

Top Team Behavior for Winning Results

Presenters

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Market Analysis

Target Market

Market Segmentation Variables

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Action Plan

Objectives

Resources

Financial Analysis

Revenue

Expenses

PROZONE

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



Competitive Analysis

Using Prozone

Strategic Analysis

Identify Strengths

Identify Weaknesses

Prozone



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Market Analysis

Target Market

SWOT

Market Segmentation/Positioning

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Action Plan

Plan

Implementation

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Financial Analysis

Financials

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PROZONE



Competitive Analysis

Background

Target the Market

Strengths

Weaknesses

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prozone TECHNICAL REPORT

DATE: 10/10/11

PROZONER: [Name]



Player	Position	Goals	Assists	Touches	Passes	Key Passes	Set Pieces	Interceptions	Tackles	Clearances	Blocks	Offsides	Fouls	Yellow Cards	Red Cards
Goalkeeper	Goalkeeper	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Defender	Defender	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Midfielder	Midfielder	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Forward	Forward	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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Midfielder	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Forward	0	0	0	0	0	0	0	0	0	0	0	0	0	0



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

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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

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SWOT

- 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 Doubtfulness
 - Lack of Brand Recognition

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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

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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.

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