

MATCHUP



Introduction

Sports and video games have long been a beloved pastime for people all around the world. Whether it's competing in physical sports like football, basketball, or paddle, or testing one's skills in digital realms like League of Legends, Fortnite, or Fifa, there's an undeniable thrill that comes with pushing oneself to the limit and coming out on top. Tournaments have become a popular way for players to showcase their abilities and compete against others who share their passion, creating a sense of community and friendship among players of all skill levels. From local events to global competitions, sports and video game tournaments offer a platform for players to challenge themselves, connect with others, and achieve their dreams of becoming champions.

Problem Statement

Despite the popularity of sports and video game tournaments, there are significant challenges associated with organizing and managing these events. Organizing tournaments or events in general, can often be messy and hard. It deals with a lot of people and without organizing it properly and professionally it will create chaos and if the applicants sensed that the organizers weren't professional and there was no order, it would be hard to gain their trust and probably wouldn't come to any events and tournaments anymore related to the platform / organization. This lack of professionalism and organization can lead to negative word-of-mouth and damage the reputation of the tournament organizers. As a result, participants may seek alternative platforms or events that offer a more structured and seamless experience.

Motivation

Driven by shared childhood experiences of playing sports and video games, participating in tournaments, and organizing our own events, MatchUp embarked on a mission to create a system that would enhance the tournament landscape. With a deep understanding of the challenges faced by both participants and organizers, we aimed to make the process more accessible and enjoyable for everyone.

Proposed System Overview

OBJECTIVES

- **Develop and Launch the Platform:** Build and deploy a fully functional web-based platform that allows users to create and participate in sports and video game tournaments within 12 months.
- **User Engagement and Retention:** Achieve 1,000 registered users within the first three months after launch and maintain a monthly user retention rate of 50% through engaging features like user profiles, ranking systems, and tournament creation.

- **Seamless Tournament Experience:** Ensure that 90% of user-hosted and official MatchUp tournaments run smoothly, with minimal disputes and a user satisfaction rating of 85% or higher.
- **Monetization:** Introduce at least three revenue streams (e.g., entry fees, User-generated tournaments, and sponsorships) within six months of platform launch to generate consistent revenue.
- **Community Growth:** Establish a thriving community with an active forum or social features, aiming for 20% of users to actively participate in discussions, create content, or join teams within the first year.

SCOPE

The scope of MatchUp includes the development of a digital platform that enables users to create, manage, and participate in sports and video game tournaments. The platform will provide features such as user profiles, tournament creation tools, matchmaking, rankings, leaderboards, and community-building elements like messaging and team creation. Official MatchUp-hosted tournaments, user-generated events, and monetization options like entry fees and sponsorships will also be incorporated. The project will deliver a fully functional platform with a web interface.

Proposed System Constraints and Assumptions

CONSTRAINTS

- Initial funding will only allow the essential features for now.
- Login process must meet security standards.
- The platform must be developed within 4 months.
- All tournaments must follow a basic set of rules.
- The system will require a stable internet connection to function.

- Admins cannot view sensitive user data.
- User profile will only include the essential fields.
- All user-created tournaments must go through an admin approval process before being published.
- Users (tournament creator) can specify prizes but cannot handle financial transactions through the platform.

ASSUMPTIONS

- Users will provide accurate information during registration.
- Users have consistent internet access to participate and organize tournaments,
- Users are comfortable navigating a digital platform.
- Users will be comfortable with features like social logins and sharing.
- The target audience include both casual and professional players.

- MatchUp will support all popular video games and sports tournament types.
- Users will be familiar with creating and managing profiles online.
- The platform will be hosted in partnership with local gaming and sports venues.
- Users will adhere to fair play guidelines and ethical practices.
- Revenue will be primarily generated through tournament entry fees, advertisements, premium memberships, and sponsorships.
- Organizers will handle their own prize distribution.

System Stakeholders

PRIMARY STAKEHOLDERS

- Platform Users

- Admins
- Sponsors and Partners

SECONDARY STAKEHOLDERS

- Third-Party Service Providers
- Payment Processors
- Government

System Requirements

FUNCTIONAL REQUIREMENTS

- The system should allow users to create accounts and register.

- Users should be able to create and manage their own tournaments.
- Organizers can create tournaments with customizable rules and schedules.
- Users should be able to register and participate in tournaments.
- Users can browse available tournaments by category (Sports or eSports).
- Users can search for tournaments using filters such as location, type, and date.
- The system should generate and display rankings for users based on their tournament performance and results.
- The system should allow users to communicate with each other and be able to invite members into their teams.
- Users should be able to create teams.
- MatchUp should provide a dashboard for organizers to manage participants, view stats, and oversee tournaments.
- The system should allow admins / organizers to submit match results, which are then verified.
- It should have a secure payment gateway to handle the fees.
- A referral system rewards users for inviting others.
- Admins can moderate content and user behavior.

NON-FUNCTIONAL REQUIREMENTS

- The system should be user-friendly, making it easy for the users to navigate.
- The system must handle many users at the same time without slowing down.
- It must be accessible to users with disabilities.
- Updates in the platform should not disrupt ongoing activities.
- Admins should have different controls based on their roles.
- If the system goes down, it should not take a lot of time to be back up.
- Data should be backed up frequently to prevent loss.
- The website should work on all devices.
- It should be secure and protect the user's data.
- The system should be reliable and always available for the users.
- Errors in the system should be tracked and fixed instantly.
- Users should receive clear error messages if something goes wrong.
- It should automatically log users out after a long period of inactivity.

Market Analysis and Target Market

MARKET ANALYSIS

1. Industry Overview:

- The sports and videogames industries are experiencing rapid growth globally, with significant interest in competitive tournaments for both physical sports and video games.
- In Egypt, there's increasing engagement with online gaming and local sports, driven by a young, tech-savvy population.

2. Competitor Analysis:

- **Direct Competitors:** Platforms like Challonge and Toornament offer online tournament management but lack localized support.
- **Indirect Competitors:** Social media groups and forums where players organize informal tournaments.

3. Market Trends:

- Rise in casual gaming and eSports communities.
- Demand for localized content and platforms tailored to specific regions.
- Growth in mobile gaming as a significant segment in Egypt.
- Increased interest in hybrid events (online and offline).

4. Challenges:

- Limited awareness of structured platforms for tournaments in Egypt.
- Competition from global platforms with established reputations.

1.8.2 TARGET MARKET

1. Demographics:

- **Age:** 15–35 years.
- **Gender:** Primarily male but growing female interest in Sports and Videogames.
- **Location:** Urban areas with high internet penetration (e.g., Cairo, Alexandria).

2. Psychographics:

- Passion for sports and video games.
- Competitive mindset.
- Interest in community building and networking.

3. Behavioral:

- Regular participation in sports or gaming events.
- Active on social media and gaming forums.
- Likely to seek affordable, user-friendly solutions for organizing or joining tournaments.

4. Niche Segments:

- Amateur gamers and local sports enthusiasts looking for a platform to showcase their skills.
- Event organizers who need tools to manage tournaments efficiently.










SWOT Analysis

Table 1.1 – SWOT Analysis

	Strengths	Weaknesses	Opportunities	Threats
Strengths	Multiple Revenue Streams	Complex Game Management	Market Expansion	Technology Risk
	User-Friendly Interface	Managing Different Game Styles	Mobile App Development	Cheating and Fair Play Concerns
Weaknesses	Real-Time Updates	High Marketing Costs	School Events	Dependence on Third Parties
	Comprehensive Platform	Lengthy Development Process	Continuous Improvement	Economic Downturn
Opportunities	Community Building	Lack of Resources	Brand Sponsorship	Lack of Interest
	Customizable Tournaments	Initial Adoption Challenges	Hybrid Tournaments (Online & Offline)	Rising Competition
Threats	Social Media Integration	Continuous Development Demands	Sponsorships	Competition from Niche Platforms

Business Model Canvas

Business Model Canvas

Key Partners  <ul style="list-style-type: none">• Technology Providers• Venue Providers• Marketing Agencies• Event Rental Companies• Sponsors• Influencers	Key Activities  <ul style="list-style-type: none">• Tournament Management• Community Engagement• Platform Development• Customer Support• Marketing & User Acquisition Key Resources  <ul style="list-style-type: none">• Human Resources• Technology• Financial Resources• Community• Brand Relationships	Value Propositions  <ul style="list-style-type: none">• Easy access to tournaments.• Simplified tournament creation and management tools.• Community Oriented: Building a hub for like-minded enthusiasts.• Monetization Opportunities for organizers and rewards for players.	Customer Relationship  <ul style="list-style-type: none">• User-Friendly Interface• Community Support• Personal Assistance• Gamification Channel  <ul style="list-style-type: none">• Website and Mobile App• Social Media• Email Campaigns• Events• Word-of-Mouth	Customer Segments  <ul style="list-style-type: none">• Gamers<ul style="list-style-type: none">◦ Casual and Competitive players across different games• Sports Enthusiasts<ul style="list-style-type: none">◦ Fans and Players of traditional sports.• Tournament Organizers<ul style="list-style-type: none">◦ Individuals and Organizations hosting events.• Sponsors and Advertisers
Cost Structure  Fixed Costs: <ul style="list-style-type: none">• Salaries• Server and Domain Costs• Hardware and Tools Variable Costs: <ul style="list-style-type: none">• Marketing and Advertising• Sponsorships• Event Costs Utility Bills: <ul style="list-style-type: none">• Electricity• Internet• Phone			Revenue Stream  <ul style="list-style-type: none">• Tournament Entry Fees• Spectator Ticket Fees• Sponsorships• Ad Revenue• VIP Subscriptions	