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<u>Abstract</u>

Sports Up is an application that will connect the sports community in twin cities. Currently, we are the two members who have made up the whole plan of this app. We have done with the business model that we made. This app is very useful as it will motivate people and will help them choose a healthy lifestyle. As we all know that this is the era of technology, and everything relates to it. So, we have made up an application that is digital and motivates people to go outside and do outdoor activities. We have made this app by keeping everything in our mind, most of the people in our country are sports enthusiasts and they love sports. However, most of the time, they don't know how to plan things. So, thisapp will help them a lot in planning things. They will be able to plan to play sports with their friends or strangers as well who are available nearby. We haven't made this app only for playing purposes. We havethought a lot about it. This app will provide coaching services as well in the future. Once, our app will get monetized and we started getting profit from it. We have thought of a lot of things to make it more interesting for our audience. Other than that, we haven't bound our application. This is for people from all age groups and from all genders. They can chat through our app and rate their experience as well once we get stable. We will also hire professional coaches on our app to give people training to enhance their skills. Socialmedia will be a great tool to promote our app. When we will start earning profit from it, we will organize games and events in the name of our app to reach out to more and more audiences. We have thought of many interesting features in building our app which includes offline mode as well. This will be very usefulto people even when they will run out of internet. They will still be able to use our application. We have thought of arranging funds through self-finance, bank loans, and investors as well. We have the estimate of all the management costs and all that will be needed in the future.

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Application & Business Name: SportsUp

CHAPTER 1: Company Description

We are proposing a sports application that will allow its registered users to connect and converse with each other and become part of their favorite games as players/coaches/professionals. The **unique selling point** of this application would be that it will be the **first** application of its nature to exist in Pakistan. The platform will be an ease of access for people to find the right person and place for their sports especially when they shift from one city to another. The app will show its users their nearby sports complexes/ fields/courts and the nearby registered players to whom you can reach out for playing together. It will also allow its users to upload and stream their videos. They can follow their favorite players and coaches or send them their respective gaming videos for better connection.

An application called SportsUp' will link the sports community in Islamabad, primarily the DHA community with the rest of the city's sectors. Through an application, they will be able to sign up for their preferred sports. Initially, cricket and football will be available, we plan to add other sports in the future. The application will list the place, coaches, and participants for these sports. Unfortunately, there isn't a single digital platform that unites people in Islamabad who care about their health and helps them to find out grounds, clubs, players, and coaches. Our target population will be those people of Islamabad who are interested in getting involved in sports, specifically. Our main marketing strategy for promoting our application will be social media. As the majority of university students are not residents of Islamabad, we will also visit universities to spread the word about our application. These students would be pleased to get the chance to use SportsUp'. Initially, the finance will be looked after by us through self-finance, and in the future, we can collect funds through venture capitalist firms. We have estimated that initially we will require Rs1,200,000 to start our business and we estimated that in 6 months we will achieve the break-even point of our business. People who are involved in sports activities and willing to find someone with whom they can make a team and play together. Coaches who are willing to provide their services online and offline.

Objective

- To provide the ease to sports community of twin cities to connect.
- Play at whichever time is feasible for a person.
- Easy way to find people to play sports with nearby.
- Book your own time slot to play.
- Play solo with strangers or with your group of friends.

Broad Statement of Scope

SportsUp is an application for sports enthusiasts who have either extremely busy schedules and are not sure when they will have time or for people who do not have many friends who like to play sports, SportsUp will connect these people through an application from which they can see if there's a match happening in nearby grounds and if there's a slot free for them and they can also book a ground for themselves through the application. The ideology behind this application is to basically connect the sports community and also the people can stay healthy and enjoy their favorite sport without any worry.

Mission Statement

Our mission is to assist people to be healthy and become a productive part of society by giving them a platform to connect and by learning that success in any aspect of life lies in team working and consistent hardworking and there is nothing a human can't achieve with its full devotion.

Vision Statement

We aim to enhance the lives of people by providing them with a platform to create a balance between media-driven entertainment and physical health activities. We aim for people to accomplish more collectively than they could separately.

Services

SportsUp is going to be like a social platform that would be connecting sports enthusiasts in the twin cities, it would have multiple options to connect people together like chat options which will enable people to message each other and ask if they are available to play and it would also have rating options as well. Our mission is to connect people who are looking for a partner to play with and the reason why we came up with this idea is because playing outdoor sports is good for people's lives and health and it will be an amazing way for the people to socialize.

Current Status

Now we have proposed a business and have conducted its feasibility analysis that either it is desirable or not, either its industry and organizational capacities are feasible or not. We also estimated our initial cash and different financial projections to know where we stand.

Legal status and ownership

The legal status of SportUp, at the moment is just in progress or we can say it's only in the planning. However, when we would execute the plan, we will definitely get it registered. As far as the ownership is concerned, this is a mutually generated idea by us two members while we were brainstorming for the ideas for our BUSINESS PLAN hence the ownership would be a limited liability partnership between the two of us.

CHAPTER 2: Feasibility Analysis

SportsUp desirability

Pakistan is blessed with most of its population under thirty years. People are energetic all over the country, and the especially green environment of Islamabad pushes them to sports activities. Islamabad being a well-developed city has facilities like sports clubs, sports grounds, parks, etc. still there isn't a single digital platform to connect the people of Islamabad. Moreover, many residents of Islamabad are either from other cities in Pakistan or came here from different countries. Considering the situation, we have identified a gap and our application will fulfill this gap and will connect the sports community. By Analyzing the gap, we can identify that an application to connect the sports community is feasible and it is desirable.

Industry Feasibility

Technology changed our way of living, we have access to products/services all over the world, and we have more exposure to the world today than ever, however, it also has negative impacts on the lives of people today junk and processed food are available physical activities are limited and people are more depressed today. Sports activitiesare more common in the young generation except there is no age limit, people tend to play Golf even in their 60s, sosports are viable for people of all age brackets. Our business proposal is related to two industries, the sports industry, and the digital industry. Sports activities were always there though with technology, it is more feasible todayon the other hand peoples nowadays prefers digital platforms to communicate so an application that connects thesports community is feasible with respect to the target market and sports community.

Organizational Feasibility

Our proposal is a sports application and building an application is a major step in our business proposal. Application building is technical work and only with a specific knowledge and skill set, it is possible. In this age of technology and fast communication, it is not difficult to build an application, we have software houses and

freelancers who can build an excellent application. The servers and systems to run an application are also easily available and quite affordable.

The world is moving towards green economies and our proposal will also encourage a green environment. With more people willing to play games, willing to go cycling, hiking, climbing, etc. governments will build green parks and sports complexes and in Islamabad, we have seen that, so government policies are also supporting our business proposal.

Financial Feasibility

Technology and especially digital platforms are not only more effective moreover, they are a lot more cost-efficient our business proposal requires initial cash of around 1.2 million which makes it financially feasible. Advertisements will be a key revenue model for our proposal and as we know nowadays applications generate heavy revenue from ads on Facebook, Google, and YouTube.

CHAPTER 3: Industry Structure

The various factors that define the opportunities for our activities are concerned by the industry structure. How fragmented is the market, how many rivals are already active there, and how challenging is it to enter this market? All of those and many other questions are there to evaluate the viability of our company's possibility to participate in the insurance industry.

We have decided to analyze market structure using Porters Five Forces Model.
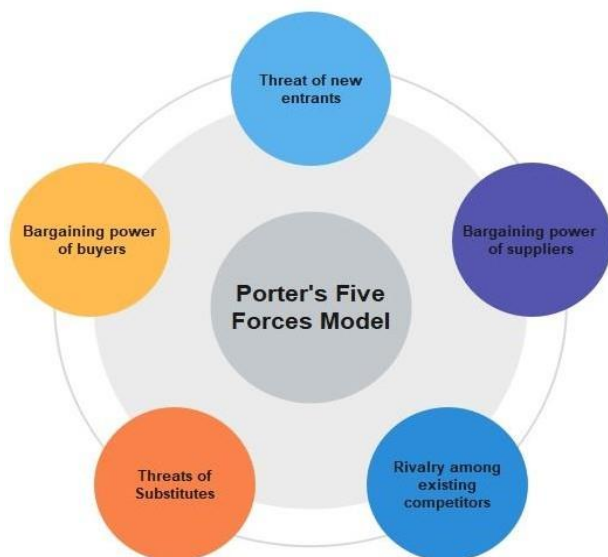
Threat of new entrants

Threat of new entrant is there as the application is desirable and there is no such application so far that connects sports communities. Moreover, building an application is no big deal now a days and people of Capital are conscious about health, and they do participate in such physical activities.

Threat of Substitutes

Threat of substitute is quite low as we don't have direct competitors and our indirect competitors focuses are quite different than ours. And the most important thing is they are not operating in Pakistan like **Starva** & **Playo**

Bargaining power of Buyers

Bargaining power of buyers will be low as there is no such existing application and people are willing to connect with each other. Additionally, our application is not charging them any fee to use our services so there bargaining power will be low.

Bargaining Power of Supplier

Bargaining power of supplier is low because of the large number of freelancers and software developers so they will not be able to influence us. Sports clubs will also be happy with us as their services are being advertised(promoted) on our application.

Rivalry Among Existing competitors

We don't have a direct competitor in Pakistan however if we talk about indirect competitor, it is **Starva** and **Playo**. **Starva** is an application that is used to track physical activities like cycling etc. On the other hand, **Playo's** concept is same as ours however they don't operate in Pakistan.

Competitive Force	Threat to Industry Profitability Low	Threat to Industry Profitability Medium	Threat to Industry Profitability High
Threat of substitutes		●	
Threat of new entrants		●	
Rivalry among existing firms	●		
Bargaining power of suppliers	●		
Bargaining power of buyers	●		

Table: Porters Five Forces Model

Competitive Analysis Grid

Name	Starva
Price	Even
Selection	Even
Perception of providing services	disadvantage
Location	Advantage
Speed of service	Even
Availability of coaches	Advantage
Social Consciousness	Advantage
Availability of Data	Advantage

Key success factors

Following are our key success factors.

Leadership, Management and Planning are the strategic part of any business and to succeed we are focused on these aspects of business.

Personnel, Staff, Learning, and Development will be catered properly in order to achieve our goals.

Operations of application will be a key factor as being a user of application and as an active sports person it will be easy to operate business.

Customer Relations, brand value and Responsiveness are important factors to determine the value of our proposal and we will market our proposal effectively to ensure its success.

Industry Trends

Use of AR and VR: Technology have changed the way to prepare for a game, with the help of Augmented and Virtual reality a player can find him/her inside a ground to prepare for game.

Social Media*:* social media is probably the most effective tool to aware your audience or to target them.

Use of AI*:* Artificial Intelligence is the next big thing in all industries, it can predict the projection of games like variation of ball in cricket.

Offline mode*:* Offline mode is another trend in sports application where number of futures are available in offline mood as well to increase users' satisfaction in South Asian countries especially as Internet services are just normal.

Industry Growth

The international application marketplace length grows into valued at $106.27 billion in 2018, and projected to reach $407.31 billion through 2026, developing at a CAGR of 18.4% from 2019 to 2026. Ease of access are the exclusive styles of software program packages which might be designed to run on numerous smartphones, tablets, and laptop tablets. These devices regularly serve to offer customers with comparable offerings to the ones accessed on PCs. The number one purpose of application is to assist customers to attach them to net offerings through allowing them to apply the net on their transportable devices.

Long-term Prospects

Initially our focus is Islamabad, if succeed, with the success of application in capital we will be expanding our application in other cities as well. Rapid expansion is not our plan we want to have stable and strong servers to facilitate our present users rather focusing on an expansion which may down our servers and may ruin users' experience. We also have a plan in future diversify our revenue model we can charge sports clubs to promote their club on our application moreover we also have a plan to provide personal coaches to individuals.

and charging subscription fees from those who hire these coaches then by keeping our profit we will be paying to coaches as well.

CHAPTER 4: Market Analysis

Its most important to know which market the product/service lies in order to know its potential rate of attracting customers and turn out to be successful.

Market Segmentation and Target Market Selection

People will choose to use our application since there is no platform that links users locally. Users will find it simple to choose their favourite sports, and our platform will be able to link them with other players that wish to participate with them. Our marketing will have several segmentations.

By geographical

State: Pakistan

City: Islamabad

Since we are from here and can manage it simply, we would begin our application from Islamabad. We won't be able to operate in any other city, and the likelihood of failure will be high.

By demographic

Students between the ages of 10 and 23 are more likely to participate in sports, and they will use this application to find a place and other participants for their sports matches.

Users will have access to **coaches** between the ages of 40 and 60 who will be able to help them by making tutorials. Users can also become members of coaching so they may practice physically and learn more effectively.

Adults between the ages of 25 and 60 are those who have busy schedules and spend their weekends to unwind yet are unsure of whom to play with. The app will provide them the opportunity to meet new people, strikeup a discussion, and look for matches in public places.

Our application will provide services to all group ages from 10 to 60 years. As we know people of capital are health conscious, they do like sports activities to maintain their physical health so they will be providing platform where they can find people with common sports and grounds nearby.

By behavior: several behaviors based on our customer lifestyle and activity.

Teenagers who are always willing to play sports and working people are only willing have sports activity when they are free especially on weekends. Housewives are also having time occasionally.

With many activities while working as job holder or housewife they are ignoring things such as health like they are in situation where they want to play sports however they don't have time and when they do have time on weekends they do not have people with whom they can play so by use of our application they will easily find people make team and play together whenever they are having free time.

Target Market

People who are involved in sports activities and willing to find someone with whom they can make a team and play together. Coaches who are willing to provide their services online and offline.

Categories of application based on customer needs.

- Application which connects people.

- Application which twill let customer to find people and sports clubs.

- Application which will provide you coaching and guidance.

- Application will also provide the tutorial videos.

Buyer Behavior

As our whole idea is based on application so our buying customers will people who will download our application. Teenage who like to play sports on daily bases will download because it will help them to find players and grounds. People who are working will also use because many people like them are willing to play sports on weekly bases, if they don't have anyone there so by using our application, they will be having platform where

they can meet such people who are willing to have sports activities on weekly bases so they can set a common meeting place where they can play easily. Our application will also provide benefits to women because normally women who are housewives because when they are free at home, they want to play for example badminton and they don't have anyone with they can play they will also be wiling for using our application so they can find someone with whom they can play when they are free. Coaches will also have benefit from our application because they will be selling their services, so they also prefer our application.

Estimates of Annual Sales and Market Share

As we have set goal that we will be having a rounds 250000 downloads in 6 months, so our annual target is to bring that number more than 1 million downloads per year. And that will help us to increase our market share.

Marketing Plan

Segmenting the market:
Since our product is connected to sports, persons who are involved in sports will make up our segment market. They may be viewers, trainers, athletes themselves, sponsors, those in charge of their venues, or even people who make or provide sports stuff.

Target market:
Since we are a tech firm, young people who can and do use such applications would be our core target market. The football, cricket, table tennis, and basketball players would be our users.

Positioning:

We are aimed at building our brand which provides a service that is conveniently helpful in growth of healthy sports activities to cope up against the stressful modern lifestyle. Our product fills the gap between an athlete and avenue of event.

Product:

Our product is an application, which will facilitate the users to find, and let others find their sports events. Since there is currently no such well-integrated, all-encompassing sports app, it offers enormous growth potential. SportsUp is a service, which will be connecting sports community. Just like any other social media platform the contrast is,

it will be that it would be for sports enthusiasts only. People would be simply downloading our application from Playstore or Appstore and they would have to make their accounts and then they would be able to connect with people with similar interests. The app will contain the option to chat with people in nearby radius, they can also friend each other on the application and they can decide according to their schedules to play the sports of their liking.

Price:

Regarding payment and subscription for such applications or services, trends and patterns in Pakistan and the purchasing power of the audience should be taken into consideration. We've come to the decision to keep it free for users. However, we will make money from sponsors by showing their ads and enlisting fees for providing them platform.

Place:

Well, it's an advantage of tech startup, that we don't necessarily need physical presence. We can work online, at least initially. It helps cutting the cost of rental expenses, and heavy utility bills. The placement of our service would be virtual however we will initially be operating our services from coworking space, WorkZone which is a coworking space situated in G-6/2 Blue Area, Islamabad. The application will cater the people of twin cities in its first year and gradually we will move towards other cities of Pakistan and eventually countrywide.

We have talked to many clubs in the twin cities, naming; The Stadium(E-11), The High Velocity (E-11), Reliance football ground(F-7), Football Ground (G-11/3), Diamond Cricket Ground (G-8), Strikers Cricket Club (DHA), Striker's football ground (DHA Phase II).

Promotion:

As an IT company and having limited budget, our focus is digital marketing. Because it has comparatively much more wide range, more customization opportunity, dynamic strategies, and it is budget friendly in nature. In this era, social media marketing holds the utmost importance and if any organization is neglecting their social media marketing, then basically, they are neglecting their product and they intentionally do not want their product to survive.

The promotional strategy that we will be using is aggressive marketing because we are a startup and really aim to get on the top of the minds of the people and create buzz. We want our targeted market to be reminded of us constantly. Thus, we will hire the best marketing team, we also have majors in marketing hence we will also use our own expertise to create the buzz.

Marketing Communication:

We will use integrated communication (IMC) strategy to communicate our message to build a strong brand image. Personal marketing, online advertisement (YouTube ads, google ads), sponsorship of sports events, flyer distribution.

On site activity:

We will be organizing sports events in the name of our brand. It will help engraving our brand in users mind when they discuss the event with our name.

Personal marketing:

Our sales team will go to individuals based on their profiles Affiliated with sports. It is aimed at creating close personal relationship with users. Interviews and opinions would be published.

CHAPTER 5: Marketing Strategies for SportsUp

Inbound Marketing/Pull marketing.

We will be using inbound marketing or as we more commonly call it, pull marketing strategies because we want to attract the customers to us. Pull marketing is the first step to connect and know the brand and eventually the customers take an action, purchase, or use a service. Inbound marketing strategies are mostly a combination of organic and inorganic growth. Inbound marketing uses content marketing, blogs, events, SEO, social media, to create brand awareness and attract new customers.

Content Marketing

Content marketing is a marketing technique in which you reach out to your audience in an educational manner, you provide the information about the product or service and emphasizes on why a person needs to use this service or product. The process of content marketing begins with creating content, content can be in any form although mostly it is a marketing campaign or a post which designed and developed to attract the people, it supposed to catch people's attention. The first step is developing the content which aesthetic and contains appropriate

information.Then, the second step is to find the right mix of targeted audience and the time slot they are likely to see the ad or content. The third step is to publish it and run a paid campaign on social media channels that are being used. The most used social media channels nowadays are Facebook, Insatgram, Pinterest, Twitter and LinkedIn.

There are numerous types of content marketing strategies, we will highlight a few and the one's we are going to use:

Infographics

Infographics are a visualization between images and data, infographics are very engaging and more fun for people to understand.

In this kind content, we will mostly be showing how much sports are important for people and what benefits it holds upon people as well as we will show health comparisons of people who play sports and who do not. We will mostly link health and life expectancy of people of who play sports as well as how much people are active in sports have a more efficient and alert mind.

Podcasts

Podcasts are rapidly gaining fame in Pakistan and are watched by mostly all age groups in Pakistan. Promotions in podcasts have a huge success rate. We have decided to have podcasts on "Though Behind Things", it a podcast show which is being run by Syed Muzamil Hasan Zaidi and it Pakistan's fastest growing podcast channel and the best thing about it is Mr. Muzamil's mission is to bring startups, new technologies, arts and culture to highlight and give them boost. We will be using his platform to benefit SportsUp.

Video

Video contents are very liked by the people as they give detailed information about a product and a detailed lay out of the benefits. Our team will be making videos about the nature of our service and how it can be used by the people.

Paid ads

Once content is made, either it's a video or a static content, it is published and then it can be promoted by making a payment for it. In this way the content reaches to a bigger number of audiences who possess similar characteristics and like similar products. Initially for SportsUp. since it will be startup that has no recognition to date therefore, we will use a lot of paid promotion so that SportsUp can get a recognition by its potential audience. Brands always need paid promotions even when they have achieved their position or market share because people need to be reminded of the products otherwise, they can forget. Prior to every month we will make a posting schedule and then we will make schedule of paid promotions with a budget.

Work With Influencers

Nowadays people get easily influenced by social media influencers or we can say, bloggers. When it comes to social media marketing, influencers are the strongest weapon which any organization could use, and they should use. Using influencer to promote your product is like using positive word of mouth or referrals in a vast scale and 90% of times the ROI is better than any other marketing strategies. We will use influencers by paying them to make videos for us in the most creative way to promote us and tell their audience how they can benefit from us. We have worked on our list of influencers with whom we would like to work with.

- **Faizan Sameer** is a UEFA CFM graduate with distinction and an experienced Football Coach with an international degree from University of Lausanne in Football Management. He is the first Pakistani to be selected for the UEFA CFM. He is a huge influencer with 270k followers on Instagram and he is a perfect fit for us.
- **Syed Muzamil Hasan Zaidi** He is a content creator with more than 180k followers. Muzamil makes highly creative content and knows how to engage his audience. He is currently working with multiple brands and has made them a huge success.
- **Hamza Bhatti** He was known for his amazing content on food, but now he has been working with other brands as well other than food and his reach is high and his content is always aesthetic and grabs people's attention. He has more than 300k followers on Instagram.

Initially we will be working with these influencers, and we believe initially working with them would be a great start off.

How These Marketing Strategies Will Help us

Build Awareness

Having paid promotions and working with high reach influencers will enable us to make the target audience to become aware of our service, SportsUp. To build brand awareness we must undergo all the processes that we have mentioned above, and these marketing strategies are of high significance.

Make People Interested

Once a product or service is out there or has been developed, it is an organization's responsibility to make people aware of it and be interested in it and that's why we will come up with highly creative and engaging content to make people use our product. Our creative advertisement and unique service will automatically entice the audience.

Create Buzz

This rigorous marketing will definitely create a buzz in the market, and everyone will want to know what SportsUp it is about and how is actually a need for them. Using influencers, videos, and paid promotions, SportsUp will stay at top of people's mind thus it will create demand and more people are likely to download our application.

Strategy to Make Marketing Strategies Successful

Listening and Engagement

Listening and engagement is an integral part of a social media campaign, it is what makes the campaign successful. We will always listen to the recommendations and suggestions of our users and will always try our best to cater to their needs. Other than that, to stay competitive, we will always pick up on new trends and will always go to depths to provide what our users need.

We will always be responsive either it's a comment or a direct message.

Analytics

To measure the success of our campaigns we will mostly use Facebook business suite and Hootsuite.

PR Smith's Situational, Objective, Strategy, Tactic, Action & Control (SOSTAC) Model

SOSTAC is a popular marketing planning framework and is very famous for digital marketing. SOSTAC is a way to create a killer marketing plan and it highly efficient and effective and by using SOSTAC we will be able to set our priorities and organize all of our digital marketing activities and create a perfect marketing plan. We will be using SOSTAC for SportUp once we develop the application.

SOSTAC stands for, Situational Analysis, Objectives, Strategy, Tactics, Action & Control. SOSTAC covers these six areas, or we can call them stages as well to plan out a social media marketing campaign.

Situational Analysis

This first stage is setting out the situational analysis. This provides an overview of the organization, who you are, what you do and how do you interact online. This basically paints a picture of the organization the minds of the customers. Here we will use a 4-step method to determine this.

Who are our digital customers and their demographics: Our digital customers are the ones who are sports enthusiasts and cannot find the right time and partner to play sports with? We believe our customers could be of any age group living in the twin cities however there are high chances the age group that will mostly be our users willpeople aging 20-60. They can male or female, depending on their interests.

SWOT analysis

SWOT analysis is also conducted under this model to make the campaign a success.

SWOT analysis consists of Strengths, Weaknesses, Opportunities and Threats.

Strength: Our biggest strength is we do not have any other competitor in Pakistan providing the service which we intend to.

Weakness: To be honest, we really do not foresee any weakness at the moment except failure of marketing campaigns.

Opportunity: There are lots of opportunities for SportsUp yet the most beneficial one is expanding other cities of Pakistan.

Threats: If we talk about right now then we do not have any serious threats however there is a high chance once we launch, other people could try replicate our idea.

Competitor Analysis

We do not have a direct competitor currently in Pakistan however our competitors exist outside Pakistan.

Digital Channels Landscape

The digital channels that we will be using are:

- ➢ Facebook
- ➢ Instagram
- ➢ Twitter
- ➢ Youtube
- ➢ Tiktok
- ➢ LinkedIn

Objectives

In objectives we use 5S which are Sell, Serve, Speak, Save and Sizzle. And it is highly important to make all the objects SMART (Specific, Measurable, Achievable, Realistic, Time bound). All our goals are SMART. We have specified in 6 months of time we will be able to cover up our initial costs and it is very realistic and in time span of 6 months we can measure that growth.

Strategy

Strategy means how an organization will get to a point they intend to from a point they are at currently. In this

document we have emphasized enough on how we will start up SportsUp and through what stages it will go and what will be our marketing strategies.

Tactics

This stage basically covers specific tools of the digital mix (price, place, promotion, product). Our aim is to attract the sports enthusiasts and with planned strategies and campaigns we will be able to implement our strategy. Our marketing tactics will focus on pay per click and affiliate marketing as well.

Action

This is the 5th stage of SOSTAC model and of digital marketing campaign. At this stage SportsUp will be ready to be launched. At this stage SportsUp will be brought to life and make visible actions. Here we will launch our app on the Playstore and Appstore. And we will be taking all the actions which we have laid out previously.

Control

This is the final and last stage, everything will be running by now and we will be just measuring and monitoring SportsUp's performance and at this stage, if any problem shows up, we will fix it quickly.

Unique Selling Point of SportUp

The unique selling point of SportsUp is that this will be Pakistan's platform which will be connecting sports community and bring them closer so that they can connect and play sports according to their schedules. No other platform in Pakistan is providing this opportunity.

Tagline Connect Nearby

Logo
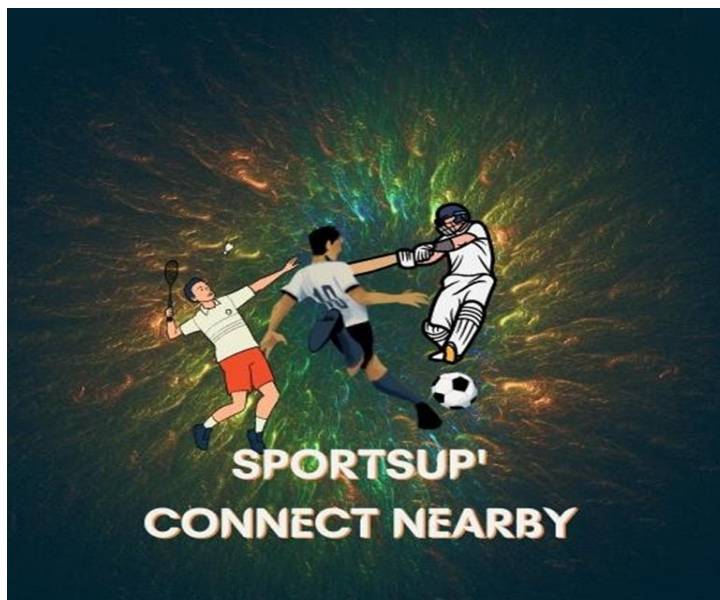
Application Interface

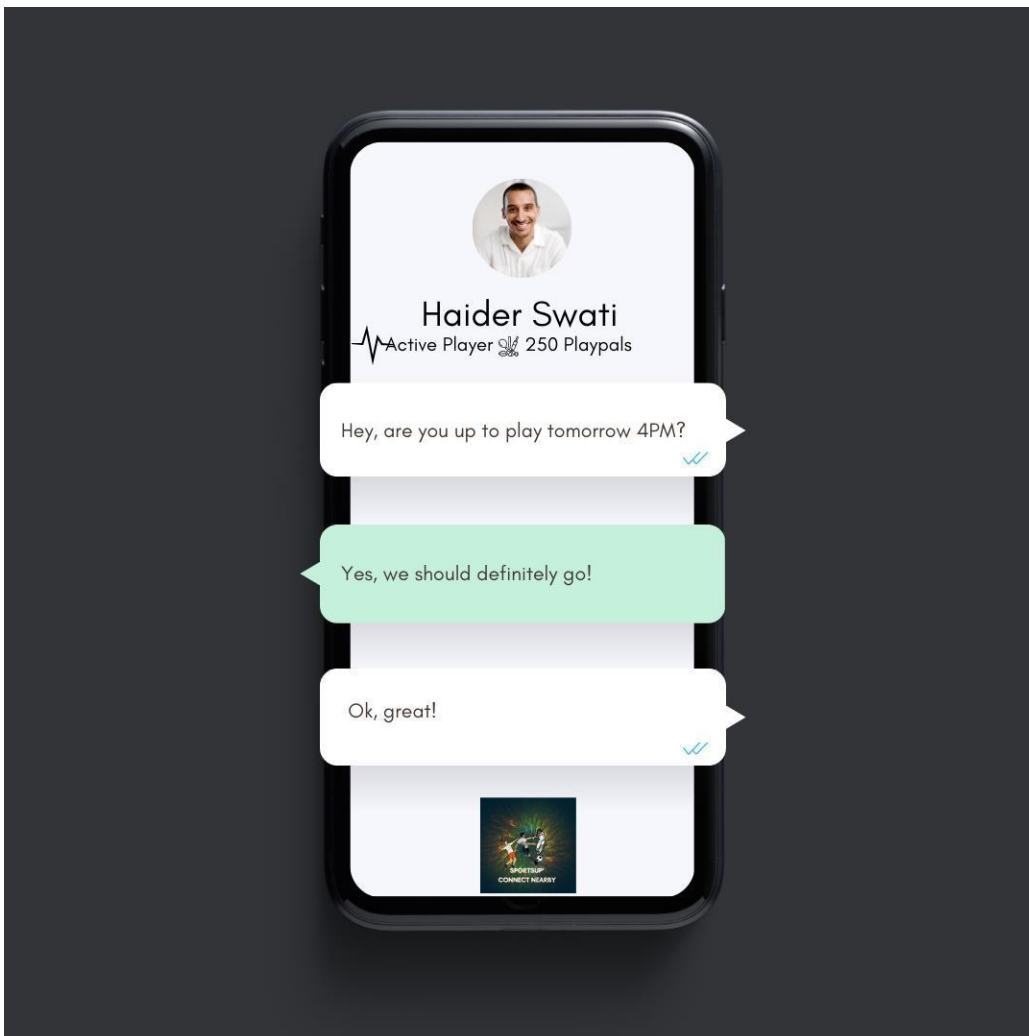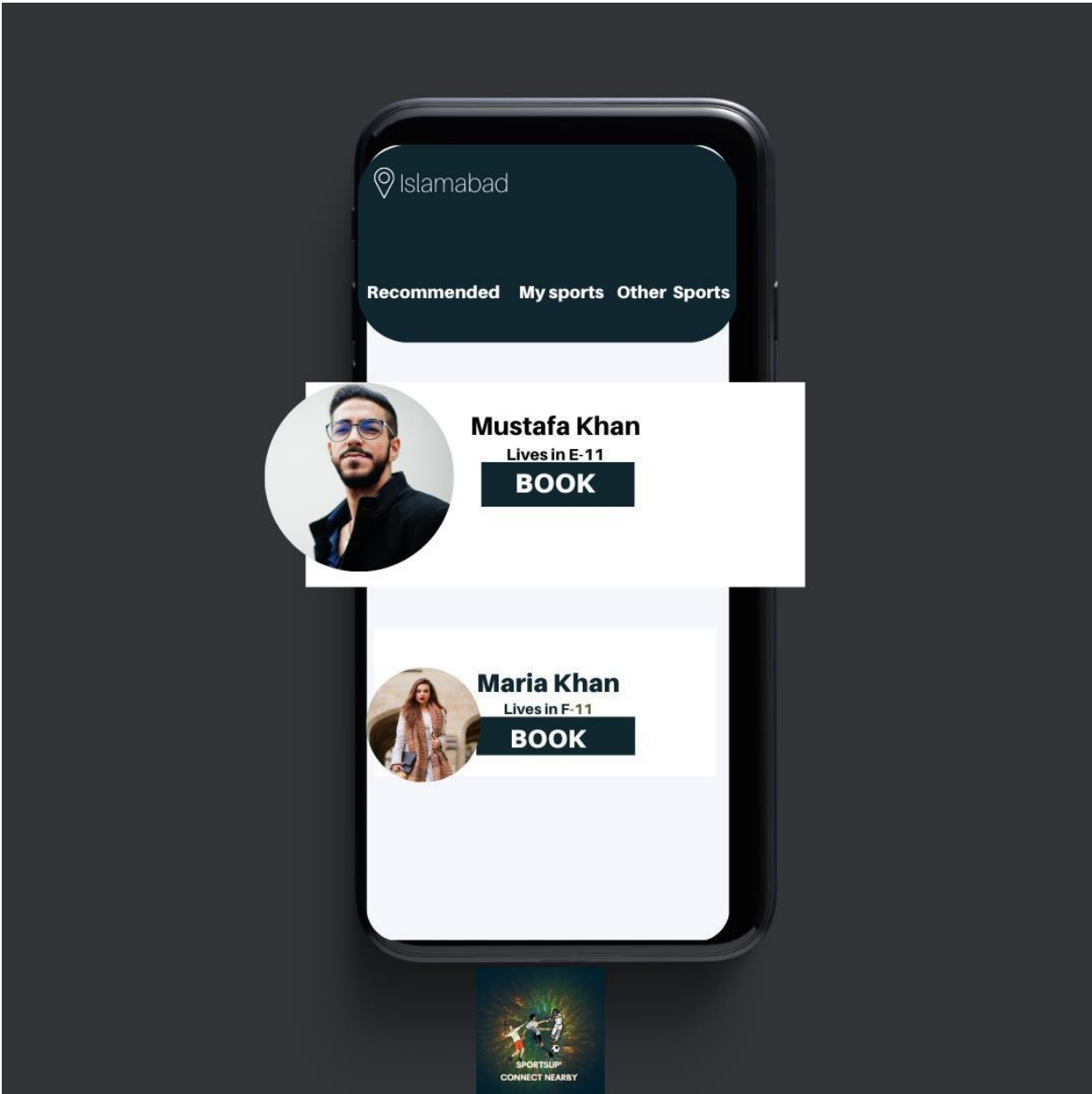Islamabad, primarily the DHA community with the rest of the city's sectors. Through an application, they will be able to sign up for their preferred sports. Initially, cricket and football will be available, however we plan to add other sports in the future. The application will list the place, coaches, and participants for these sports. Unfortunately, there isn't a single digital platform that unites people in Islamabad who care about their health and helps them to find out grounds, clubs, players, and coaches. Our target population will be those people of Islamabad who are interested in getting involved in sports, specifically. Our main marketing strategy for promoting our application will be social media. As the majority of university students are not residents of Islamabad, we will also visit universities to spread the word about our application. These students would be pleased to get the chance to use SportsUp'. Initially, the finance will be looked after by us through self-finance, and in the future, we can collect funds through venture capitalist firms. We have estimated that initially we will require Rs1,200,000 to start our business and we estimated that in 6 months we will achieve the break-even point of our business.

CHAPTER 6: Operation plan

Key performance indicators:

Formulation of KPIs will be carried out by all members. Managers will report directly to CEO.

Decision Making

Rule of majority will be applied while making major decisions, through voting among board of members.

Facilities and equipment:

We have a rented space of two rooms where we have installed our setup. To keep the cost low we have initially acquired:

Computers:

Desktops and laptops have been made available, in accordance with different tasks. i.e., communication purpose, software running, data base etc.

Internet connections:

We can't rely on one or two internet connections as our whole idea is based on online platform. Therefore, we have multiple internet connections.

Furniture: We have installed custom designed workstations to minimize physical stress.

Printer, stamps, stationary are required by almost every big business. We have purchased these necessarily needed equipment in limited number as of now.

Challenges and risks:

Economic risk:

We can't afford to get stuck in financial crises. Most of the startups make this mistake of spending too much on unnecessary things. Therefore, we have studied the causes of financial failures. It has helped us to carefully study and manage our expenses. We have well defined cash flows and means of financial resources for our first 6 months after launch.

Security:

Users are very conscious about their data these days. We have hired professional cyber safety expert to ensure the safety of our database.

Meeting users' requirements:

Market is very dynamic and changing at pace faster than ever. We have a concrete plan of getting feedback, reading trends and patterns to keep our self-up to date.

Sales and Future plans:

App Updates:

We will keep updating our app for smooth running, new features and improvement of design. This is aimed at keeping our users engaged and excited about new developments.

Collaboration and sponsorship:

As we grow, we will need more sponsors, new campaigns will be launch, rewards based on usage will be provided.

Sales Targets:

Day 1 to 30:

We have a goal to reach 10,000 downloads in our first month. At this stage we will observe the feedback and reaction of users towards our app.

Day30 to 60:

we will make improvements in our app, sales and marketing strategies based on first month's experience. We aspire to achieve a goal of up to 5,0000 downloads during this phase.

Day60 to 180:

We want to be known widely as frequently used application by sports community in this phase. Our target is to cross milestone of 20,0000 downloads.

Management team

- Director or (CEO)

- Financial head (Accounting)

- Operations head (technicians) (customer service)

- Marketing head (promotion)

- HR head (selection of employees recruiting)

Board of Directors

We don't have board director yet. Future when our business will grow we be having board of directors. We will be responsible for approving high-level budgets prepared by upper management, implementing and monitoring business strategy, approving core corporate initiatives and projects. The high-level managers from within the company (Partners). We will refer to as executive directors if they are part of company's management team and help provide internal perspectives for other board members.

Company Structure
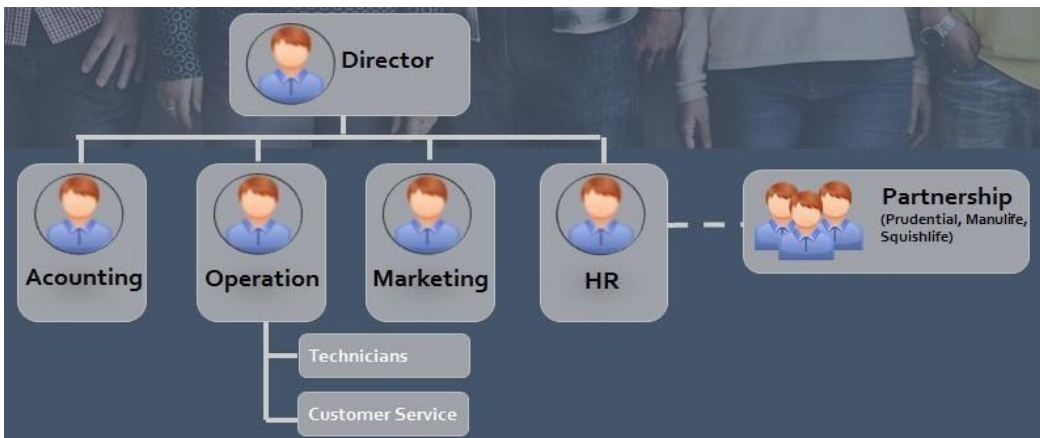
Financial Plans and Expenses

Applications and websites	2,00,000 Pkr
Application management by the IT department	60,000 Pkr
Property such as computers	600,000 Pkr
Office lease	30,000 Pkr
Office equipment	1,00,000 Pkr
Utility invoices	10,000 Pkr
Vehicle advertisement screens and brand marketing	2,00,000 Pkr

Office Staff (Rs. 5,00,000 for 15 people) in future if we will be having any

The estimated initial investment total is: Rs.1.2 million

Investment

Four choices are available to us for how to organize the funding.

- Self-Finance
- Bank Loan
- Sponsors
- Investors

Due to the nature of our business, which is a partnership, and the fact that our firm only costs 1.2 million, which is a little sum, we will launch it with self-finance. This will make it easier for us to handle. When we need additional funding in the future, we will choose sponsors and investors over bank loans since we feel that paying interest is against our religious beliefs and we don't want our company to do so.

Source of income (Earnings)

- Major revenue model is monetization.
- Website Application
- memberships
- by organizing sports events and festivals
- promoting events of others
- by sponsoring clubs.

Break-even analysis

We will be able to reach our break-even in next 6 months as we know that on hundred downloads play store will pay us 2 dollars. So, our aim is to have around 250000 downloads (Rs.8750000). And google play store will pay 50cents daily after 1000 downloads so in 4 months we will cover 90(RS 16000) dollars from here. After monetization of application, we will be able to earn from ads and during those 6 months we will be able over remaining cost from ads. So, we believe that will be able to reach out break-even point in 6 months.

Income statement

Sales		5000000
Cost of service		(1200000)
Gross profit		3800000
Selling and administrative	100000	
Office expenses	480000	
Office Rent	360000	
Salaries	1200000	
Total expenses		(2140000)
Net profit before tax		1660000
Income tax	12.5%	(207500)
Net income		1452500

yearly Cash Flow

Net income		1452500
Depreciation(add)	100000	
Account payable	0	
Investment	500000	
Less Purchase office equipment	600000	
Purchase of furniture(less)	100000	
financing loan	0	
total cash flow of the year		1525000

CHAPTER 7: Features of SportsUp

Connect and play

SportsUp' is an application which will be used to connect people with similar sports interest. The application will be highly user friendly. The use of SportsUp' would just as simple as any other socializing application. There would be profiles of people who play sports, their location would be mentioned, and people would simply click on connect and then will be able to chat with them and ask each other if they would like to play with each other and what time suits them and then they can click on "book" in order to reserve a slot with them.

Profiles with SportsUp' Stats and Reputation

SportsUp' profile will display streak of activities and the participation of an individual on the application. It will show ratings of everyone on the application. SportsUp' will show the kind of sports an individual is interested in.

Booking a Venue

With SportsUp' people can book a venue which will be on our panel. We have mentioned the venues that will on board with us. The discounted rates will be mentioned in the application and with just one click people will be able to book a venue without the hassle of going to a ground and making a reservation.

Create Groups & Community

SportsUp' will provide people with the option of creating a group with people they think they are going to play often with, and they can also create an entire community of their own so that they can send instant updates to each other.

News Feed

SportsUp' will provide the option of news feed to their users where the users will be able to update their status, stories, and post anything on the feed which they would like their sports community to know. We think this option will make the application more fun for people as nowadays people like to keep track of each other.

Enable reviews and feedback

We will enable the feature for our clients to give reviews about the players so that people can know the real view on a person as well as to save our clients from any fraudulent people because the safety and well-being of our customers will be of utmost importance for us. People will be able to write honest opinion about the players they have played with. We will also give the option to keep the reviews anonymous or if they want to reveal their identity, it would definitely be their own choice.

Include analytics

We will include a chart of performance of everyone on the application which will show the activeness and responsiveness of each individual. The analytics will be formed monthly, it will show the number of sports they have played frequently, at which venues, and how good they are at certain sports.

Push Notifications

Even when the phone is locked, push notifications are crucial for maintaining user engagement. Push notifications increase app retention rates by three to ten times. We will send two notifications every day to our users to remind them to use the application in numerous ways, if they frequently play with someone then we will remind them to play with their fellow.

Responsive app design

The mobile app design needs to be reliable and fit the device's screen size and resolution. This problem is solved by the mobile app's responsive design feature, which also aids in the application's ability to adapt from a small smartphone to a large tablet. Additionally, it is crucial for the committed developers to include the responsive design functionality as soon as the app is developed. No matter what size screen a customer's device has, it will improve their entire app experience and present the app in the greatest possible light. SportsUp' is an application which wants to benefit all of its users therefore we will design an application responsive and works on all sorts of devices without causing any problems in the resolution of the application.

Offline Features

We will incorporate few offline features for our users to make the use of the application easier as compared to other apps. We will try to introduce a feature in which people who have decided to play keep track with each other even if they are not online. We will also add in the feature pre-loading the feed so that people can view their news feed while they do not have access to internet.

AI chatbot/CRM

To maximize revenue, client services must be perfected and made available around-the-clock. They also must be resolved more quickly. When AI chatbots are integrated, the human customer service team may concentrate on other important tasks while the chatbots, which have been programmed to handle repetitive questions, handle them. A step up from human minds, chatbots are intelligent enough to connect the dots and generate personalized ideas more quickly. This boosts user engagement and retention rates. The enhanced user interactions make it easier to gather input for the app's improvement. When designed and deployed properly, chatbots have endless possibilities for businesses. Refer to this tutorial to learn everything in detail. It's not like we will not have customer support representatives, we will definitely have a team of them as well to cater to the needs of our worthy clients.

Data Privacy

More than two thirds of internet users (79%) believe they have fully lost control over their personal data, according to research conducted by LegalJobs.io. Additionally, 67% of internet users are more anxious than ever about maintaining their online privacy. The theft and sale of user personal information, including credit card numbers, on the dark web raises serious concerns about data privacy. We will make sure no personal information of our clients goes out of our application as we respect their privacy and would not want to offend our clients.

Simplicity by all means

While developing the app, we will add features, moreover, we'll make sure they don't compromise the app's simplicity. We won't stuff our mobile app with features that don't significantly affect how well it works. The navigating of the software will become more challenging and complex as there are more undesired items. We'll utilise a straightforward layout with the essential functionality. Making a list of the functions we want to offer to our userscan help us decide which features to add initially. We can always add more functions in later versions of our app,however, if it has too many features, the user might become confused and uninstall it. We would not want to cause feature fatigue for our users.

Keep the app size small.

The size of the programme is the second most convincing reason for individuals to delete it. Therefore, when adding features to mobile applications, it's crucial to maintain the app's modest size.

A smartphone user will typically have 35 apps installed on their device. We shall therefore remember that not all phones have a lot of storage. As a result, some Android and iOS devices may not be able to fit huge mobile apps.

Therefore, it is imperative to maintain the smallest app size feasible. Typically, when creating an app, developers are so focused on the features that they neglect to consider the size of the app. We'll make sure the app is the ideal size. We will try to keep the application under 15-20MB.

Speed

Fast screen loading is essential. Nobody likes waiting, especially when all they can see is a loading symbol on the screen, and this annoyance quickly gives way to boredom, which prompts a decision to look for something better. Speed does not mean retrieving massive tables and databases, rather a suitable choice of graphics. Keepit simple and quick so that are clients do not become bored and annoyed.

Updates

We'll figure out how to make our app more pertinent to our users once we get input, and we'll give out updates frequently. This means that not only will our final product be better, we will also be able to address security vulnerabilities as they come up. Updates provide the user more of what they want while keeping your app fresh. We will try our best act speedily on people's feedback and deliver them the best.
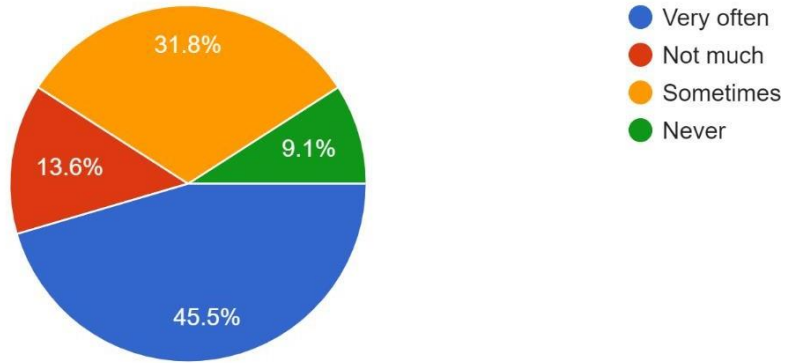
Research

We conducted research online through Google forms to get to know if the people will be interested in using SportsUp". We have conducted self-administered research which included 4 multiple choice questions and one open ended question which was used to give a little insight about what people think about our idea. Many people appreciated our idea, and few suggested some amendments. We conducted the research so that we can get to know if people are going to like the idea or not. We sent the survey in our class group and in other groups of our university. The responses were not too much in the quantity however they were enough for us to know that people appreciate our idea and will be willing to use our application.

This small survey does not mean that we will not do further research before the launch of the application, before launching the application, we definitely plan to do further detailed research on a bigger scale.
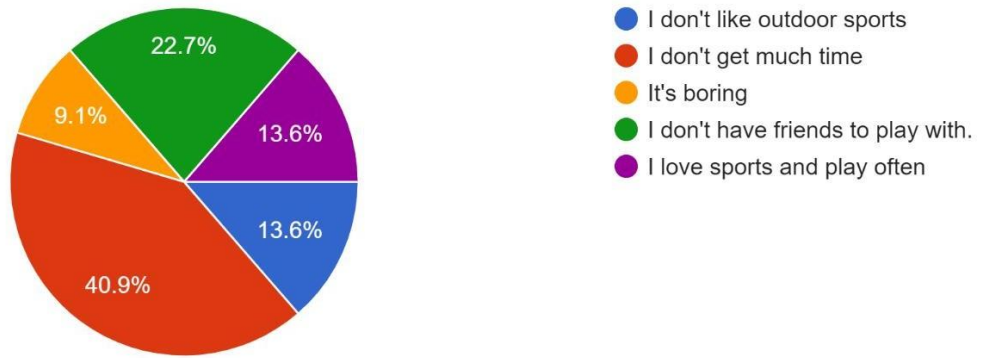
How often do you play outdoor Sports?
22 responses

Legend:
- Very often
- Not much
- Sometimes
- Never

Pie chart values:
- 31.8%
- 13.6%
- 9.1%
- 45.5%

If you do not play much of outdoor sports then why?
22 responses

Legend:
- I don't like outdoor sports
- I don't get much time
- It's boring
- I don't have friends to play with.
- I love sports and play often

Pie chart values:
- 22.7%
- 9.1%
- 13.6%
- 13.6%
- 40.9%

SportsUp is an application that would connect Sports community or Sports enthusiasts living nearby via the application, will you be interested ...ion to connect with people who want to play sports?

22 responses

- Yes, I'll be very much interested.
- I might be interested
- Sorry, I'm not into sports

31.8%
9.1%
59.1%
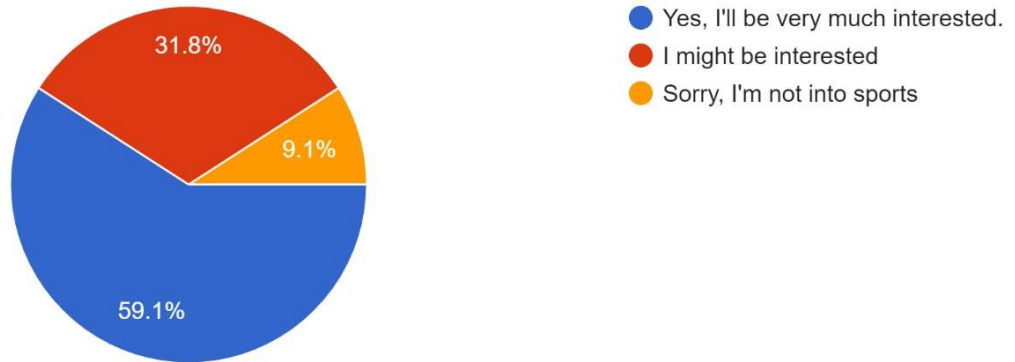
SportsUp is an application which is under process, on scale of 5, how much you like the idea?

22 responses

- 1
- 2
- 3
- 4
- 5
- 0

45.5%
18.2%
27.3%
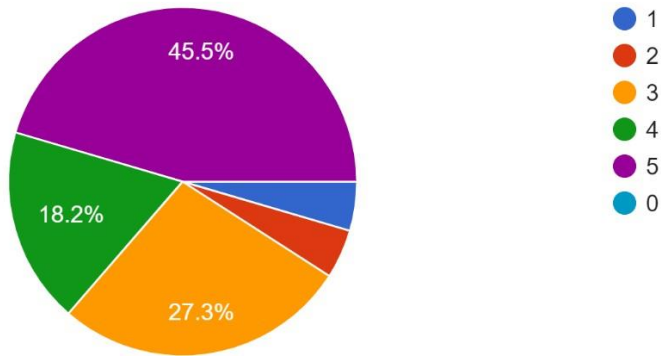
Do you have any recommendations for us?

18 responses

No

This should be part of let's say an Islamabad Community Application rather than an independent application as you won't be able to hit the customer base as intended.

Please make it interesting and authentic

Go for it

I will say that it's good idea to meet each other and help to find new colleagues and having fun with them, so launch this idea by adding option of selecting people of your choice. Best of Luck!

Go for it !!

Yeah it's a good idea

Have it easy to manage, don't put too many tabs and make it happen, it's a brilliant idea 💡

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