Title: DATSPOR

DATE : 7 November 2022

NAME : SATTWIKEE GHOSH

EMAIL : sattwikeeghosh95@gmail.com

PHONE : 7439322718

COLLEGE/COMPANY : Techno Main Salt Lake, Kolkata

Theme Selected

SPORTS

Problem Statement

How can we contribute towards Aatmanirbhar Bharat and the growing sports culture of India?

Idea/Solution

Our idea is to create an application framework that will provide facility to play betting game, watch and discuss different sports on same platform **simultaneously**.

Since, it's to promote Sports its basically going to target general public who have interest in Sports, as well as to embed interest and to make it informative to people new to sports and to **encourage interests** in different sports.

Brief description of Idea/Solution

BASICALLY, IT WILL BE A PLATFORM WHERE AN USER CAN GET LIVE UPDATES OF SPORTS,ALL SPORTS REGARDING NEWS AND VIDEOS , GAME HIGHLIGHTS, CREATOR **CONTENTS**, ARCHIVE **CONTENTS**, ETC. WHILE AT THE SAME TIME, CAN CHAT WITH OTHERS ON SPORTS TOPICS AND CAN ALSO MAKE TEAMS TO PLAY BETTING GAMES.

IT WILL GIVE **USERS** REALISTIC EXPERIENCE WHILE WATCHING MATCHES. WHILE BETTING PEOPLE, USERS CAN LISTEN RUNNING COMMENTARY.

IT WILL BE MORE INTERACTIVE AND MORE INFORMATIVE BY INTRODUCING REWARD SYSTEM.

Features

Users will get sports regarding news, vlogs, feeds and live score updates.

By using discord server people can discuss and play games .

Chatting through audio as well as text chat.

People can play betting games while listening to running commentary at the same time.

Users will get point according to the team they created. They can earn credits and coins on winning a match which can be used to redeem coupon codes and vouchers.

A nice UI design for fully amazing experience of the flavour of Indian sports.

A feedback form to obtain Feedback and Improvement opinions.

Customer Segments & Market Size

Any person with interest in sports can use this platform to get sports updates and enjoy chatting and discussions . For taking part in betting games, one must be at least 18 years old.

The India esports market is expected to exhibit a CAGR of 22.13% during 2022-2027. Keeping in mind the uncertainties of COVID-19,the India esports market is expected to exhibit a CAGR of 22.13% during 2022-2027.

Technical Aspects

We can use the following technologies to build the application :-

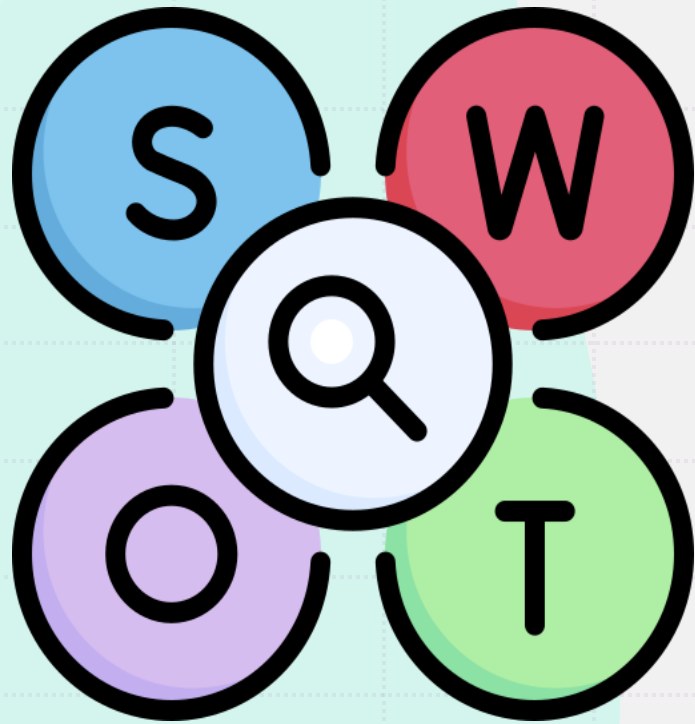|			
· **Programming Language :** Java, React Native, PHP, Flutter, C, Swift, or Kotli**n.**	· **Database Management:** MongoDB, MySQL, PostgreSQL, Cassandra, HBase, MailChimp Integrations.	· **FrontEnd :** JavaScript, CSS, HTML5, Bootstrap, JQuery, AngularJS.	· **API for sports data :** Entity sports.
· **Cloud :** Google Cloud, Azure.	· **Chats and discussion platform :** Discord Server.	· **Payment Integration :** RazorPay, GooglePay, Paytm, PayPal, Net Banking, e-Banking.	· **Push Notifications :** Twilio, Apple push notifications.
	· **Ad Network :** Google's AdMob.	· **Feedback :** Google Form.	

Unique Value proposition

Rather than just watching a game sitting alone , this platform enables users to chat with others regarding sports while getting live updates and sports news at the same time .This will help giving a better interactive and more informative experience to users. In this way, users can also build connections with many other people.

This application will also contribute in promoting not so popular games like hockey, basketball, etc. by featuring news about them.

In future, we can also integrate small unpopular games to our application so as to promote them and strengthen our rich Indian sports culture.

SWOT Analysis

STRENGTHS: - 1) One can set up their his/her team of favourite players by comparing the points. 2) People can update themselves to new sports. 3) An interactive public network can be established. 4) This can have newly built features added in the near future.

THREATS: - 1) User data can get hacked and leaked. 2) Monetary transaction pathway can get hacked and there can be a theft.

OPPURTUNITIES: - 1) We can have a new way of experiencing sports with **others.** 2) It can lead to future improvements in sports field by bringing into light all kinds of sports. 3) **Cost** free website**/app** where we need not to pay to see the match.

WEAKNESSES: - 1) It cannot attract non-sports users. 2) Databases cannot be added**/changed as** frequently as per our wish.

Business Model

At the beginning after the application is launched everything will be made free to attract users. Then ,we will be starting with minimum ads display for revenue generation .As our app will gain more popularity , we can increase the frequency of ads displayed and offer a membership plan to avoid these ads. We can also keep an option to pay and buy extra credits for making a better team with high worth players.

With the app being popular among a large number of users we can organize some mega betting game events where each users have to register with money and a portion of the total amount generated can be declared as a prize. Thus we can make some monetary benefits from there. Sponsorship is also an important way of generating revenue within fantasy apps.

A huge amount of data about user behavior can be collected through the sports app. Selling this data can be a good, regular revenue stream.
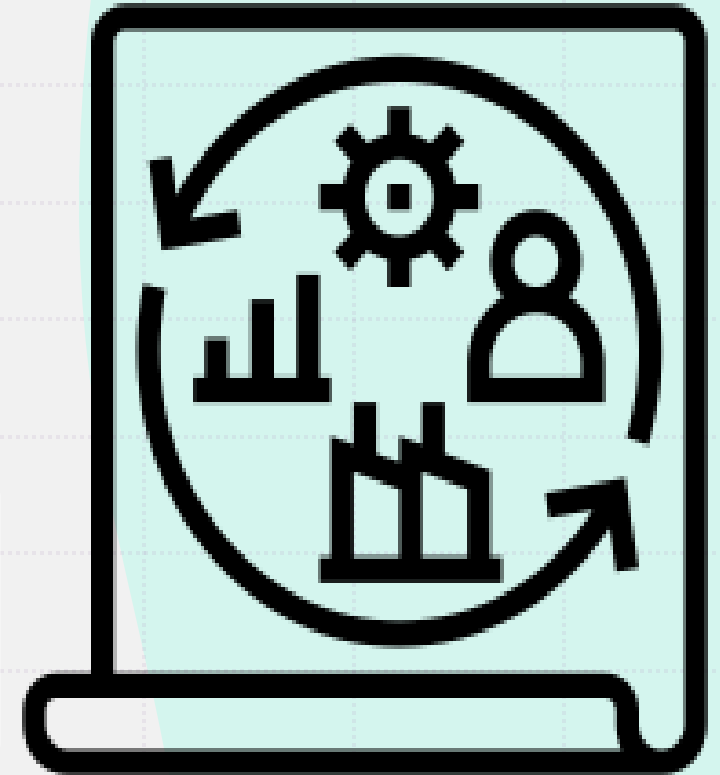
Why do you think this solution will work ?

Despite a plethora of sports apps flooding the market, there is scope for innovative mobile/web apps that provide an awesome interface and engaging experience to the users. And that is exactly what our application framework is trying to do.

It is providing the users platform to enjoy full flavour of Indian sports(that too **in an interactive** way) as well as promoting all kinds of sports.

How do you look forward on improving the idea/solution ?

01
Adding many other virtual games that can be played individually or by making teams.

02
Mega events and matches arrangements with sponsorship and monetary rewards.

03
Encouraging involvement in small or unpopular sports by adding features to enable participation in those games.

04
Providing customised content for better user experience using advanced AI algorithms.

Problems you faced while making this project/idea/solution and how you overcame it ?

Spam messages greatly impact the image of an application. In the discussion platform we have to implement a spam bot to get over this issue.

Facing lag in live updates is also a problem we can face. So we made the application framework using simple set-up and design. Speeding up processes by caching data minimizes the burden on limited resources and positively affects application speed.

Conclusion

According to Sports Business Institute, sports fans have migrated to digital platforms. Viewership of live events physically, is decreasing by 11% every year and marketers are forced to think of new ways to attract them. Digital technologies have disrupted entertainment in a big way and sports are no different. As technologies to bring events to live to the fans in the comfort of their homes, more and more people would be using mobile/web apps to follow their favorite sports and teams. But this is leading to decrease in public interaction and reducing chances of enjoying sports together.

Also on the other hand it is necessary to promote all kinds of Indian sports in this digital world too , to keep up the rich culture of Indian sports heritage and contribute towards Atmanirbhar Bharat.

So, we tried to build an application that can serve all the above mentioned needs to fulfil public demands and contribute to the progress of our country.

THANK YOU!