

## SPORTS INTELLIGENCE ASSISTANT

AI-powered research, content, and strategy engine built on a decade of sports insight and fandom expertise.

### VISION

Build a custom AI assistant that reflects your voice, style, and strategic understanding of sports fandom, brand marketing, and consumer behavior. This tool should feel like a cultural strategist with deep sports literacy - trained on everything you've created, observed, and shaped over the past decade.

### CORE FUNCTIONS

- Conversational interface (chat-style UI)
- Voice-aligned responses (wry, smart, clear, culturally sharp)
- Contextual memory from your decks, briefs, trend reports, insights, articles, transcripts, etc.
- Client-facing & internal modes (different access levels)
- Searchable archive of past work and research
- Trend prompts & creative starter ideas based on sports culture
- Deck or outline generator for briefs, POVs, and pitches

### PHASES + TIMELINE

#### PHASE 1: STRATEGY + SCOPING (1-2 WEEKS)

- Define goals, features, use cases
- Outline voice, tone, key language behavior
- Audit archive (what to include: decks, docs, writing, transcripts)
- Draft naming and structure ("coach mode," "client view," etc.)

Cost: Your time + optional consultant for scoping (~\$1-2K if outsourced)

#### PHASE 2: TECH SETUP + MVP BUILD (2-4 WEEKS)

- Developer sets up:
  - OpenAI API access (GPT-4o or GPT-4.1 via API)
  - Simple UI (chat app using React, Vercel, or Streamlit)
  - Vector database (Pinecone or Weaviate) for memory
  - Embed your docs for retrieval (using LangChain or similar)
- Start testing responses and tuning prompt structure

Cost: \$5-10K (freelancer or dev shop)

### PHASE 3: TESTING + VOICE TUNING (2-3 WEEKS)

- Refine tone and voice: tighten language, add smart phrasing, cultural POVs
- Spot gaps in memory (add more docs)
- Ensure outputs feel "on brand"
- Add quick templates or response styles for pitch decks or insights

Cost: Mostly your time + dev QA (~\$1-2K add-on if done externally)

### PHASE 4: UI POLISH + FEATURE EXPANSION (2-4 WEEKS)

- Add modes (client vs internal)
- Design front-end (minimalist, branded interface)
- Create feedback system to keep improving outputs
- Optional: analytics, usage logs, input tagging

Cost: \$2-6K (depends on scope, designer involvement)

### ONGOING COSTS

- OpenAI API: ~\$50-500/mo depending on usage volume
- Vector DB (Pinecone, etc.): Free to ~\$100/mo for small scale
- Hosting (Vercel/Supabase/etc.): ~\$10-50/mo depending on traffic

## TOTAL BALLPARK BUDGET (FOR MVP)

- Lean build: ~\$6-8K
- Mid-range build: ~\$10-20K
- Polished tool with custom UI: \$20-35K+

## OPTIONAL ADD-ONS

- Slack/Notion integration
- Custom prompt buttons (e.g. "Give me 3 fan POVs")
- Client dashboard mode
- Voice/audio interface
- Scheduled content/trend alerts

## WHY THIS MATTERS

You're not building another chatbot. You're building a memory extension of your brain, taste, and track record

- one that's scalable, useful, and defensible. It's IP with a UI. A strategist that never sleeps. A differentiator in pitches. A partner for better thinking.

Next step?

Define scope + hire dev team. Or I can mock up a name, brand, and interface concept for your internal pitch.