

# EMS CAR + LSP | ALPHA

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## COMPETITIVE ADVANTAGE REPORT

Our proposed EMS Solution specifically targets the needs of the athletic program at Clarke Central High School in Athens, Georgia, but our product will have the ability to be customized for use by high school across the state. The digital product will provide the athletic program with a tool to centralize sports statistics and information, which will be documented and submitted by its own students. This workflow presents a unique challenge to us as a development and design team, as we will have to keep in mind the needs of these users inputting data on the backend as well as the users intaking the information on the front end. Front end users will include coaches, parents, recruiters, journalists, as well as those interested in high school athletics.

The current target market for this product is very specific to the Clarke Central High School community. The age of the users inputting the data ranges from 14 to 18 years old (high school students), while the larger and broader front end market varies in age from 35 to 65 (coaches, teachers, parents, journalists, etc.). Clarke Central High School has 78% total minority enrollment with an even split between female and male students. A total of 92% are economically disadvantaged. More broadly, Athens Clarke County residents have a median household income of \$33,060. The median age is 26.2 years old, with 85.5% having a high school degree, 39.3% having a Bachelor's degree, and the poverty level is at 37.8%. By the 2015 estimate, 65.4% are White, 37.5% are Black, and 10.6% are Hispanic or Latino. Both the back end high school student users and front end audience users will have some general interests in high school athletics, whether that be for professional or personal purposes. The high school students will also probably be somewhat interested in sports communication, management, writing, and/or journalism.

Currently, there are other comparable products in the market, but there is not one that fits exactly the needs of our client at a scope and budget they can manage and run. Our EMS will aim to meet these needs of our client and we hope to structure the product in a way that would allow us to market it to other high schools across the county and state. Sites that aim to satisfy this need for statistical information at the high school sports level includes MaxPreps, 247sports, and Hudl. These sites are often mismanaged, inaccurate, and lacking constant in-season updates. Clarke Central's current website system is also inadequate for constant updates and visually is dated, static, and clunky. More professional options that exist at higher sporting levels, such as SIDEARM Sports (who UGA athletics has a contract with) provide features that high school athletic programs would not have much use for. These site and data management tools not only require labor and staffing that athletic departments would be unable to support, but are also out of budget.

Although products such as SIDEARM Sports are successful in college and professional athletic markets, we are looking to bridge this gap and provide applicable services at the high school level. Our product will aim to be high-functioning and user-friendly on the backend to ensure a simple data management tool for high school students. On the front end, we aim to create a product that will be designed in an aesthetically pleasing manner and congregate information for all sports in one central

location. Once we are able to meet these goals, our product will stand out from the other comparable ones in the market given their ease of use, simple interface, and clean design.

There are a multitude of products we felt we could do competitor research on given that we are looking to combine the key features of a few already on the market. However, for this competitive advantage report, we wanted to focus our aim on two specific competitors that addressed both the front and back end of the problem we are trying to find a solution to. First, for the backend competitor research, we chose to look at SIDEARM Sports. For the front end competitor, we decided to take a broad approach and scope out the market and features for Wordpress since it is a site with such universal appeal across a variety of industries.

SIDEARM Sports aims to “provide the technology platform that powers the official websites, mobile apps, statistical integration, live audio and video streaming, and e-commerce platforms.” The company was acquired by Learfield in 2014, which is known for its multimedia management and sponsorship rights across college athletics. SIDEARM Sports targets its technology towards college athletic departments through providing management services for official athletic websites, mobile apps, live streaming, real-time auctions, deep statistical integration, and infographics. SIDEARM Sports’ target market is college athletic programs, but they have extended into other areas such as U Sports, college conferences, and other special projects such as the Cayman Islands Classic and College Football Playoff. The company provides services to over 1,000 collegiate partners, with 250 of them being NCAA Division I programs; over 40 of the 65 Power 5 athletic departments use SIDEARM Sports to manage their online sites. The private independent company is headquartered in Syracuse, New York around 70 full-time employees and is estimated to bring in a yearly revenue of \$4,000,000.

WordPress.org is an online PHP web service that’s broadly used for blogging and consistent updates to websites. The product was developed by the WordPress Foundation and released in May of 2003. There are an estimated 75,000,000 Wordpress sites across the globe, but obviously not all of these are currently active and constantly updated. The site is a free and open-source content management system and the WordPress foundation primarily relies on revenue through donations. Generally, it is user-friendly on the backend and much more approachable than written code. Customization and publishing tools on the site make it easy to alter the appearance of sites with responsive design elements, automatic updates, access widgets, SEO best practices, and publish posts. The company’s target market varies as much as the content hosted on its site, with Fortune 500 company clients and individuals hosting their own personal blogs. The site’s marketing efforts remain minimal, given its widespread use. Instead, Wordpress is often used as a tool for users to market their own products and services. Users of the site praise its ease of use and non-existent cost.

## KEY PARTNERSHIPS

- Clarke Central High School
- Athens-Clarke County School District
- Airtable

## KEY ACTIVITIES

- Provides key features and options within a feasible scope for high school athletic departments
- Provides key features and options within a feasible budget for high school athletic departments
- Easy to use backend system of data management and input for high school students

## CUSTOMER RELATIONSHIPS

- From the backend, high school students will attend a game/meet/match and record the team and individual statistics. Following the end result, students will then be able to log in to Airtable from their account on mobile and input their data into the correct template. This data will include overall team stats and individual stats, which will all be different depending on the sport. After submitting the data and statistics, their job will be complete.
- From the frontend, customers will be able to see game/meet/match results as soon as high school students publish them to make them visible. The site will primarily be organized by sport season. Individual sports will be broken into girls/boys and varsity/junior varsity/freshman when applicable.

## CUSTOMER SEGMENTS

- This specific product for our Clarke Central client will have a target market of Athens Clarke County residents with an interest in high school athletics. The ages of this market ranges greatly, but we expect most of those who are interested to be in professions that involve coaching, teaching, recruiting, or journalism.
- More broadly, our overall product will have a target market of those interested in high school athletics, specifically dependent on where they are located and their associations to the high schools using our product. The ages of these markets will remain varied, but we anticipate the professions to remain constant.

## CHANNELS

- Product Site: We plan to showcase our product through our own site. Here, potential clients can see a list of our digital product's key features and how it works across various sports. The site will serve as an overview of the service we can provide and individualize to each high school athletic program.
- Client Sites: Every client site we build and develop serves as an opportunity to engage with other potential customers. Subtly including our own branding and product identity into each client's site will allow for us to reach more potential schools and athletic programs.
- B2B Marketing: Given that our product itself does not lend itself well to social media (although the content it provides does) it will be important for us to establish positive working relationships with clients in order to gain further referrals.

## COST STRUCTURE

Upon launch, we will focus on maximizing value given that the startup costs will be low. The most significant costs we will have to pursue are Airtable subscriptions. If the high school athletic departments want more than one overall account or additional Airtable features, they will be required to pay monthly subscription fees. These variables will factor into our client's overall costs for the product, as well as the labor costs we would bill them for the time spent to build the site.

## REVENUE STREAMS

Our product will generate revenue through subscription memberships. After obtaining clients and billing them for the initial consulting, set up, publishing, and implementation of their site, we would then charge a monthly fee for maintenance services.

## KEY RESOURCES

- Airtable
- Google Analytics (to measure site performance)
- Georgia High School Association

## VALUE PROPOSITION

Our product aims to fill the needs of high school athletic departments by providing a digital tool that allows for user friendly data management for a variety of sports and seamless integration into a dynamic site.