



Business Plan

SPORTSAI ANALYTICS



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Introduction :

SportsAI Analytics is an innovative online platform powered by artificial intelligence, designed to revolutionize the analysis of sports performance. This project aims to collect, analyze, and deliver real-time data from various sources such as match videos, athlete wearables, and sports databases. Leveraging advanced technologies like computer vision, machine learning, and natural language processing, SportsAI Analytics will provide personalized reports, performance predictions, and strategic recommendations tailored to the specific needs of clubs, coaches, athletes, and sports enthusiasts.

This business plan aims to demonstrate the economic and strategic viability of SportsAI Analytics, highlighting a diversified revenue model based on SaaS subscriptions, the sale of customized reports, affiliations, targeted advertising, and an online store offering sports equipment and apparel. It will also detail the initial costs associated with developing the platform and its algorithm, as well as the strategy to achieve scalable and international growth. Through an in-depth analysis of the market, customer needs, and growth opportunities, this business plan will outline a clear roadmap to ensure the company's long-term sustainability and success.

Business description :

SportsAI Analytics is a one-of-a-kind platform designed to harness the power of artificial intelligence to analyze and enhance sports performance. Our business model relies on passive income streams through a combination of subscriptions, sales of personalized reports, targeted advertising, and an online store specializing in sports equipment and apparel. These revenue streams enable the company to generate steady income while minimizing ongoing operational efforts.

AI technology is at the core of our model, ensuring advanced automation of processes such as data collection, performance analysis, predictions, and report generation. With machine learning algorithms and computer vision, the platform operates autonomously, reducing the need for human intervention and enhancing efficiency. Scalability is also a key feature: once developed, the platform can easily expand to other sports disciplines and international markets, maximizing the potential for passive income.

By combining innovative technologies with a business model focused on autonomy, SportsAI Analytics is positioned to become an essential solution for clubs, coaches, and enthusiasts worldwide.

Market Search and competitor :

To develop SportsAI Analytics, in-depth market research was conducted to identify the needs and expectations of potential users, including sports clubs, coaches, professional athletes, and enthusiasts. The study revealed a growing demand for real-time analysis tools and personalized solutions powered by artificial intelligence. Interviews with sports professionals and online surveys confirmed the interest in a platform that combines tactical reports, performance predictions, and strategic recommendations.

Our target :



Section Paloise



Toulouse FC



All sports

As part of our launch strategy, we have selected the Section Paloise and Toulouse FC as our primary targets due to their geographical proximity and significance within our region. These clubs present ideal opportunities to test and refine our platform, given their continuous need for data analytics to optimize team performance. By collaborating with these renowned sports organizations, we aim to demonstrate the added value of SportsAI Analytics and establish a strong foundation for further expansion.

However, our solution remains open to all sports and organizations. The goal is not to limit ourselves to one specific discipline but to diversify our client base by working with clubs from team and individual sports, whether amateur or professional. This strategy ensures increased flexibility and scalability to meet the diverse needs of the sports industry.

Revenue Streams :

SportsAI Analytics will leverage multiple revenue streams to ensure sustainable and diversified probability :

- **Subscriptions** : Clubs, coaches and sports enthusiasts will pay a monthly subscription to access advanced platform features such as real time analytics, personalized reports,

and AI based predictions. Subscriptions will be offered in various tiers (basic, premium, and professional) to cater to the diverse needs of users.

- **Sale of personalized Reports** : Users will have the option to purchase detailed reports on specific analyses, such as player performance, team tactics, or match statistics. These reports will provide precise strategic insights tailored to their goals.
- **Online Store** : An integrated store within the platform will offer sports equipment and apparel, like customized training outfits. This revenue stream will capitalize on user needs while diversifying our offerings.
- **Affiliations and Partnerships** : SportsAI will establish partnerships with sports product brands and equipment manufacturers. A commission will be earned for every purchase made through affiliate links or recommendations on the platform.

These multiple revenue streams will ensure passive income while enabling the company to grow rapidly and adapt to a dynamic market.

Cost Structure

Fixed Costs

AI Development: Creation and training of machine learning algorithms and computer vision models, and development of predictive models.

Estimate: €80,000 - €200,000 (one-time).

Development of the Software and Technological Infrastructure : Design of the online platform, user experience

Estimate: €30,000 - €100,000 (one-time).

And cloud servers and storage to host the platform and manage large amounts of data, high-performance databases.

Estimate: €1,000 - €3,000/month.

Tools: Development software and third-party tools (machine learning frameworks, API licenses).

Estimate: €8,000 - €40,000.

Administrative Costs : Company creation, patent filings and intellectual property protections, legal management for partnerships and advertising.

Estimate: €5,000 - €20,000 (one-time) and €1,000 - €5,000/year.

Variable Costs

Marketing and Customer Acquisition: Online advertising: Google Ads, campaigns on social media.

Estimate: €2,000 - €10,000/month initially, scalable.

Partnerships with sports clubs and brands: To attract early clients and build credibility for the platform.

Estimate: €5,000 - €20,000/partner.

Content creation: Explainer videos, tutorials, blogs on sports performance and platform usage.

Estimate: €1,000 - €3,000/month.

Technical Support and Customer Service: Support team to fix bugs, etc.

Estimate: €2,000 - €5,000/month (depending on team size).

Data-Related Costs: Processing videos and data collected from sensors or other devices, payments to third-party data providers.

Estimate: €0.10 - €1/user or per analyzed video.

Platform Maintenance: Updating AI algorithms to improve performance and add new features, server monitoring to prevent outages.

Estimate: €1,000 - €5,000/month.

Marketing plan

1. Target Audience Analysis

SportsAI Analytics primarily targets semi-professional sports clubs, coaches, and enthusiasts in our initial region (Section Paloise and Toulouse FC). The audience is aged 25-55, typically professionals or dedicated sports enthusiasts seeking to enhance performance. They are tech-savvy, data-driven, and focused on achieving optimal performance. They seek practical and affordable solutions to make quick, informed decisions.

2. Unique Selling Proposition

SportsAI Analytics stands out for its unique combination of simplicity, customization, and affordability. Unlike competitor solutions focused on large professional teams, our platform caters to clubs and coaches with more modest budgets, offering advanced features like AI-based predictions, tactical analysis, and an online store for connected sports equipment.

3. 4P

- **Product:** An online platform offering performance analytics, personalized reports, predictions, and a sports store. It meets the needs of clubs and coaches looking to optimize performance with intuitive tools.
- **Price:** We will adopt a tiered pricing strategy: an affordable basic plan, a premium plan with advanced features, and a professional plan for larger clubs.

- **Place:** The platform will be accessible online via a responsive website and mobile app. On-site demonstrations will be offered to local clubs.
- **Promotion:** Our promotional strategy will include social media campaigns (Facebook, Instagram, LinkedIn), local partnerships with clubs, and demonstrations at regional sports events.

4. Sales Forecast

Based on the target market, we anticipate 50 active subscriptions within the first six months, with progressive growth reaching 200 subscriptions within the first year.

5. Budget Allocation

The marketing budget will be allocated across digital advertising campaigns (50%), local events (20%), content marketing (15%), and on-site demonstrations (15%).

6. Implementation Plan

The initial launch is scheduled within six months. Key steps include platform development (2 months), advertising campaign launches (3 months), and organizing local demonstrations (starting in month four).

7. Monitoring and Evaluation

Performance will be tracked through KPIs such as subscription rates, customer acquisition costs, and conversion rates from advertising campaigns. Adjustments will be made based on collected data.

AI Integration and Automation

The integration of artificial intelligence in SportsAI Analytics is central to its operations. The platform leverages advanced technologies to automate processes, reduce human intervention, and deliver efficient and precise services. Key technologies include:

- **Computer Vision:** This technology enables real-time analysis of match videos to detect tactics, analyze player movements, and identify performance metrics.
- **Machine Learning:** Machine learning algorithms are employed to predict athlete performance, prevent injury risks, and recommend improvement strategies.
- **Natural Language Processing (NLP):** This system transforms complex data into easily understandable reports, providing users with actionable insights.

By utilizing these tools, SportsAI Analytics automates complex tasks such as data collection and analysis, significantly enhancing operational efficiency.

Scalability and Growth Potential

The business model of SportsAI Analytics is designed for easy scalability, allowing it to meet growing demand and adapt to different markets. Key growth areas include:

- **Multi-sport:** While initially targeting rugby and football, the platform can easily incorporate other sports disciplines based on market demand.
- **International Expansion:** Once established locally, the platform can adapt to sports leagues and clubs globally, customizing its services to meet the specific needs of each region.
- **New Products and Services:** In addition to data analytics, SportsAI plans to introduce connected sports equipment and analytics services for amateurs, complementing its professional solutions.

This scalability ensures that SportsAI Analytics can cater to a growing audience while diversifying its revenue streams.

Risk Assessment

Like any business model, SportsAI Analytics faces certain challenges and risks that must be carefully anticipated.

One major concern is **data reliability**, as errors in analysis or inaccuracies could harm the platform's credibility. To mitigate this risk, comprehensive algorithm testing, regular updates, and ongoing maintenance will ensure the accuracy and quality of the data.

Competition is another challenge, as other companies may offer similar services. To stand out, SportsAI Analytics will focus on continuous innovation and adopt a competitive pricing strategy to maintain a strong market position.

There is also the issue of **resistance to new technology**. Some clubs or coaches may hesitate to adopt the platform due to fears of technical bugs, data loss, or system failures that could disrupt their operations. To address these concerns, SportsAI Analytics will implement robust data backup systems, transparent security protocols, and regular updates to ensure reliability.

Finally, to overcome **slow adoption**, the platform will offer free demonstrations and tailored onboarding processes to showcase its effectiveness and added value.

By anticipating these risks and planning appropriate solutions, SportsAI Analytics will not only mitigate potential challenges but also build trust and confidence among its users.

Conclusion :

SportsAI Analytics combines innovation and technology to deliver a unique sports analytics solution. Its growth potential, driven by a scalable strategy and advanced technology integration, ensures not only immediate success but also long-term sustainability.

The platform's ability to adapt to market demands and continuously improve its offerings positions it as a leader in the industry. With a focus on customer needs and cutting-edge AI advancements, SportsAI Analytics will establish itself as an indispensable tool for sports professionals and enthusiasts alike.

In the future, the company plans to strengthen its impact by developing strategic partnerships with key players in the sports and tech industries. Additionally, efforts will be directed toward international expansion, ensuring that the platform reaches a global audience. The integration of new AI-based features will further enhance its value, offering even more precise insights and tailored recommendations to its users.

Through this vision, SportsAI Analytics aims to revolutionize the way sports data is analyzed and utilized, paving the way for innovation and excellence in the field.

References and Appendix

Statista – Sports Analytics Market Size & Share

Statista provides reports on the size and growth of the sports analytics market, current trends, and future growth forecasts for the sports and analytics technologies industry

<https://fr.statista.com/>

Reports and Data – Sports Analytics Market Report

A detailed report on the global sports analytics market, including information on market segments, trends, competition, and future growth.

<https://www.reportsanddata.com/>

Grand View Research – Sports Analytics Market Analysis

Grand View Research offers in-depth studies on wearables and AI in sports, analyzing the technologies used and growth forecasts for the market.

<https://www.grandviewresearch.com/>