

MATCHUP



Revenue Model

- Tournament Fees → Transaction-based
- Partnering with Brands → Advertising
- Tournament Creation Share → Commission
- VIP Membership (Legends Pass) → Subscription-Based
 - Early Access to Tournaments
 - Priority Customer Support
 - Ad-Free Experience
 - Exclusive Tournaments / Events
 - Special Rewards – Unique Badges, Skins, etc.

- Private Community Access
- Influence on Platform Decisions
- Discounts on Tournament Fees
- Increased Monetization – Higher Revenue share from organizing tournaments.
- Beta Tester Role

Development Approach

For the MatchUp system, the most suitable SDLC Model would be the Agile SDLC. The sports and videogames industry is dynamic, with trends and user preferences evolving rapidly. The system's objective to continuously improve and update based on user feedback aligns well with Agile principles. Agile's flexibility enables the team to adapt to changes in requirements, technology, or market conditions. In addition, Agile allows the development team to deliver a minimum viable product (MVP) quickly and then continuously add features and improvements based on feedback.



DATA COLLECTION

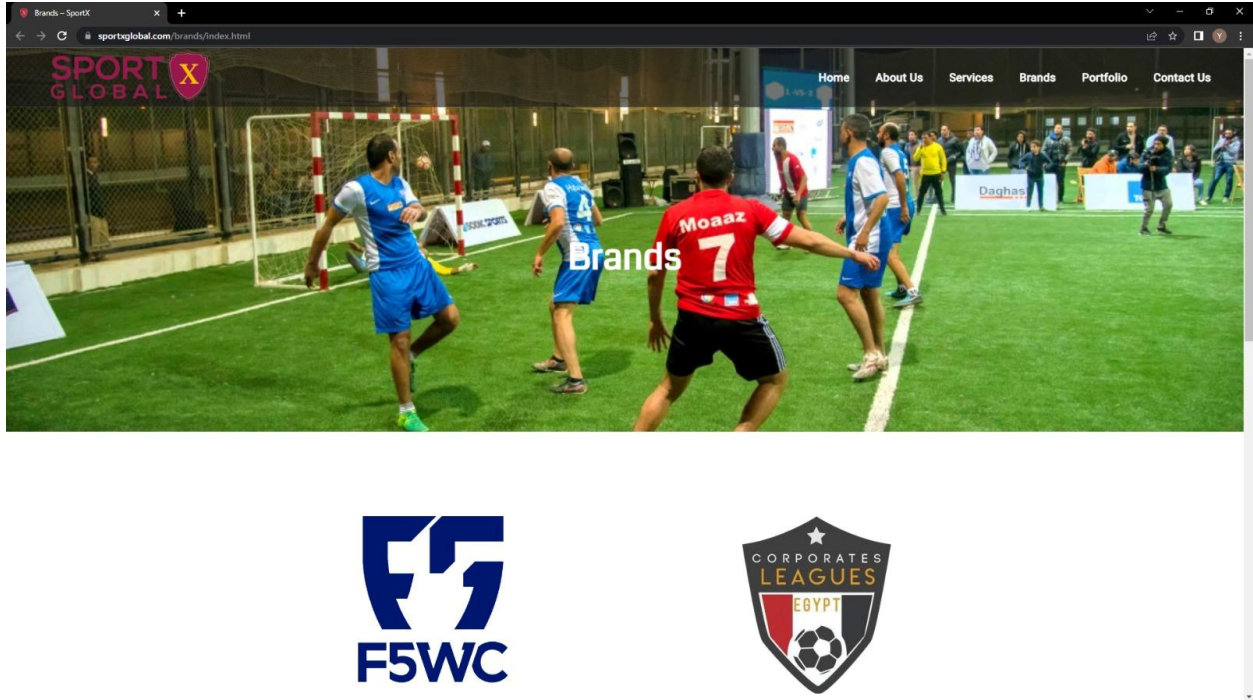
Existing Systems

National:

SportsXGlobal

SXG are an innovative sports management agency. Dedicated to deliver sport's

Excitement for our customers around the world.



International

SportEasy

SportEasy is a sports management platform that allows users to organize and participate in various sports tournaments, leagues, and matches. It provides tools for scheduling, player registration, communication, and result tracking.

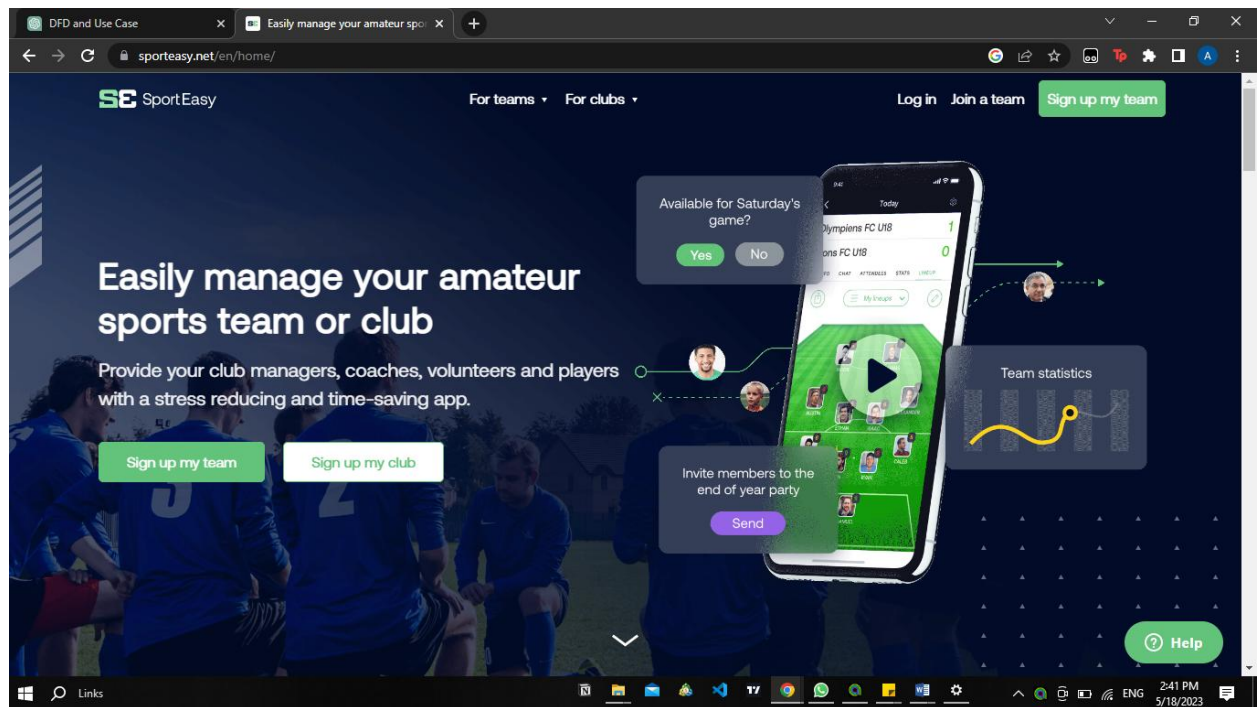


Table 2.1 – Competitors

Features	RedbullHattrick	AllEvents	SportsXGlobal	FootyNation	PadelFinder	CeleBreak
Tournament Creation & Management	✓		✓	✓	✓	✓
User Profiles		✓				✓

Ranking & Leaderboards					✓	
User-Generated Tournaments		✓				
VIP Subscriptions						
Community Features						✓
Analytics & Insights		✓			✓	
Gamification						
Communication Features		✓				✓
Feedback	✓	✓	✓	✓	✓	✓

Data Collection Methodology Choice with Justification

This chapter outlines the data collection methodologies employed to gather insights and support the research objectives of the MatchUp platform. A survey was conducted to reach a broader audience and understand user needs, while an interview with an expert provided in-depth qualitative insights. The combination of these methods

ensures a balanced and comprehensive understanding of the subject, with a clear justification for their selection.

INTERVIEW

Purpose of the interview

Discuss Marwan Dawood's football journey, challenges in Egyptian sports, and his perspective on platforms like MatchUp for enhancing sports and eSports tournaments.

Interviewee: Marwan Dawood, Egyptian Football Player, Al Ittihad Al Sakandary

Interviewer: Abdel Rahman Samer, MatchUp Co-Founder, A.samerfoaad0@gmail.com

Date: Wednesday, November 29, 2024

Location: Tagamoa

Attendees: Marwan Dawood (interviewee), Abdel Rahman Samer (interviewer), and Abdel Rahman El Khamisy

Question 1: Marwan, can you share a bit about how you started your football career and what inspired you to pursue this path?

Response: Of course! I've loved football since I was a kid. I started playing in local youth clubs and got noticed during a school tournament. That led me to join an academy, and from there, my journey to professional football began. My biggest inspiration has always been my family—they've supported me every step of the way.

Question 2: What are some of the biggest challenges you've faced as a footballer in Egypt?

Response: The main challenge has been the lack of proper infrastructure and opportunities for young players. It can be tough to get noticed unless you're in the right circles. Financial and logistical support for grassroots football is also something we need to improve.

Question 3: How do you think platforms like MatchUp could help address these challenges?

Response: I think it's a great initiative. A platform like MatchUp can bridge gaps by connecting players, organizers, and fans. It can also give young players the exposure they need through tournaments and rankings, which is essential for their development.

Question 4: Are there any personal experiences or moments in your career that highlight the importance of having such platforms?

Response: Definitely. Early in my career, there were tournaments I wanted to join but couldn't because I didn't know about them or missed deadlines. A platform like this could've made it easier to find opportunities and stay updated.

Question 5: What advice would you give to aspiring football players in Egypt?


Response: Stay consistent and work hard, no matter the challenges. Don't wait for opportunities to come to you—go out and find them. And always believe in yourself, even if the journey gets tough.

Question 6: Finally, do you think platforms like MatchUp could also work for eSports, which is gaining popularity in Egypt?

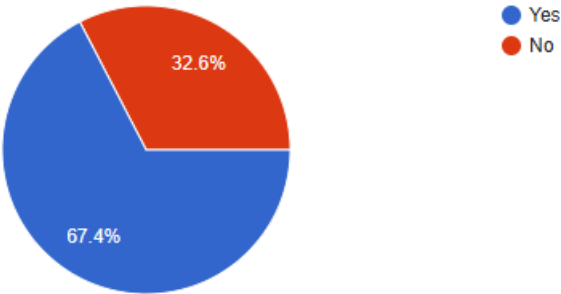
Response: Absolutely! eSports is growing fast here, especially among younger audiences. I think it's a great idea to bring both traditional sports and eSports together in one platform—it can attract a lot of people and create new opportunities.

SURVEY

Have you ever participated in a Sports or a Videogame Tournament?

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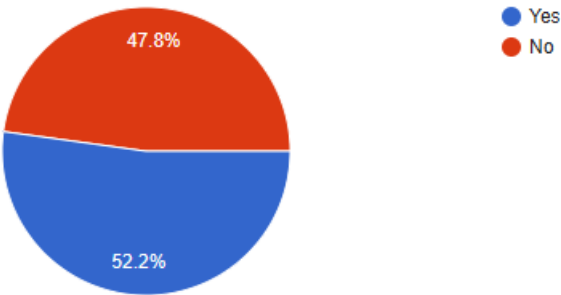
46 responses




Have you faced any difficulties during the registration process for tournaments?

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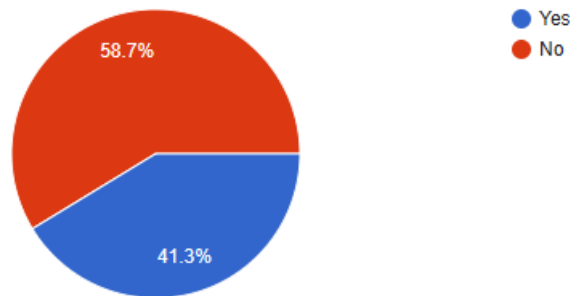
46 responses




Are you aware of any upcoming sports or video game tournaments in your area?

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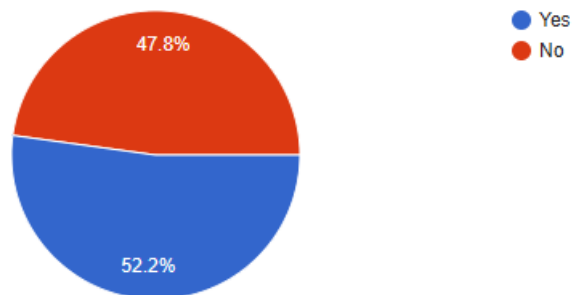
46 responses



Did you ever try to organize a tournament in the past?

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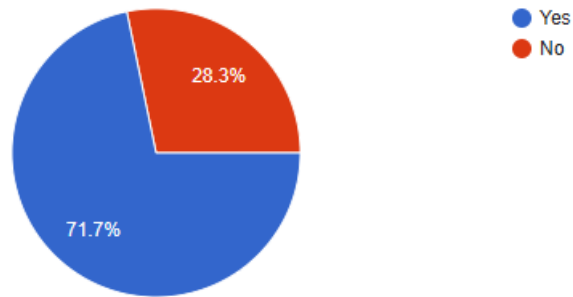
46 responses




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Do you think that you might be interested in organizing your own videogame or sports tournament in the future?

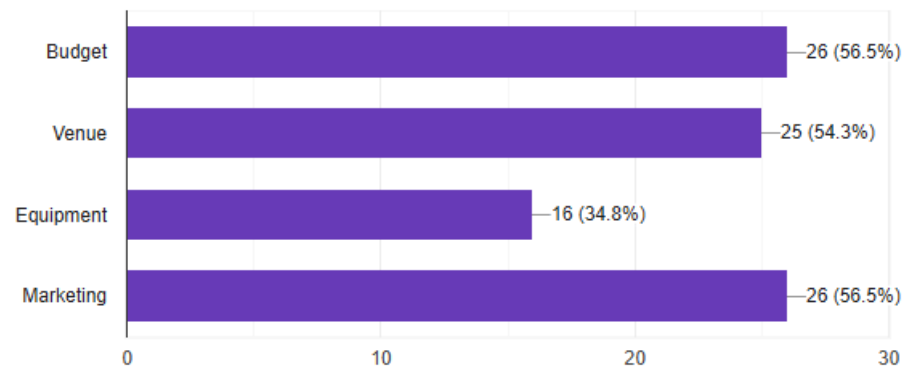
46 responses



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What do you think will be an obstacle for you to organize a tournament?

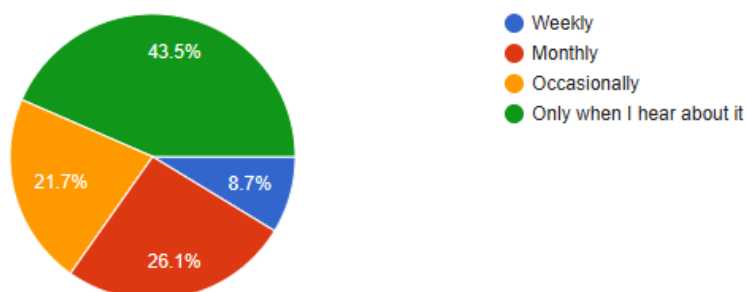
46 responses



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How often do you look for tournaments to join?

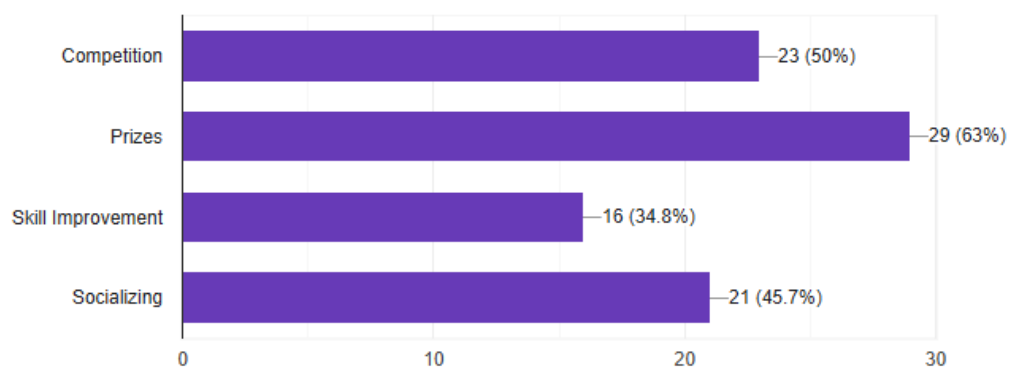
46 responses




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What motivates you to participate in tournaments?

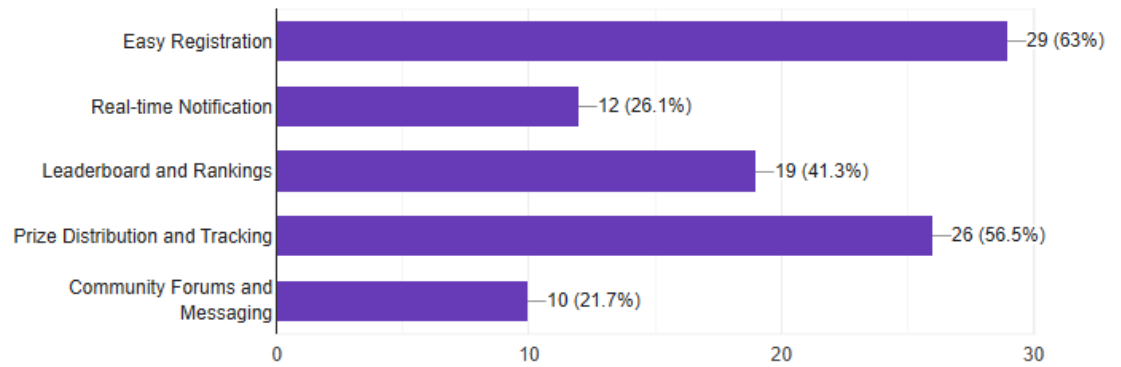
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Which features would make a tournament platform more attractive to you?

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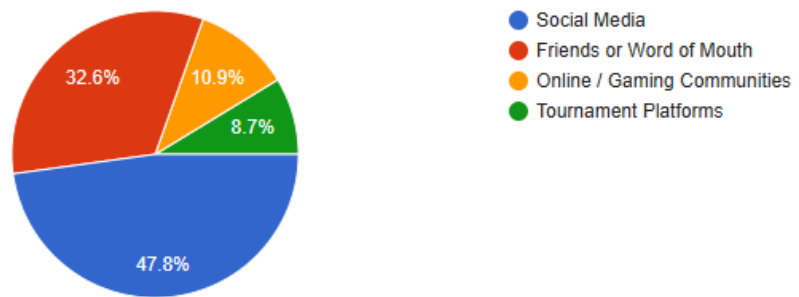
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How do you usually discover tournaments to participate in?

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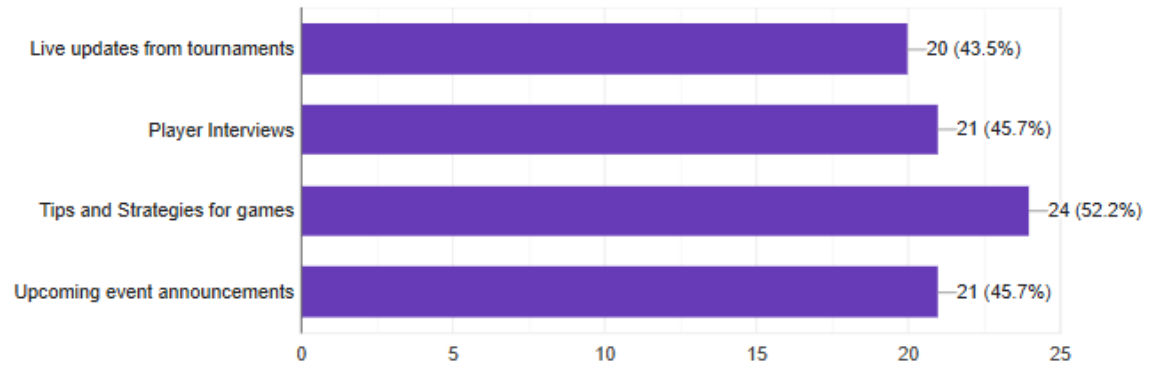
46 responses




What type of content would you like to see on a tournament platform's social feed?

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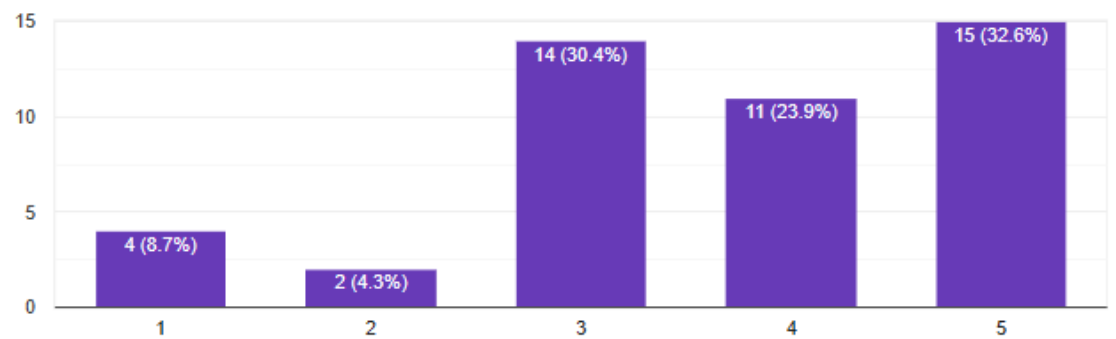
46 responses



How important is it for you have access to post-tournament stats and performance analysis?

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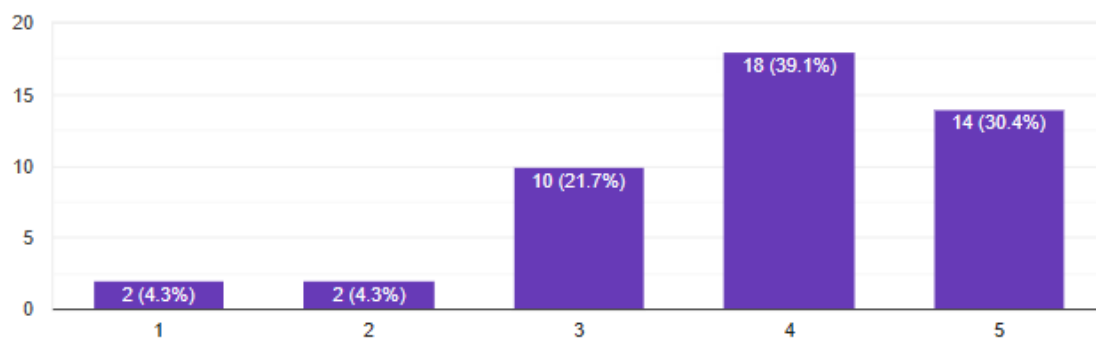
46 responses



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How likely are you to recommend tournaments you enjoy to friends or fellow gamers?

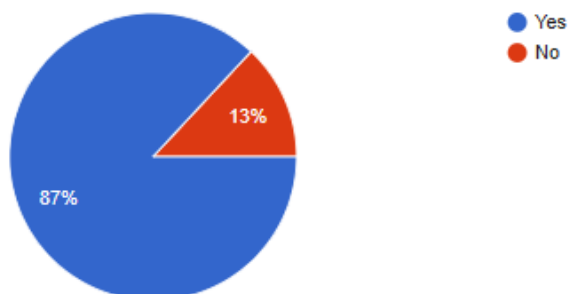
46 responses



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Do you prefer participating in tournaments with participants a similar skill level?

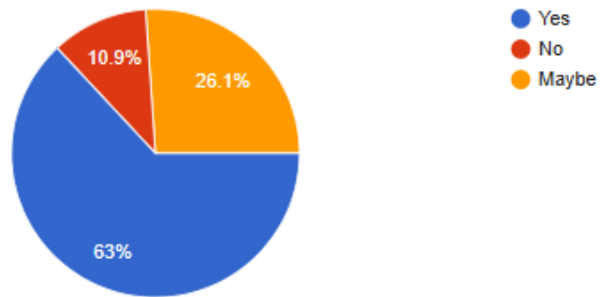
46 responses



Would you be willing to pay a small fee to participate in tournaments with a larger prize pool?

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46 responses



RESULTS & SUMMARY

Interview conclusion/summary

The discussion highlighted Marwan Dawood's journey, the challenges faced by athletes in Egypt, and the potential of digital platforms like MatchUp to revolutionize sports and eSports by providing better access to tournaments and building a stronger community for players and fans.

Survey Results

The survey results indicate a strong interest in tournaments, with a majority of respondents having participated in events before, though some faced challenges during the registration process. While awareness of upcoming tournaments is limited, a significant portion expressed interest in organizing future events, with budget and marketing identified as the main obstacles. Respondents are primarily motivated by prizes and competition, and they value features like easy registration, prize tracking, and real-time notifications on a tournament platform. Social media and word of mouth are the most common ways to discover tournaments. Additionally, most respondents prefer participating with players of similar skill levels and are open to paying small fees for larger prize pools, emphasizing the importance of fair competition and attractive incentives.

FEASIBILITY STUDY

Technical Feasibility

Objective: Develop a digital platform for organizing and participating in sports and video game tournaments, with features such as user profiles, rankings, monetization options, and community engagement.

1. **Technical Requirements:**

- a. Hardware: Cloud-based servers for scalability and reliability.
- b. Software:
 - HTML, CSS, JavaScript
 - Frameworks: React for Front-end, Node.JS for Back-end
 - Database: MySQL or MongoDB

2. **Technical Expertise:**

- a. Available Skills:
 - Information System Analysis & Design
 - Web Design
 - Web Development
 - Database implementation
 - Security
- b. Gaps:
 - Cloud Solutions for scalability.
 - Mobile Development.

3. Integration with Existing Systems:

a. Payment Gateways:

- Vodafone Cash
- Instapay
- Fawry

b. Social Media:

- Facebook, Twitter, or Instagram APIs for account login and tournament sharing.

4. Scalability and Performance:

- a. The platform will use Cloud Hosting to handle more users as the platform grows, for example, Amazon Web Services (AWS).
- b. The system will be fast by optimizing how data is stored and retrieved.

5. Security and Privacy:

- a. Secure user authentication (multi-factor authentication).
- b. Bio-Metric Login
- c. The platform will adhere to data protection regulations in Egypt.

6. Content Management:

- a. Users will easily be able to register to a tournament and edit their profiles.
- b. The platform will allow Tournament Organizers to easily create and edit tournament details.

7. User Experience and Accessibility:

- a. User Friendly Interface.
- b. Intuitive UI/UX for easy navigation.
- c. The platform will be accessible for users with disabilities.

8. Data Backup and Recovery:

- a. We will implement automated daily backups to a secure cloud.

9. Testing and Quality Assurance:

- a. Test all the platform's processes step by step to find any issues and fix them immediately.
- b. The platform will be able to work well under large traffic and heavy use and on different devices.

10. Mobile and Cross-Browser Compatibility:

- a. The website will be run easily with no issues on all mobile devices.

3.2 Legal Feasibility

To ensure the smooth and lawful operation of the MatchUp platform in Egypt, compliance with national legal regulations is essential. These requirements focus on data protection, intellectual property, and user agreements while aligning with Egypt’s legal framework. While these legal considerations will become critical upon the platform’s public launch, addressing them during development ensures a solid foundation and avoids compliance issues.

Table 3.2.1

Legal Aspect	Description
Privacy Policies	In compliance with Egypt's Data Protection Law (Law No. 151 of 2020), the platform must publish a privacy policy that discloses what personal data is collected, how it is used, and the rights of users.
Copyright Protection	All original platform content, including branding and tournament designs, must be protected under Egypt's Copyright Law (Law No. 82 of 2002). Unauthorized reproduction must be explicitly prohibited.
Content Attribution	Proper attribution must be provided for third-party assets (e.g., logos, images) used on the platform. Licensing agreements should be obtained to avoid infringement of intellectual property rights.
Data Privacy Compliance	As per Egypt's Data Protection Law, user consent must be obtained for the collection, storage, and processing of personal data. Mechanisms for users to manage or delete their data should be provided.
Code of Conduct	Users must agree to a code of conduct defining acceptable behavior. This includes anti-cheating measures, sportsmanship guidelines, and consequences for violations, aligned with Egyptian law.
Marketing Laws	In accordance with Egypt's Consumer Protection Law (Law No. 181 of 2018), any marketing communications, such as promotional emails, must include clear consent mechanisms and an option to opt-out.
Tournament Compliance	For official tournaments, the platform must adhere to Egyptian Sports Law (Law No. 71 of 2017), ensuring that activities comply

	with national sports governance regulations.
Licensing for eSports	If eSports tournaments involve international participants or licensed games, the platform must seek approval from relevant authorities, such as the Egyptian Sports Federation for eGames.
Dispute Resolution	In line with Egyptian Civil Code, a clear dispute resolution mechanism must be in place to handle conflicts between users or between users and the platform. Arbitration may also be a viable option.

Operational Feasibility

1. Alignment with Organizational Goals:

- The MatchUp platform aligns with the strategic goals of fostering sports and eSports engagement in Egypt. It supports building a vibrant competitive community by providing accessible tournament creation and participation opportunities, furthering the development of local talent and expanding awareness of regional competitions.

2. User Needs Assessment:

- Extensive surveys and interviews have been conducted to understand the needs of potential users, including players, organizers, and eSports enthusiasts. These insights guided the design of features such as user-friendly tournament registration, detailed profiles, ranking systems, and community interactions.

3. Resource Availability:

- The resources required for the project, including skilled developers, servers, and infrastructure for hosting the platform, have been identified. Partnerships with local organizations and sponsors are being explored to ensure steady resource allocation. A dedicated team is already working on development and testing.

4. User Support and Helpdesk:

- A comprehensive user support and helpdesk system is planned to assist users with technical and operational issues. Support channels will include live chat, FAQs, and a ticketing system for resolving more complex concerns. The team will also provide multilingual support to accommodate diverse user demographics.

5. Accessibility and Inclusivity:

- MatchUp is being designed to be inclusive and accessible. Features include a mobile-friendly interface, support for assistive technologies, and adherence to accessibility guidelines to ensure the platform caters to individuals with diverse abilities and technical expertise.

6. Pilot Testing:

- A pilot testing phase has been conducted with a group of sports enthusiasts, eSports players, and tournament organizers. The feedback will focus on the usability of the platform, its efficiency in managing tournaments, and resolving operational issues to fine-tune its functionality.

7. Feedback Mechanisms:

- Continuous feedback mechanisms, such as surveys, feedback forms, and in-app feedback options, are incorporated to collect user suggestions. This will ensure the platform evolves based on user needs and experiences.

8. Compliance with Regulations:

- The platform will comply with relevant laws, including Egyptian data protection and privacy regulations, and will ensure adherence to global eSports governance standards where applicable. Agreements with tournament organizers will clarify operational and legal expectations.

Economic Feasibility

COSTS

Table 3.4.1.1 – Salary Expenses

Role	Monthly Salary (EGP)	Annual Salary (EGP)
Project Manager	30,000	360,000
Front-End Developer	10,000	120,000
Back-End Developer	10,000	120,000
Web Designer	8,000	96,000
Total	58,000	696,000

Table 3.4.1.2 – Sponsorships

Sponsorship	Monthly Budget (EGP)	Annual Budget (EGP)

Sponsorship Budget	5,000	60,000
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Table 3.4.1.3 – Utilities

Utility	Monthly Cost (EGP)	Annual Cost (EGP)
Electricity Bill	1,000	12,000
Internet Bill	1,200	14,400
Phone Bill	1,000	12,000
Total	3,200	38,400

Table 3.4.1.4 – Marketing

Type	Monthly Cost (EGP)	Annual Cost
Influencer Partnerships	6,000	72,000
Social Media Marketing	4,000	48,000
Email Marketing	2,500	30,000
Paid Ads	5,000	60,000
Total	17,500	210,000

Table 3.4.1.5 – Tools

Tool	Monthly Cost (EGP)	Annual Cost (EGP)
Microsoft Tools	500	6,000
Visual Paradigm	4,500	54,000

Canva	90	1,080
Grammarly	640	7,680
Photoshop	1,095	13,150
Figma	2,275	27,500
Slack	635	7,220
Total	9,735	116,630

Table 3.4.1.6 – Server Expenses

Expense	Monthly Cost (EGP)	Annual Cost (EGP)
Domain Name	100	1,200
Cloud Server	1,500	18,000
Total	1,600	19,200

Table 3.4.1.7 – Hardware

Type	No. of Units	Cost (EGP) / Unit
Laptops	7	10,000
Total	7	70,000

Total Annual Cost = 696,000 + 60,000 + 38,400 + 210,000 + 116,630 + 19,200 + 70,000 = 1,210,230 EGP / Year

REVENUE PROJECTION

Revenue Sources

- Tournament Entry Fees
- Spectator Fees
- Ads Revenue
- VIP Subscriptions

1. Tournament Entry Fees:

- Football Tournament:
 - 16 Teams \times 1,200 EGP/team = 19,200 EGP/tournament
 - Annual Revenue from Football Tournaments = 19,200 EGP/tournament \times 12 Months = 230,400 EGP/year
- Padel Tournament:
 - 16 Teams \times 600 EGP/team = 9,600 EGP/tournament

- Annual Revenue from Padel Tournaments = 9,600 EGP/tournament \times 12 Months = 115,200 EGP/year
- FIFA Tournament:
 - 16 Players \times 200 EGP/player = 3,200 EGP/tournament
 - Annual Revenue from FIFA Tournaments = 3,200 EGP/tournament \times 12 Months = 38,400 EGP/year

2. Spectator Fees:

- 5 Spectators per Tournament \times 50 EGP/spectator = 250 EGP/tournament
- Annual Revenue from Spectator Fees = 250 EGP/tournament \times 36 tournaments/year (3 tournaments/month \times 12 months) = 9,000 EGP/year

3. Ads Revenue:

- Monthly Ads Revenue = 2,000 EGP/month
- Annual Ads Revenue = 2,000 EGP/month \times 12 months = 24,000 EGP/year

4. VIP Subscriptions:

- 200EGP/Month
- 10 Subscribers/Month
- Monthly Revenue = 200 \times 10 = 2,000 EGP/Month
- Annual Revenue = 2,000EGP/Month \times 12 Months = 24,000 EGP/Year

Total Annual Revenue:

- Football Tournament Revenue = 230,400 EGP/year

- Padel Tournament Revenue = 115,200 EGP/year
- FIFA Tournament Revenue = 38,400 EGP/year
- Spectator Fees Revenue = 9,000 EGP/year
- Ads Revenue = 24,000 EGP/year
- VIP Subscription = 24,000 EGP/Year

Total Annual Revenue = 230,400 + 115,200 + 38,400 + 9,000 + 24,000 + 24,000 =

441,000 EGP/year