

Find my Sport

Business Plan

Product description

Find my sport is an app that will help people find sport in their local area. So for example: you are new to the area and your child wants to play a particular sport, let's say cricket. So your child wants to play cricket and you are new to the area so you have no clue where the local cricket club is so you use our app. Our app has a search bar that you can type in what sport you or/and family wants to play and then you type in your postcode and then click search. The app will come up with the sport that you searched. If the sport that you typed in is not in the your local area it will tell you where the nearest club of the sport you searched is to you. When you have found the sport that you want, the app will pop up with website for that sporting association and you may sign up through our app and the website will have the timetable of the teams matches. If you use the app more than once you have the option of signing up so that you can have weekly notifications of the

sports that you or/and your family play. The sports association website you use will have a map and when you click it, it will take you to Google maps and then you can go from there. Our group is very tiny at the moment and it is aimed directly at sport players and associations to use.

Potential market size

1000 in the first year.(Gatton)

Competitive analysis

No Comparable apps currently exists. They use websites such as Google.

Branding and promotions

Advertise on sport apps such as rebel sport, at sign up day, flyers,posters,launch party, social media such as Facebook, Instagram, Twitter, on government websites

Potential revenue

We believe that our potential revenue will come from advertising and pop ups throughout the app. We will also get 1% of the registration money by everyone who join through our app. If the app goes global then the revenue is endless.

We also identified that if we used in app advertising, we could provide free advertising to the associated government websites focusing on kids health. But other sources of revenue would include advertising from sport stores, sports wear stores and possibly more.

What features did the team originally plan for and what was actually built into the prototypes?

You had to scroll to find your sport. This has changed by typing in your post code to find sports near you.

What does the team plan to build in the future

As a group we will continue to develop the app to a marketable level and include the additional features. Some of the features include.

1. Wet weather notifications from the associations to all users of the app.
2. The ability for the associations scheduled matches to be downloadable.

3. The ability to register in more than one sport at a time with a multi sign on ability.
4. In app advertising.

The group identified that the app inventor program had limitations in its ability which limited the functionality of the app; therefore we will need to recode the app with a higher spec coder.

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Marketing Analysis

From our groups detailed research we have discovered that we have no direct competitors with our app. The apps that we have found do not have any of our functions and/or doesn't do anything like our app.