



200 Million

Unique Viewers watched a regular season NFL Game last year.

(Nielsen)

\$23,122,688

of profit after the first year of football integration.

(Assuming a 5% adoption rate.)

THE APP

Sport Up is an exciting, realtime app where sports fans can prove their expertise and express their opinion about the action in the field.

THE MARKET

Although the app could be expanded to fans of any sport, the entry sport for the app will be football and football fans. College and NFL Football would be the starting leagues in part because the sport fosters the most intense fans of any other American sport.

"43% of Americans saying that football is their favorite sport to watch, more than 3 times any other sport."

(<http://collegefootballproton.org/>)

According to Neilson and the official NFL Press Release of 2011, each regular NFL season game garnered viewership more than double primetime broadcast viewership.

23 of the 25 most-watched TV shows among all fall programming where NFL football games.

VALUE PROPOSITION

COST ANALYSIS

Costs

App Development	\$	20,000
Data Storage	\$	253,260
Employees	\$	200,000
Legal	\$	2,000
Advertising	\$	1,700,000

Revenue

App Sales	\$	21,561,948.50
Advertising	\$	3,736,000

*Based on 5% of NFL & College Football market averaging app sales at \$1.99.

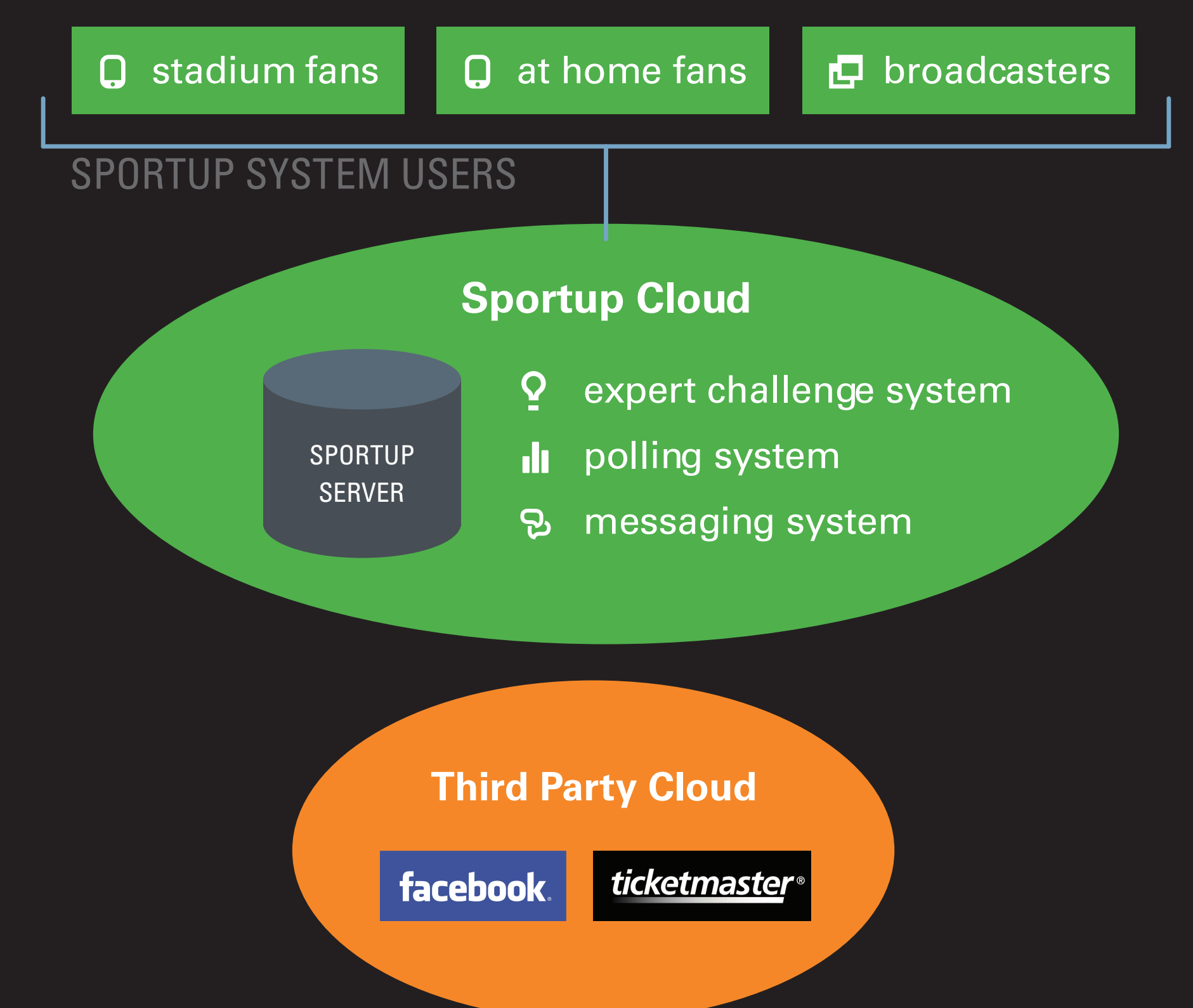
*Based on 8 spots a game at \$1,000 a spot.

PROFIT **\$ 23,122,688**

*Annually

TECHNOLOGY

BLOCK DIAGRAM



SportUp is going to be developed according to the traditional client-server architecture.

The SportUp cloud is made up of three subsystems: the expert challenges in which users gain or lose SportUp points based upon guessing outcomes of facets of the game, polling in which users can vote on facets of the game, and messaging in which users communicate with friends watching the game with the app.

Facebook acts as a third party in which users can connect with nonusers and share their Sportup success. Users will be able to buy tickets for upcoming games on-the-fly or at a discounted rate with their leagues through Ticketmaster.

On the client side, users active in the Sportup cloud are fans (in stadium and at home) and broadcasters.

