

Ball Up – One pager

Short Pitch - Ball up is a new software that matches up local people that are looking to start or play pickup games.

Long Pitch-

Ball up is a modern solution for anyone who wants to get some organized exercise. Too often today, group activities don't materialize. This happens for several reasons, but mainly because it's simply hard to get busy humans to commit time to athletics. BallUp works around peoples schedules, so that everyone can participate in a group activity in a time that works for them. Overall, we allow people to play the sports they love, whenever they want.

Personas -

Cooper Manning –

Cooper was a 5 star athlete for most of his life. That is, until a leg injury took him out too soon. BUT Cooper has recommitted his life to matching up people like him, who are always looking to relive the glory days.

Greg Odin –

Greg has some experience playing basketball, although most of that time was spent riding pine. He even had a brief stint at the college level, until he realized that he was capable of more than simply athletics. Now he manages BallUp's money, and company expansion.

Michael Jones -

Michael has had an interesting journey with the company. Though he was once an obsessive athlete, he now focuses on the backend of the company. He has a gift for design, and a deadly 3-pointer. Michael will be a crucial part of the companies development moving forward.

Comps –

RECIT – is the official app of many collegiate IM sports leagues. The service attempts to give users information on their game times & locations.

GameOn – Similar pick-up style service based in North Carolina. Different target market.

RECCECK – a hybrid of the two previously mentioned services. They perform many of the same features we do.