*FootyIntell AI*

**4.1 DEVELOP PROJECT CHARTER PLAN**

Revision 4

*12/6/2023*

**VERSION HISTORY**

| **Version #** | **Implemented**  **By** | **Revision**  **Date** | **Approved**  **By** | **Approval**  **Date** | **Reason** |
| --- | --- | --- | --- | --- | --- |
| 1.0 | *Eric Wnorowski* | *09/14/2023* |  |  | Initial Project Charter Plan draft |
| 1.1 | *Eric Wnorowski* | *10/8/2023* |  |  | Small update with regard to 5.3 Collect Requirements Plan |
| 2.0 | *Eric Wnorowski* | *10/16/2023* |  |  | Updated accordingly with 5.5 Create WBS Plan |
| 3.0 | *Eric Wnorowski* | *10/29/2023* |  |  | Updated accordingly with 5.15 Resource Management Plan |
| 3.1 | *Eric Wnorowski* | *11/12/2023* |  |  | Small update with regard to 5.24 Stakeholder Management Plan |
| 4.0 | *Eric Wnorowski* | *12/6/2023* |  |  | Final Revised Version |

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# **INTRODUCTION**

## **PURPOSE OF THE DEVELOP** PROJECT **CHARTER PLAN**

This project charter is issued by the Chief Technology Officer & Vice President of Artificial Intelligence Software. The document is written to ensure a common understanding between the project sponsors, the product owner, the project manager, the project team, and the key company stakeholders.

The document is meant to be a guide for the project, setting goals/deliverables, understanding requirements, identifying risks/constraints, and outlining assumptions. The charter has been updated throughout the course of the project. The purpose is to minimize the complexity of the project and make sure there is clear communication and understanding of expectations between everyone involved. Therefore this final 4.0 version is up to date with regard to all other project documentation.

This document formally authorizes the existence and execution of the project while providing project management plans to apply the necessary resources to effectively carry out the project.

# **DEVELOP PROJECT CHARTER PROCEDURE**

## **PROCESS**

As stated in the previous section this project has been initiated by the Vice President of Artificial Intelligence Software and approved by the Chief Technology Officer. The project has been initiated to elevate the company’s involvement in professional football and provide clubs with the most effective technology in the world. This will allow for continued relationships and foster a new methodology of tactical analysis to football.

The project manager working with the project team and product owner will ensure that the goals and plan stated in the project charter is developed and executed throughout the project. The steps for accomplishing this are outlined in the following sections. The product owner will serve as the Risk Manager for this project.

## **PROJECT PURPOSE**

The FootyIntel AI project will seek to integrate artificial intelligence into the tactical analysis of football clubs across the world. The parent company (FootyIntel) already has a respectable reputation internationally and this project will look to grow the relationships by implementing a modernized approach to football. The project will not only create a new technology for clubs to utilize, but also further the integration and implementation of other technologies built by FootyIntel. This project will be a major milestone in data and technology in football across the globe.

## **MEASURABLE OBJECTIVES AND SUCCESS CRITERIA**

Within six months, the FootyIntel AI project will accomplish the following:

* A functional artificial intelligence model that identifies key elements in a football match (formations, referee decisions, set piece tactics, substitutions, playstyle, and more).
* Will be able to successfully analyze a match in real time and provide tactical suggestions to the users (typically an assistant coach on the pitch).
* Will show proof that the model is scalable.

Within twelve months, the FootyIntel AI project will provide a solution to the following:

* All of the listed requirements above but now be functionally able to be implemented worldwide by at least one hundred different clubs - build infrastructure to scale.
* Actively make adjustments to the model as the necessary evaluation metrics are tested.
* Will have completed a successful trial at a professional football club, showing that it functionally works and provides an adequate amount of advantageous tactical suggestions.

### **High-level Factors**

* **High-level Requirements**

The artificial intelligence model must provide effective and successful tactical analysis and make advantageous suggestions that significantly impact the likelihood of winning in a football match. This includes (but is not limited to) formation changes, stylistic changes, defensive exploitations, substitution suggestions, and more. This technology must also be scalable and have infrastructure to be implemented by clubs around the world.

* **Preliminary project description, boundaries, and key deliverables**

The project will be a first of its kind in the football world, providing football clubs with real-time tactical analysis that significantly increases the teams chance of success in real time during a match. The clubs already use a significant amount of data and artificial intelligence in their preparation and post-game analysis, but the product will be able to provide a coaching staff with relevant analysis during a match using a trained artificial intelligence model.

* **Overall project risk**

Threats:

* Lack of access to sufficient data to train the model
* Push back from coaching staff to utilize the product
* Regulations set forth by football governing bodies
* Inability to successfully relay the suggestions of the model
* Refusal by football clubs to utilize the suggestions
* Infrastructure not scalable for profit

Opportunities:

* Football data analysis teams understanding the usefulness of the product
* Increased initial interest from clubs allowing for a larger budget
* Football clubs allowing access to data useful to the model
* Coaching staff gaining an understanding of the significance of the product
* Football club front office receiving information on the potential positive effects

### **Summary Factors**

| **Deliverable** | **Milestone Date** |
| --- | --- |
| Preliminary Six Month Schedule | 15 calendar days after Notice to Proceed |
| Six-Month Requirements Document | 30 calendar days after NTP |
| Twelve-Month Requirements Document | 45 calendar days after NTP |
| Preliminary Project Scope Meeting | 55 calendar days after NTP |
| Preliminary Design Document | 90 calendar days after NTP |
| Initiate Six-Month Prototype | 120 calendar days after NTP |
| Update Twelve-Month Documentation | 200 calendar days after NTP |
| Complete Prototype | 300 calendar days after NTP |
| Re-Focus Project Scope Meeting | 320 calendar days after NTP |
| Update Design Documentation | 350 calendar days after NTP |
| Complete Project | 400 calendar days after NTP |

* **Preapproved Financial Resources**
* $500,000 approved for yearly salaries of technology team
* $100,000 approved for first six months of project
* If the prototype is successful an additional $250,000 will be approved for the following six months to build infrastructure to launch project
* Market will determine the amount of funding for the product after its initial launch.
* **Key Stakeholder List**
* Chief Technology Officer
* Vice President of Artificial Intelligence Software
* Chief Financial Officer
* Chief Executive Officer
* Product Owner
* **Project Approval Requirements**

Project approval is fully accomplished after a successful trial of the product is completed by a professional football club and approved by both executives of the club and the VP of AI Software.

* **Project Exit Criteria**

Stage gate reviews must be approved by the product owner & VP of AI Software.

VP of AI Software & Chief Technology has authority for closing and/or canceling a project plan or phase due to budget constraints. CFO and CEO will handle business side once product is launched.

* **Assigned Project Manager**

Project Manager: Eric Wnorowski - tasked with assembling the project team - budgeting must be approved by the product owner and ultimately VP of AI Software.

* **Name and Authority of the Sponsor**

Chief Technology Officer & Vice President of Artificial Intelligence Software

| Part I – General Information | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| (1) Project Title | | Football Intel Artificial Intelligence (FootyIntel AI) | | | | | | |
| (2) Project Scope  Abstract | | FootyIntel AI provides football clubs with an artificial intelligence model that can provide effective and successful tactical analysis in real time. The project will further strengthen the relationship between the company and football clubs internationally. The project must be approved via a successful trial at a professional club and signed off by the executives of the club and the Vice President of AI Software. | | | | | | |
| (3) Project Manager | | (3) Level of Authority | | (4) Project Sponsor(s) | | | (5) Type of Project Sponsor | |
| Eric Wnorowski | | Direct and manage all work done by the technology team, full control over employment and allocated budgeting of the team. | | Chief Technology Officer & Vice President of Artificial Intelligence Software | | | Primary stakeholders - have authority to approve the deliverables through the product owner.  Have full control over the allocated budget and have the right to cancel or deny requests for the project. | |
| (6) Product Description /  Deliverables | | - A working artificial intelligence model that provides effective tactical analysis of football matches  - The model provides offensive and defensive analysis as well as advice for set pieces, substitutions, and formations.  - The model can find exploitations in real time and relay that information to the software program running the model.  - Final deliverable is a successful trial at a professional football club and completed infrastructure to launch the product globally. | | | | | | |
| (7) Project Objectives | | Create a prototype that successfully passes a trial at a professional club, which means that a team follows the tactical advice of the model and there is proven success. In addition, establish proof that it can be easily implemented at a variety of football clubs - understanding of the software infrastructure needed to scale. The project team will not be directly responsible for the software, but will need to assist a software team in creating the technology. | | | | | | |
| (8) Work Site | | All work will be accomplished at the FootyIntel Offices or if employees are remote, at their described working locations. Final trial will take place at a football club in the United States or Europe (yet to be identified). Team will need to travel and assist with technology implementation, utilization, and evaluation. | | | | | | |
| (9) Pre-assigned  Resources | | Team members performing the technological implementation will be selected by the project manager from existing data scientists and engineers at the firm or hired from outside the firm (up to the discretion of the project manager). There will be consultants that are experts in the field of football throughout the project. A software team will assist with infrastructure technology at the end of the project. | | | | | | |
| (10) Stakeholders List | | | | | | | | |
| Name | | | Title | | | Organization | | |
| XXX | | | Chief Technology Officer | | | Football Intel | | |
| XXX | | | Vice President of AI Software | | | Football Intel | | |
| XXX | | | Chief Executive Officer | | | Football Intel | | |
| XXX | | | Chief Financial Officer | | | Football Intel | | |
| (11) Summary Milestone Schedule | | | | | | | | |
| Description | | | | | | Due Date | | |
| 25% - Documentation Review | | | | | | 60 Days after Notice to Proceed (NTP) | | |
| 50% - Prototype Trial | | | | | | 180 Days after NTP | | |
| 90% - Final Product Review | | | | | | 350 Days after NTP | | |
| Final Product Trial | | | | | | 365 Days after NTP | | |
| (12) Summary Budget | | Six Month Budget: $250,000 in employee salary, $100,000 for technology of prototype  Twelve Month Budget: $250,000 more in salary, $250,000 more for technology | | | | | | |
| (13) Assumptions | | | | | (13) Constraints | | | |
| * This project is being created by an established technology company that had respectable relationships with football clubs across the world. * The company funding the project has the means to assemble an appropriate team to create the product, as well as the support of business and executives. * The product is aligned with the long term goals of the company. | | | | | * Budget constraints as described above * Need to clear technology with football governing bodies | | | |
| (14) High Level  Project Risks | | Football Associations could introduce legislation or regulations forbidding the use of the technology  Hesitancy of football coaching staffs to utilize the technology  Insufficient data provided from the clubs | | | | | | |

## **ASSUMPTIONS LOG**

Project the project document that will be used to record all assumptions and constraints throughout the project life cycle. At this point in the project, it should contain the applicable high-level strategic and operational assumptions and constraints identified in the business case. As the project develops, lower-level assumptions will be generated and recorded in this document. The lower-level assumptions may relate to defining technical specifications, estimates, schedule, risks, etc.

| **Assumptions Log** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Project: Dominion Energy: East Edisto Gas Transmission Main Extension Project | | | | | Date: 04-23-2020 | |
| ID | Category | Assumption | Responsibility | Due Date | Status | Actions |
| 001 | Company | Establish Relationships with Football Clubs | Product Owner | On-going | Active | Initial set of clubs have been contacted. |
| 002 | Company | Project is aligned with long-term company goals | CTO | Finalized | Finalized | Confirmed with other company executives |
| 003 | Company | There will be a software team available to assist with building the infrastructure for the technology | VP of AI Software | On-hold | Active | Scheduling team to be available in accordance with project schedule |
| 004 | Employment | Sufficient qualified employees | PM | On-going | Active | Pending |
| 005 | Regulations | No new legislation will be introduced by Football Associations | Football Associations | On-going | Active | Pending |
| 006 | Trial | There will be a football club open to a trial with the final product | Product Owner | 350 Days From NTP | Non-Active | On Hold |
| 007 | Data | Sufficient Data can be provided to train the model | VP of AI Software | On-going | Active | Pending |

# **TOOLS AND PRACTICES**

The Project Charter will be maintained by the project manager and will be reviewed as a standing agenda item for project team meetings.

The undersigned acknowledge they have reviewed the **Collect Requirements Plan** for the *FootyIntel AI* project. Changes to this Plan will be coordinated with and approved by the undersigned or their designated representatives.

| Signature: |  | Date: |  |
| --- | --- | --- | --- |
| Print Name: |  |  |  |
| Title: | Chief Technology Officer |  |  |
| Role: | Product Executive |  |  |

| Signature: |  | Date: |  |
| --- | --- | --- | --- |
| Print Name: |  |  |  |
| Title: | Vice President of AI Software |  |  |
| Role: | Product Executive |  |  |

| Signature: |  | Date: |  |
| --- | --- | --- | --- |
| Print Name: |  |  |  |
| Title: | Product Owner |  |  |
| Role: | Project Ownership & Overseer |  |  |

| Signature: |  | Date: |  |
| --- | --- | --- | --- |
| Print Name: |  |  |  |
| Title: | Project Manager |  |  |
| Role: | Technology Team Management |  |  |

**APPENDIX A: REFERENCES**

The following table summarizes the documents referenced in this document.

| **Document Name and Version** | **Description** | **Location** |
| --- | --- | --- |
| 5.3 Collect Requirements Plan | This Collect Requirements Plan defines how requirements associated with the *FootyIntel AI* project will be identified, analyzed, and managed. It outlines how collect requirements activities will be performed, recorded, and monitored throughout the lifecycle of the project and provides templates and practices for recording and prioritizing requirements. | Google Drive Key Documents Folder |
| 5.5 Create WBS Plan | The WBS is a deliverable-oriented hierarchical decomposition of the work to be executed by the project team to accomplish the project objectives and create the required deliverables. It organizes and defines the total scope of the project. | Google Drive Key Documents Folder |
| 5.15 Resource Management Plan | This plan defines how resources associated with the *FootyIntel AI* project will be identified, analyzed, and managed. It outlines how resource management activities will be performed, recorded, and monitored throughout the lifecycle of the project and provides templates and practices for recording and prioritizing risks. | Google Drive Key Documents Folder |
| 5.24 Stakeholder Engagement Plan | Stakeholder Engagement Plan is the process of developing approaches to involve project stakeholders based on their needs, expectations, interests, and potential impact on the project. The key benefit is that it provides an actionable plan to interact effectively with stakeholders. | Google Drive Key Documents Folder |

**APPENDIX B: KEY TERMS**

The following table provides definitions for terms relevant to the Risk Management Plan.

| **Term** | **Definition** |
| --- | --- |
| Tactical Analysis (in Football) | An in-depth understanding of the game of football. Related to player personnel, team formation, style of play, and everything related to the game beyond the physical component of the athletes. |
| Football Associations or Football Governing Bodies | A governing body of football leagues. Typically each country and continent has their own football association. For example England football is ruled by “The Football Association” (country) and “UEFA” (European continent) as well as the international governing body “FIFA”. |