



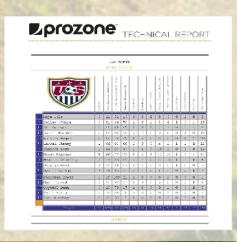
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### Presenters

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# PROZONE Thecasesolutions.com

- Unique performance analysis product
- Created alongside leading coaches
- Most responsive and respected performance analysis service available





### Target Market

- Size 45 Schools
   Top 100 Woman's Soccer Programs
   Top 4 Conferences
   Schools with enrollment of at least 15,000 students
- Location ACC, Big Ten, Pac-12, and SEC Conferences
   The conferences contain school from all across the country
- Trends Increase in Women's Soccer Teams
   2012 Women's Professional Soccer open tryouts
   8 new professional women's teams

# Market Segmentation Variables

Demographic

D1

Female Soccer Teams

ACC, Big Ten, Pac-12, and SEC Conferences

Enrollment of at least 15,000 students

Geographic

The schools we have chosen stretch across the country

Psychographic

Winning Programs - Rating Percentage index (RPI)

Winning Conferences

Behavioral WINNING

#### 2M01

- Strengths Unique reputation in the game
  - First Mover Advantage
  - In-Depth Analysis
- Weaknesses Lack of training could make data unusable
  - High Cost
  - Long lay over period
- Opportunities Fills unmet need
  - Mobile Use
  - Analyze Future Opponents
- Threats Old School preferences
  - Consumer Doubtfullness
  - Lack of Brand Recognition

# **Existing Competition**

'Old School' Method - Manual Scouting

- Coach manually scouts each game
- Pros Does not rely on technology
- Cons Is not as accurate as Prozone, also doesn't record as much data as Prozone

## Threat of New Entrants

- There are two barriers of entry for new entrants
- Software

If another startup company develops a clone of Prozone's software, and especially if they improve upon Prozone's software, that company would be considered a threat to Prozone

Location

A rival company would need a place where coaches could send game film, and also a place to store the computers with the newly developed software installed on them.