

# Quanzel Halls



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.

**KING OF  
COURTS NYC**

**FOUNDER,**

**QUANZEL HALLS**



# Market Opportunity

- Over 26 million Americans play basketball
  - 15 million play pickup basketball
- 4.1 million play in organized leagues










# Customer Insights

- 70% play with their friends
- 80% plan games ahead
- 90% play up to 3 times per week

# Value proposition

- Access better competition locally
- Signal when space and players are available
- Keep stats

# The Business Model Canvas

<div>Key Partners</div> <div></div> <div>AAU (Amateur Athletic Union) Gauchos Gym Harlem Children’s Zone Brooklyn Nets/New York Knicks Zog Sports Apparel companies</div>	<div>Key Activities</div> <div></div> <div>Application development Attending games &amp; tournaments Contact gym managers</div> <div>Key Resources</div> <div></div> <div>Local, public courts Private gyms Basketball Clinics</div>	<div>Value Propositions</div> <div></div> <div>Locate &amp; Rank competition Find open courts faster, easier Keep score</div>	<div>Customer Relationships</div> <div></div> <div>Friend referrals Discounts for partner apparel companies</div> <div>Channels</div> <div></div> <div>Mobile Application</div>	<div>Customer Segments</div> <div></div> <div>Pickup basketball players, aged 13-40 Local basketball venues</div>
<div>Cost Structure</div> <div></div> <div>App Development &amp; Maintenance Promotion</div>			<div>Revenue Streams</div> <div></div> <div>Sponsored content/advertising In-App Purchases Revenue sharing partnerships</div>	

# Revenue Model

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

# Strategy & Milestones

- 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