

# Managing in the Zone of Oblivion

## Presenters

Stephen Coleman  
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**Market Analysis**

Target Market

SWOT

Market Segmentation Strategy

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**Action Plan**

Key Objectives

Key Initiatives

Key Milestones

**Financial Analysis**

Revenue

Profit

Market Share

**PROZONE**  
Thecasesolutions.com

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

ESPN

Amazon

**Competitive Analysis**

Competitor 1

Competitor 2

Competitor 3

**PROZONE**

Performance Analysis

**PROZONE**

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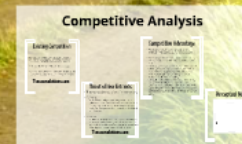
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PROZ



# 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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