

Stadium Order

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Mission Statement

- To provide a simple and convenient solution that allows fans to have the best possible sports viewing experience by enabling concession vendors to serve fans in their own seats.

Competitive Advantage Statement

- Stadium Order is the easiest way to get food in your seat!

SWOT Analysis

	Helpful	Harmful
Internal Origin	<u>Strengths</u> <ol style="list-style-type: none">1. Small team, quick to react2. Connections to a lot of college kids that can spread the word about our app	<u>Weaknesses</u> <ol style="list-style-type: none">1. Lack of business experience/ties2. No working product yet
External Origin	<u>Opportunities</u> <ol style="list-style-type: none">1. Our customers are willing to spend money.2. Currently there are no competing products on the market	<u>Threats</u> <ol style="list-style-type: none">1. Venues might select a similar product before we get on the market2. Infrastructure might not be in place in most venues

Questions We Need Validated

1. Will BYU help us out?
 - a. How much?
 - b. Experiment to validate the hypothesis: Contact LES and Marriott Center management and ask them.
2. How many people are willing to spend more money to stay in their seat?
 - a. How much are they willing to spend?
 - b. Experiment to validate the hypothesis: Conduct a survey among sports fans (that attend games) to see how much they are willing to spend.
3. Are concession vendors willing to implement a to-seat-delivery system?
 - a. Experiment to validate the hypothesis: Contact concession vendors at LES and Marriott Center and ask them.