



Master of
Management Analytics
Toronto

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Course Name: Entrepreneurship

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Team Name: Team Gordon

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Exploring the Sports Technology Industry with the customer base serving multiple stakeholder such as athletes, coaches, and general public. We decided to focus these ideas on injury prevention and data analytics.

The audience we hope to serve include:

Athletes – Enhancing Performance and risk of injury.

Coaches and Trainers – Providing a data driven tool for better decision-making.

General Public – People who want to improve their overall fitness and not get injured.

Business Ideas Generated using ChatGPT

- 1 Wearable Sensor Network for Injury Prevention: A system to track biomechanical data in real-time, helping athletes avoid injuries.
- 2 AI-Powered Performance and Injury Risk Analytics Platform: Integrating data from various sources to provide insights on training loads and recovery needs.
- 3 Smart Rehabilitation Equipment: Equipment providing real-time feedback during rehabilitation, ensuring optimal recovery.
- 4 Comprehensive Sports Data Integration Platform: A platform to consolidate diverse data into a single interface for holistic athlete health management.
- 5 VR Training for Injury Prevention: Using VR to teach proper techniques and movements to reduce injury risks.

Analyzing Overall Idea Generation and the 2x2 Matrix

The overall process of starting to think about ideas is great, but I believe we could get more granular when it comes to identifying the specific problem we want to solve. What I really like is the 2x2 Opportunity Matrix. It allowed me to visualize on a graph the complexity and opportunity associated with each idea.

The top two ideas I liked were the 'Comprehensive Sports Data Integration and Visualization Platform' and the 'AI-Powered Performance and Injury Risk Analytics Platform.' I believe both ideas are highly integrated, especially when it comes to using real-world data to prevent injury.

Description of the Idea	The Problem it Solves and for Whom	Key Assumptions	Size and Complexity of the Opportunity
Wearable Sensor Network for Injury Prevention	Helps athletes and coaches detect early signs of potential injuries before they become serious, allowing for proactive intervention and reducing downtime.	The technology can accurately detect and predict injury-prone movements. Athletes and teams are willing to adopt this technology. Wearable technology can be made comfortable and non-intrusive.	Large market with growing awareness about athlete health. Requires significant R&D investment and compliance with sports regulations.
AI-Powered Performance and Injury Risk Analytics Platform	Offers coaches, sports scientists, and medical staff a centralized tool to make data-driven decisions about training load, rest, and recovery strategies, thus reducing injury risks and optimizing performance.	Availability of high-quality data from various sources. Coaches and teams value data-driven insights. AI models can effectively process and interpret complex sports data.	Potentially critical tool for professional and amateur teams. Requires robust data collection, AI development, and strong user experience.
Smart Rehabilitation Equipment for Injury Recovery	Assists injured athletes in recovering more effectively by providing data-driven feedback during rehabilitation exercises.	Rehabilitation professionals are open to integrating technology into their practice. The equipment can be effective across a variety of sports injuries. Insurance or sports organizations are willing to invest.	Substantial rehabilitation market with demand for personalized solutions. Requires collaboration with medical professionals and rigorous testing.
Comprehensive Sports Data Integration and Visualization Platform	Simplifies data management and analysis for sports organizations that struggle with fragmented data systems, providing a holistic view of athlete performance and health.	Sports organizations face challenges with data fragmentation. The platform offers enough value through its analytics and visualization. Data privacy and security concerns can be addressed.	Scalable solution with a broad market across multiple sports. Main complexity is integrating diverse data sources and ensuring user-friendliness.

Virtual Reality (VR) Training for Injury Prevention	Provides athletes with a safe environment to practice and learn techniques that reduce injury risk, especially useful for younger athletes and schools.	VR technology can realistically simulate sports scenarios. Coaches and athletes are willing to use VR as a supplementary tool. The cost of VR equipment is feasible for target users.	Significant potential in using VR for sports training. Challenges include creating high-quality content and ensuring accessibility and affordability.
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