

## **Executive Summary: KING OF COURTS**

### **Mission Statement:**

To connect basketball players throughout the City of New York with an interactive, fun, and competitive way to challenge each other.

### **Problem & Market Opportunity:**

1. Lack of competition in local area
2. Communication of pickup basketball court availability
3. Over 26 million Americans play basketball, 15 million play pickup
4. 4.1 million play in organized leagues

### **Solution:**

1. Ranking of competition based on a point system
2. Location tracking to inform who's in the area

### **Competitors:**

RecCheck & InfiniteHoops do not have a system to rank competition

### **Team:**

Quanzel Halls, *Founder & CEO*

Quanzel Halls is senior at Buffalo State College majoring in Industrial Technology.

Grateful for his participation in Harlem Children's Zone, he has returned to serve over 100 student-athletes as basketball coach. Through his passion for basketball, Quanzel instills the importance of teamwork, discipline, competition, leadership, work ethic in his youth development work. Quanzel's personal interests include music, as he is developing a music group along with related apparel.

### **Customer Segments:**

1. Pick-up basketball players, aged 13-40
2. Local basketball venues

**Key Partners:**

1. AAU (Amateur Athletic Union)
2. Gauchos Gym
3. Harlem Children's Zone
4. Brooklyn Nets/New York Knicks
5. Zog Sports

**Revenue Streams:**

1. Revenue sharing partnerships with local gyms, basketball tournament organizers and basketball skill clinics
2. Sponsored content/advertising
3. In-App Purchases, like Skill Development Drills

**Strategy + Timeline:**

- Partner with developers for final version (May 2017)
- Build & grow Instagram & Facebook accounts (May 2017)
- Promoting at local tournaments/clinics to reach 1000 users by August 2017