Spectators have a limited choice when it comes to watching replays at sporting events and have no control over when and how long replays last.
The Opportunity

- US sports fans spend $6 billion a year to attend sports events
- The global market for PDAs and Pocket PCs was 13.5 million units in 2001
  - Consumers today are technology-driven and find just about anything with an LCD screen to be “cool”
Our Solution

- Develop an interactive, handheld wireless device that allows a spectator to view various camera angles and replays of players and areas on a field.
  - Enhances a sports fan’s experience by making it more interactive and personalized.
  - Brings more people to the stadium thus increasing ticket sales and revenue for stadium owner.
The Product

- A Pocket-PC based handheld device with built-in wireless ethernet
- A wireless ethernet network within the stadium (802.11b)
The Product

Using streaming video the device will display video from cameras positioned around the stadium.

Users will be able to:
- View instant replays on-demand
- Listen to the radio commentary of the game
- View statistics from the game
- View scores from other games
- See stadium and team information
The Product

Almost endless other possibilities

- Instant opinion polls
- Trivia quizzes
- E-coupons for use at concession stand
- At-seat food ordering service
- Bathroom waiting times
- An emergency “I have just grabbed a fly ball when I shouldn’t have. Please escort me out of the stadium before I get killed by angry fans” button.
Customers

Who will use this service?

- Stadium attendees would be able to make use of this service by paying a nominal service fee on top of their ticket price
- Customers who have bought their ticket
  - An additional $10 is small compared to most ticket prices
- Customers who have received free tickets
  - $10 is a small price to pay
Customers

Why will they buy it?

- A rental fee of $10 for the service is considered to be very reasonable
- Most sports fans long for anything that brings them closer to the game
- The service will enable viewers to watch the live game just like on a television but with the controls in their own hands
- Today’s society is driven by electronics
Market Size

- White Sox: 1.9 Million Fans per season
  - Average attendance: 24,000
- Can be extended to all teams and/or any other televised event
  - Football, College Sports, NASCAR, etc.
- Survey results suggest:
  - 15% of people attending a baseball game would also purchase this product
  - ~3600 rentals per game
Marketing Strategy

- Aggressively attract attention of gadget enthusiasts
- Alliance with White Sox (or another team)
  - Ticket-back advertising
  - In-stadium advertising
  - Free or reduced price during opening day
The Competition

No direct competitors currently exist

Competition could emerge:

- **Stadiums**: Upgrade/install jumbotrons and other TVs, making replays more accessible
  - Cannot provide interactive, in-control, on-demand nature of our offering

- **Cell Phone developments**: Could bring this service to anybody with a cell phone
  - Speeds would not match our network
Financials

- Each PDA costs $300, rents for $10/game
- Anticipate $1/unit/game additional revenue through advertising
- Slow build up from 1000 units to 6000 units
  - Add 1000 units per month during first season
  - Average of 60% of units rented per game
  - Sell out games balance out with empty games
- Startup costs are regained by end of the season
Financials

Principal Costs:
- Server - $50000
- Wi-Fi Network – $10/unit ($60000 total)
- Credit Card Service – 3% of revenue
- PDAs – $1.8 million for 6000 units
- Accounting & Legal Fees – $17000
Risks

Technical issues
- Limitations on wireless ethernet
  - Bandwidth, interference, resilience etc.
- Reliability of equipment
  - PDAs subject to outdoor environment, misuse.

Market issues
- Inability to keep customers
Risks

- Legal issues
  - Inability to reach agreement with a ballpark or sports team
  - Video ownership issues
Progress to Date

- Identified suitable hardware
- HTML-based demo product
  - User interface feedback
- Preliminary market survey
- Cash flow predictions
Path Forward

Product Development
- Server
- Software
- Testing

Financials
- Alliance with a team (e.g. White Sox)
  - Profit and cost sharing
  - Advertising revenue and control
  - Video ownership issues
The Team

A team built for success:
- Strong & varied technical background
- Enrolled in Kaplan Entrepreneurial program and have a strong grasp on entrepreneurship and business
- Diverse cultural backgrounds

Additional team members needed:
- Marketing manager, accountant, intellectual property lawyer
The Team

Team Members:

- Richard Holbrook – Advisor
- Matthew Pearson (Mechanical Eng.) – Leader
- William Prost (Computer Science.) – Webmaster
- Kalvyn Rasquinha (Computer Eng.) – Secretary
- Graham Nadig (Mechanical Eng.)
- Scott Waicekauskas (Internet Comm.)
- Thomas D'Silva (Elect. & Comp. Eng.)
- Kunal Shah (Elect. & Comp. Eng.)
- Jathurshun Sivalognathan (Comp. Eng.)
- Jackie Hu (Elect. & Comp. Eng.)
With responsible growth rate, risks are low

- $600,000 initial investment can be easily returned before the end of a baseball season.
- Following seasons – profitability reaches $2 million per season
- Expandability to ~30 teams in MLB and beyond!