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FlipScreen.ai

Christopher Davis
Portland State University

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FlipScreen.ai

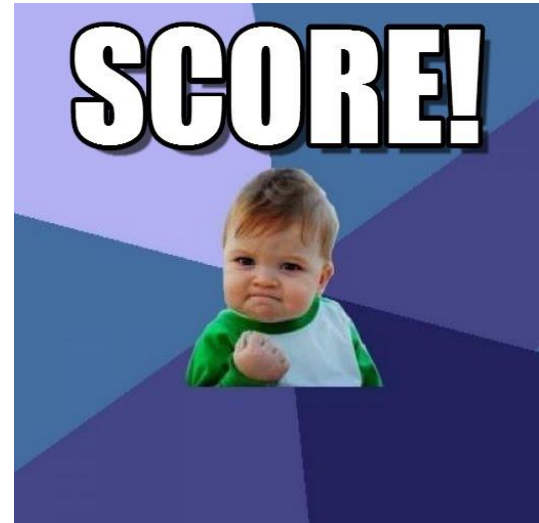
CHRISTOPHER DAVIS

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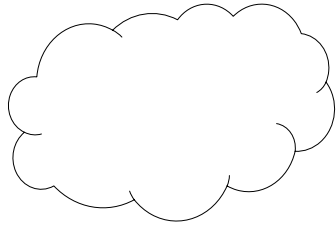
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Value proposition

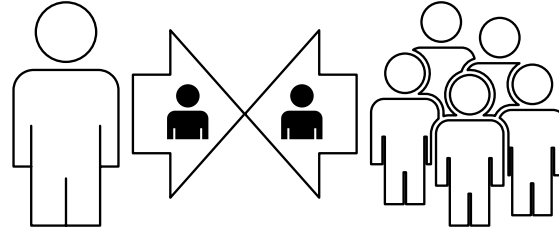
Real time, personalized fantasy data pushed directly to your TV during game breaks, so you can get better at playing existing skill based fantasy sports games



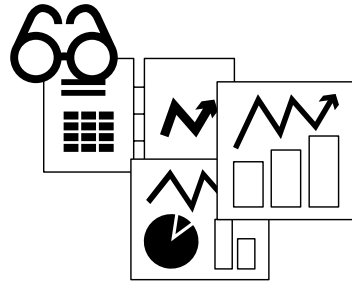
There is a break in the action
our AI detects it and broadcasts personalized
stats and recommendations to your TV



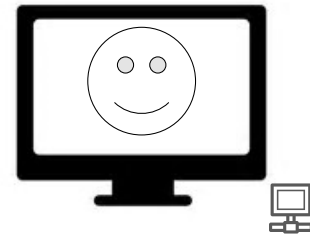
Play games with other fans



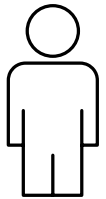
Deliver personalized statistics



Break is over
back to the game



You're watching your favorite sport on TV



A big and growing market

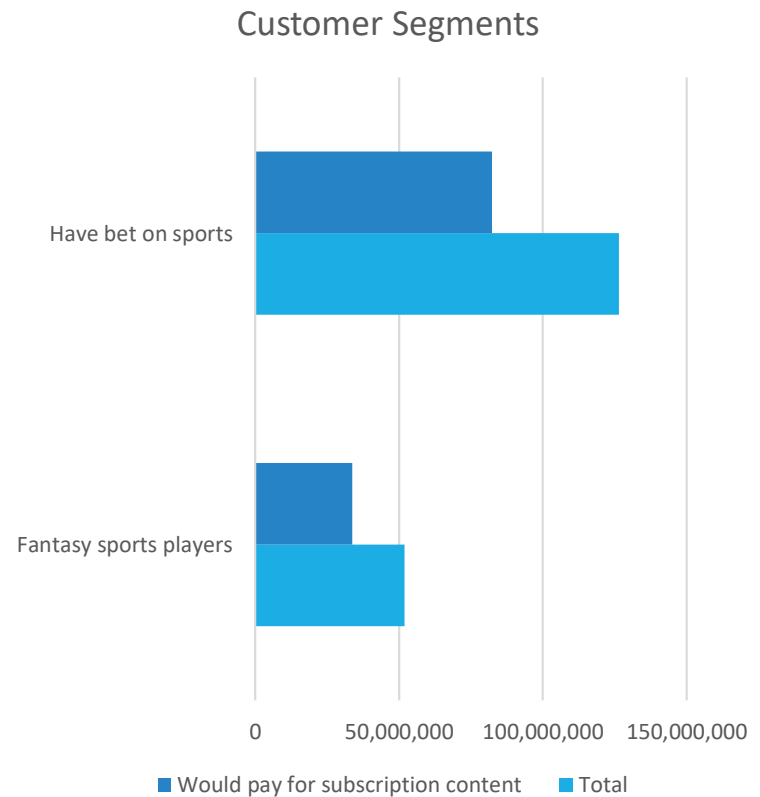
Fantasy sports players

- 51.8 Million players in US and Canada in 2015 (~15%)
- Projected \$14.4 billion market by 2020

38% of people say they have bet on sports

65% of people pay for digital content

Sports is #1 live programming



Revenue streams

On average today fantasy players typically spend \$107/yr on leagues

Multiple revenue streams:

- Percentage of bets made on the platform
- Monthly fee for exclusive access to predictive stats and analysis



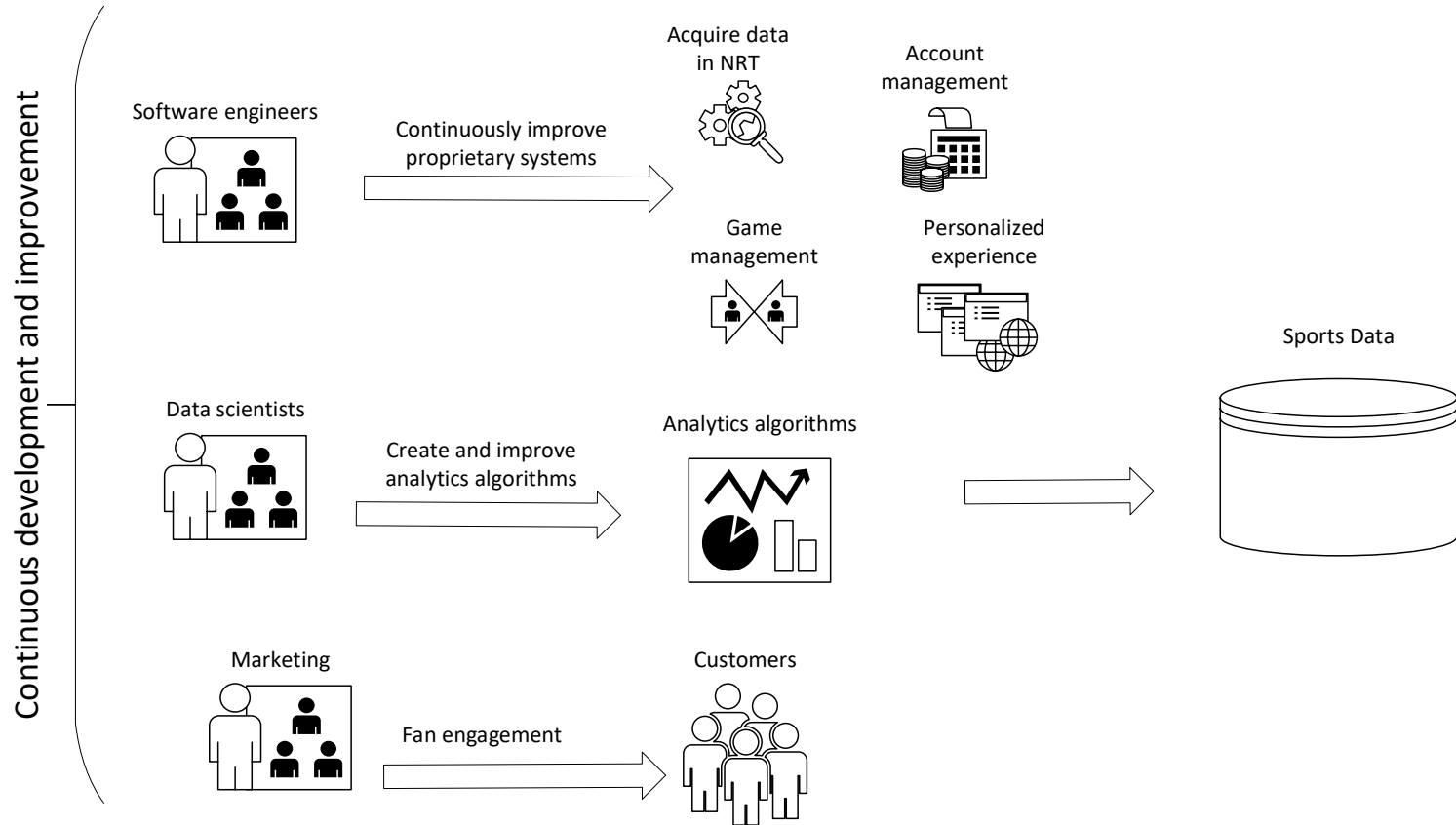
Customer value & acquisition

Acquire customers and maintain relationships through social channels

- CAC: only \$10/customer
- We will keep costs low due to the network effect built into the platform
- Maintain a presence at sporting events
- Advertise on sports sites
- Deliver value prop through personalized experience

We can achieve 30% growth every month due to network effects

Key resources & activities



Key Partners

Sports teams & leagues

Sports merchandise retail

Stadiums, sports venues



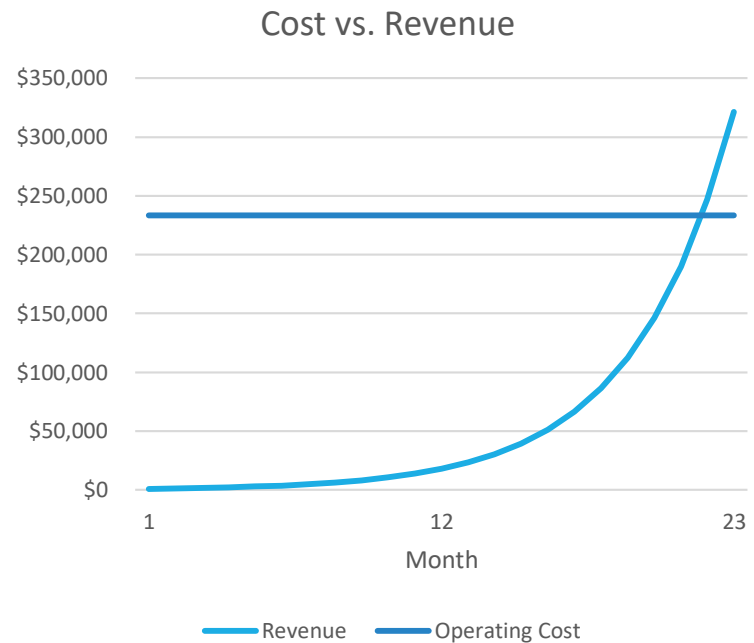
Cost structure & payoffs

YEARLY COST

- Cloud infrastructure costs: \$30,000
- Minimal staff: \$2 million
- Marketing costs: \$120,000
- Sales: \$200,000
- Office space (WeWork), \$100,000
- Device manufacturing: \$100,000
- Equipment: \$200,000

Yearly Operating Cost: ~\$2.8 million

BENEFIT





KEY PARTNERS

- Sports Teams
- Fan merchandise retail



KEY ACTIVITIES

Acquire data in NRT
 Create good analytics
 Game management
 Fan engagement
 Continuous product dev



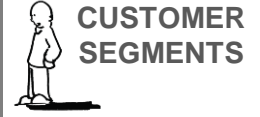
VALUE PROPOSITIONS

Real time access to personalized sports stats, projected to your TV during game breaks with the ability to challenge your friends to micro-games between breaks.



CUSTOMER RELATIONSHIPS

- Social marketing
- Through the experience
- Personalize from their preferences and behavior
- Sporting event presence



CUSTOMER SEGMENTS

- Live Sports Fans
- Fantasy Sports Players



KEY RESOURCES

Cloud infrastructure
 Sports data
 Software developers
 Data scientists



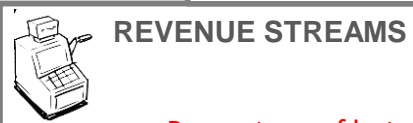
CHANNELS

- 1) Acquire customers through social channels
- 2) Deliver value through our personalized experience
- 3) Communicate with customers through the experience, email, social media



COST STRUCTURE

Cloud infrastructure Equipment
 Staff
 Marketing
 Office space



REVENUE STREAMS

- Percentage of bets made on the platform
- Subscriptions to predictive sports analytics