FlipScreen.ai

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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
You’re watching your favorite sport on TV

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

Deliver personalized statistics

Play games with other fans

Break is over back to the game
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

Continuous development and improvement

Software engineers: Continuously improve proprietary systems

Data scientists: Create and improve analytics algorithms

Marketing: Fan engagement

Account management: Acquire data in NRT

Game management: Analytics algorithms

Personalized experience: Sports Data

Customers: Continuous development and improvement
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**

Cost vs. Revenue

- Revenue
- Operating Cost

Month

1  12  23

$0  $50,000  $100,000  $150,000  $200,000  $250,000  $300,000  $350,000
### Business Model Canvas

**Customer Segments**
- Live Sports Fans
- Fantasy Sports Players

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

**Channels**
1. Acquire customers through social channels
2. Deliver value through our personalized experience
3. Communicate with customers through the experience, email, social media

**Key Activities**
- Acquire data in NRT
- Create good analytics
- Game management
- Fan engagement
- Continuous product dev
- Acquire customers through social channels
- Deliver value through our personalized experience
- Communicate with customers through the experience, email, social media

**Key Resources**
- Cloud infrastructure
- Sports data
- Software developers
- Data scientists
- Equipment
- Staff
- Marketing
- Office space

**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.

**Cost Structure**
- Cloud infrastructure
- Equipment
- Staff
- Marketing
- Office space

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

**Key Partners**
- Sports Teams
- Fan merchandise retail

**Notes**
- 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.
- Cloud infrastructure
- Staff
- Marketing
- Office space