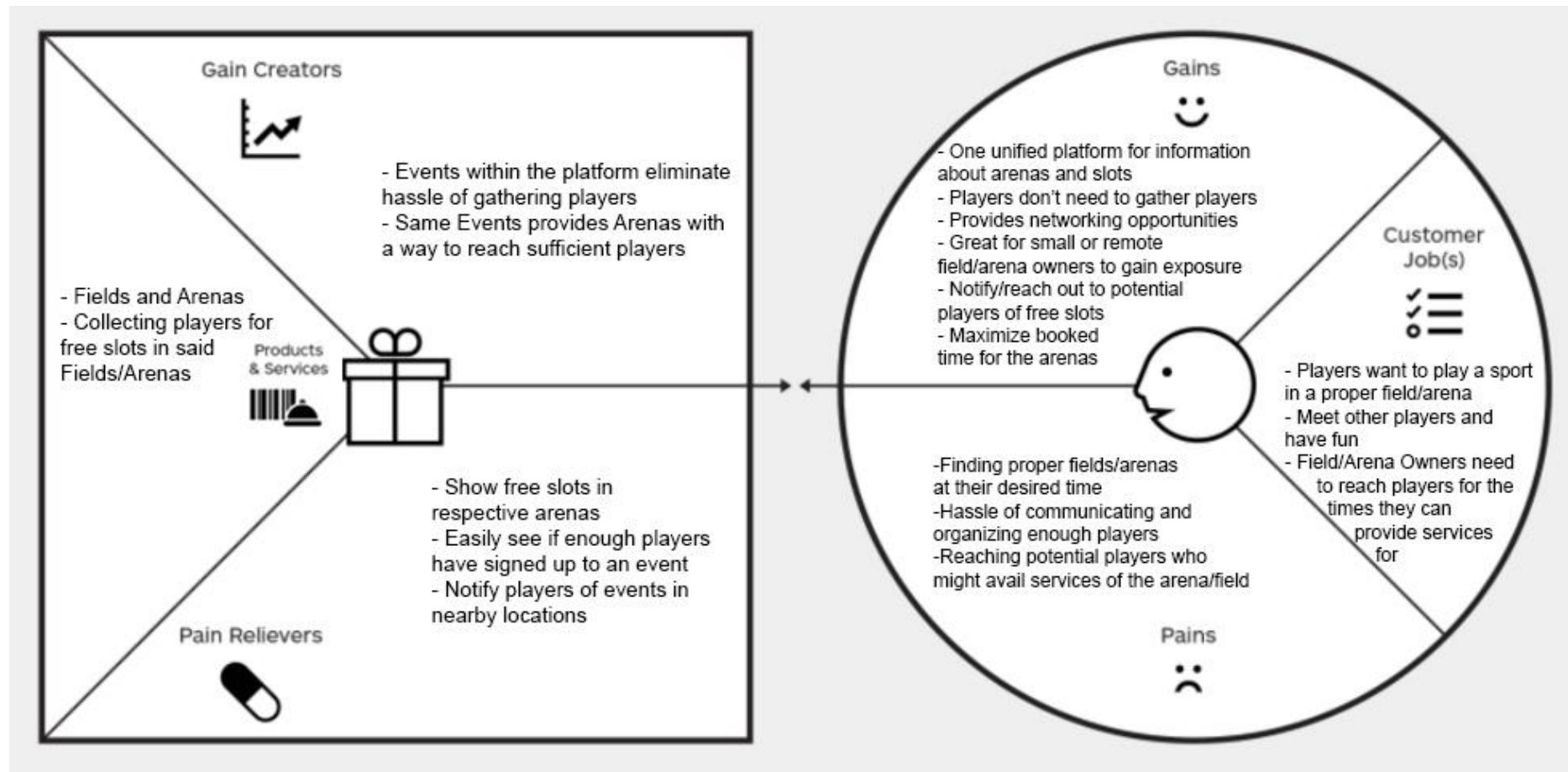# Assignment 1

Team 21

SEBA Master - Web Application Engineering

Summer Term 2021

SportSeek

SportSeek is a platform to help players and sports arena/field to connect with each other in order to play at the player's desired time and arenas through the ability for players to sign up for sporting events hosted in the arenas/fields, removing the burden on the players to collect other players.

Value Proposition Canvas

Gain Creators

- Events within the platform eliminate hassle of gathering players
- Same Events provides Arenas with a way to reach sufficient players

Products & Services

- Fields and Arenas
- Collecting players for free slots in said Fields/Arenas

Pain Relievers

- Show free slots in respective arenas
- Easily see if enough players have signed up to an event
- Notify players of events in nearby locations

Gains

- One unified platform for information about arenas and slots
- Players don't need to gather players
- Provides networking opportunities
- Great for small or remote field/arena owners to gain exposure
- Notify/reach out to potential players of free slots
- Maximize booked time for the arenas

Customer Job(s)

- Players want to play a sport in a proper field/arena
- Meet other players and have fun
- Field/Arena Owners need to reach players for the times they can provide services for

Pains

- Finding proper fields/arenas at their desired time
- Hassle of communicating and organizing enough players
- Reaching potential players who might avail services of the arena/field

Business Model Canvas

● Key partners	● Key activities	● Value propositions	● Customer relationships	● Customer segments
•Field/Arena Owners •Technology Partners •Sports Equipment Brands •Local Sports Clubs	•Website and app-development •Maintaining and updating the platform •Stimulate demand through promotions •Customer Support •Reaching out to arena/field owners	**Sports Players** •Unified platform for information about arenas and slots •Players don't need to gather players because of events •Provides networking opportunities •Notify players about desired free slots or events nearby **Field/Arena Owners** •Great for small or remote field/arena owners to gain exposure •Maximize booked time for the arenas •Events provide arenas a way to reach sufficient players	**Players** •Convenience •Self-service - Find Events and locations •Automated Services •Notification of events •Reward Points Accumulation **Field/Arena Owners** •Convenience of reaching players •Commissions on bookings •Monthly fee	**Sports Players** •Individuals looking to play with others at their desired time and place •Players willing to participate in tournaments •People willing to be notified of events to play in •Groups looking to play together **Field/Arena Owners** •Owners looking to maximize utilization of their arenas •Arenas looking for more exposure •Clubs scouting for players or host events •Tournament organizers •Arenas looking for ways to reach out to players
	● Key resources •Platform •Number of Players •Number of Arenas/Fields •Skilled Staff •Initial Financial Capital •User Experience		**● Channels** •Online Advertisements (Social Media, Websites, etc.) •Advertisements on sports equipment stores and sites •Ads by the field/arena owners •Ads in tournaments •Reach out to the field/arenas	

● Cost structure	● Revenue streams
•Technology Costs •Customer Acquisition •Advertising •Personnel Costs	•Players sign up to events through payment (we take a commission) •Monthly fee from location owners for platform access •Platform hosted tournaments can be sponsored •Advertisements on the platform

Business Idea Illustrated according to the Business Model Canvas

Customer Segments

Sports Players
Individuals enthusiastic about playing their favorite sports at a suitable location with other like-minded individuals.

Field/Arena Owners/Administrators
Business Owners interested in maximizing the time their facilities are utilized, thereby maximizing their profit

Value Propositions

SportSeek provides a common platform for players to conveniently find information about nearby arenas/fields, and sign up to events hosted by the administrators of said arenas/fields. This process eliminates the hassle of having to gather other players for such an experience. Furthermore, players will not have to actively search for events at the times they are free, rather they can enter their free times, to have our platform notify them of events at those times.

In addition to being a platform for players, SportSeek also serves as a unique platform for arena/field owners through which they can reach players and inform them of their offering. And since players have significantly less burden when utilizing their services through our platform, it provides the owners an opportunity to attract a greater number of individuals leading to increased profit generation for their establishments. SportSeek, would also enable small or remote locations to reach a large audience without being burdened with having to make large investments, related to advertising.

Customer Relationships

SportSeek provides players with a convenient platform where they will be able to look up individual events being offered by the various locations. They will also be automatically notified of events during their denoted free time and nearby to their location. They will also be able to accumulate reward points which they can utilize to sign up to future events.

In exchange for a monthly fee, location providers gain access to our platform which enables them to reach many players. Additionally, a

dynamic commission structure will be implemented on the bookings to their hosted events.

Channels

SportSeek will be advertised in a multitude of channels. Online advertising campaigns will be carried out with an acute focus on sports related groups, communities and sites. Brick and mortar locations and online sites of sports equipment providers would also be focused on as their target group is most likely to intersect with ours.

Advertisement campaigns at the premises of the location providers themselves and at sports tournaments also provide a significant opportunity to reach our target group.

Key Activities

- Primarily, our initial activity will be to develop the web application, both its frontend and backend. After development is complete, it would have to be regularly maintained, and any issues that arise would have to be addressed.
- Periodically, we will have to launch promotional campaigns to stimulate wider exposure and greater demand.
- Support has to be provided to the players and the location providers to resolve any exceptional circumstances such as addressing complaints, canceled events, etc.
- New location providers should be regularly scoped and reached out to, in order to bring them onto our platform.

Key Resources

- In order to successfully achieve the goals set by our value proposition, the number of players and the number of arenas owners using SportSeek are major resources for the platform which need to be constantly maintained for a steady growth. Proper utilization of channels, partnerships and customer relationships is vital in this regard.
- A skilled staff working for the platform is highly prioritized to meet both the users' requirements for a great experience while also allowing SportSeek to operate at maximum capacity and promoting it to the fullest potential.
- Before forming key partnerships with arenas and other services, an initial financial capital is required for development and promotion of the platform. Venture Capitalists and other investors can assist in providing the funding required to give SportSeek a head start.

Key Partners

- As we are reliant on arenas/fields provided by external entities, forming partnerships is crucial for sustainability and supply of key resources. Arenas can be motivated for partnerships for more exposure and maximum utilization of their facilities.
- Technology partners can include payment partners such as PayPal, cloud service providers such as AWS etc. They will help SportSeek deliver a consistent and smooth user experience on both ends.
- The opportunity to advertise and promote themselves within the platform is lucrative to sport brands across different locations. Forming partnerships can allow for selling merchandise in the future. Similarly, local sports clubs can be interested in scouting for new players and hosting tournaments, and can benefit from being prioritized.

Cost Structure

- Technology costs include all the software, hardware and licenses required to create and operate the platform. AWS hosting fees or any cloud hosting service need to be considered as well.
- Creation of an initial customer base requires reaching out to potential customers, both players and arenas. The cost depends on the appropriate channel chosen to attain the respective customer segments. As most of our channels involve advertising on different platforms, it stands out as one of our most expensive activities.
- Different teams within SportSeek need their own personnel performing a variety of roles e.g. engineering team, marketing team etc. at different stages of development. This counts as another majorly expensive cost as the personnel are part of our key resources.

Revenue Streams

- Upon logging in, the players are greeted with available events at different arenas which they can sign up for. Signing up requires a payment to the arena hosting the event while SportSeek takes a commission from the player.
- Additionally, the location owners will have to pay a monthly fee, proportional to the number of events they want to host, to use the platform.
- Tournaments can be hosted to increase outreach and customer engagement.
  - SportSeek hosted tournaments can attract sponsors from clubs, brands and arenas themselves.
  - External tournament organizers, e.g. local clubs, can advertise on the platform.

Business Model

SportSeek will follow a **Brokerage Model**, by acting as a market-maker connecting players with other players and location providers. We will take a commission on the bookings and employ a **subscription model** on the location providers end, where they give us a monthly fee for access to the platform.

On a more narrow scale we will act as a variation of a **Demand Collection System** where we reduce the burden on the players' end, thereby exposing location providers to a much wider customer base.