IDEAPEX 2k18

PRO KABADDI LEAGUE

**Category of startup/business-service**

Founders with backgrounds-

1. **Charu Sharma-He is a cricket commentator, compere and much more.He was the CEO for the IPL(indian Premier league) Franchise royal challengers Bangalore in the 2008 edition of the same but was fired from the position resulting from poor team performance at the league matches.He established the pro kabaddi league in 2014 and is the director of the league since then.He also appeared in many award show and is also known to be a quizmaster.He has a rich 20 year long experience woking with sports broadcasters like ESPN,Sony MAX,Star Sports and Doordarshan.He has also been on the cast of the 2015 political thriller Dirty politics.He has been a sportsman himself and is an excellent springboard divers and also played cricket for the Kolkata division.**
2. **Anupam Goswami-he is the excutive head of marshal sports which is a Bangalore based private organisation which is the official administrator of the pro kabaddi league**

**Business description**

**The pro kabaddi league is one of the many ideas that has grown many folds in its very beginning stages and is around the corner hitting its target pretty much in the bulls eye.In a developing country like India the sport that is quiet rural in its very foundation and was on its way to become obsolete but is very emotionally attached to the people and has the thrill and challenge and a form which makes it a candidate not just for it qualifying as a game but more as a competition is the apt sport chosen by the establishment.The businesss being seasonal in nature just like many of the others keeps the viewers and all the people associated with waiting and set the ground for all the excitement that is created and is perfectly utilised in monetisation of idea.The fame of the game and the involvement of the target audience in the game at a local level (just as you dont need much of props or any sport material ) is playing a pivotal role in the success of the league.Major bussiness of any sport event conducted anywhere comes not majorly from the participating franchisees but from selling rights ,ticketing for the matches ,player customised goodies and all the other branding and marketing steps that are taken for the bussiness to be money churning on the basis of being famous.As far as the viewership is concerned most of them contribute from the television broadcasting sector and the league has achieved most of its broadcasting tactics from the other sports that exists in the similar format.The format of business is picked up as it is from many of its so called competitions (other sports leagues) which have become a hit business idea in the past couple of decades.The sport and hence the dependent business is a popularity/fame driven industry.**

**Company vision + mission and milestones ..**

**( what they started with and what they are now .. )**

**The main vision of the organising company of the pro kabaddi league is to use kabaddi which is quite deeply rooted in the minds of the general indian crowd as a platform to build it as a sport and at the same time monetise the fame and affection its audience has for the game and also inturn have a pitch to grow kabaddi as a sport in all.**

**The first season of the pro kabaddi league had 8 franchisees ,which grew to 12 in 2017.The team strength increased from 15 to 24 getting more talent to the show and conducting more number of matches.The leagues season 5 to be conducted in 2018 will have 138 matches that will be conducted and now the league also allows players from 12 different countries apart from india to be a part of the auction which is coducted where biding of players is done and the teams get to retain some players and bid on the rest just as is done in all other major sports leagues.**

**Market potential assessment /**

**market surveys-**

**Product pricing and marketing choices-**

**Customer validation**

**Business interdependence**

**Valuation / Price validation**

**Go to market plan**

**Manufacturing feasibility**

**Marketing model / strategies**

**Is it different for different geographical locations ..?**

**Financial / Revenue model /Business model**

**Valuation**

**during startup and current**

**Investors involved and their background.**

**Investors during startup stage and at current stage.**

**Investments raised at different stages**

**Competitors**

**past and current ..?-**

**The major competitors to the league are similar leagues but consisting of different sports like the one from which the idea was derived the famous indian premier league (IPL) which is a similar concept based on cricket ,the recently formed indian soccer league(ISL),the premier badminton league(PBL) and also any form of sports events that are happening on the same time as the pkl act as a competitor if the fame of the other is more than or nearby or moreover has an audience which overlaps with that of pkl.some major events would consist of anything of the league of the olympic games which would turn out to be audience pullers but with a calm of once in four years.**

**Risks And Mitigation**

**Approaches Of Sustainability And Scalability – The Model Used**

**Geographical Locations Addressed**

**Past and Current (past and present over time)**

**The recent addition of overseas players to the franchisees from as much as 12 countries including Iran ,korea,turkemenistan and mostly some other asian countries has led to the spread of the fame of the league to the counties from where players are participating.However the extent is just reaching Asia as the main motiveation of the league was also the success of the sport in the asian games 2006.**

**Approaches / ventures for Sustainability and operational Scalability**

**Others ventures of investors as in their other investments**

**Design Accuracy And Effectiveness**

**Diversity of Technology Used**

**Engineering Quality And Completeness**

**Field Test Results / Statistics**

**Disruptive Technologies Used**

**Deployment Readiness**

**Expansion/Migration or**

**Upgradability Effectiveness**

**Product Certifications from governments and derivatives ,if any required, before product release in local and global market.**

**Patents / IP Developed By Them –Or- Used From Third Parties - ?**

**Novelty of their research Any ?**

**Innovative use of Technologies / Approaches**

**Design Innovation**

**Strategic Innovation**

**Marketing Innovation**

**Was It startup product/service Market Disruptive ..?**

**Justify If Yes**

**Business Innovativeness**