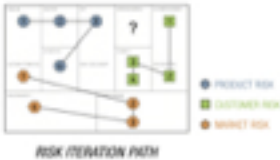


<div>PROBLEM</div> <div>List your top 1-3 problems.</div> <div>Switching users to our website/ competing websites.</div> <div>Running a get winner function at a specific time so that users are up to date.</div> <div>Users not having a website to interact with sports scores</div>	<div>SOLUTION</div> <div>Outline a possible solution for each problem.</div> <div>Contest</div> <div>Score keeping</div>	<div>UNIQUE VALUE PROPOSITION</div> <div>Single, clear, compelling message that states why you are different and worth paying attention.</div> <div>Give users the opportunity to interact with sports scores and stats and compete in contest to prove your sports knowledge</div>	<div>UNFAIR ADVANTAGE</div> <div>Something that cannot easily be bought or copied.</div> <div>Free business model</div> <div>Popular sport websites already having a large user base.</div>	<div>CUSTOMER SEGMENTS</div> <div>List your target customers and users.</div> <div>Sports Fans</div> <div>Gamblers</div> <div>Casual Fans</div>
<div>COST STRUCTURE</div> <div>List your fixed and variable costs.</div> <div>Cloud Services</div> <div>Database Services</div> <div>Sports API Scores</div>	<div>KEY METRICS</div> <div>List the key numbers that tell you how your business is doing.</div> <div>Contests</div> <div>Scores</div> <div>User Record</div>		<div>CHANNELS</div> <div>List your path to customers (inbound or outbound).</div> <div>Advertisements</div> <div>Sporting events, stadiums, banners, sponsor teams.</div>	
<div>COST STRUCTURE</div> <div>List your fixed and variable costs.</div> <div>Cloud Services</div> <div>Database Services</div> <div>Sports API Scores</div>		<div>REVENUE STREAMS</div> <div>List your sources of revenue.</div> <div>Advertisement</div> <div>Potential Premium Membership</div>		



Pick Em' Sports