

SportIn Global — A Social Platform For The Sport Industry

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Research question

How do you succeed in the sport industry?

Aim of research

Discover what factors that are important to succeed in the sport industry. Come up with a solution that will help sports students obtain more experiences in their field of study.

Methodology

- Primary research: Conversations with Universities and sports organizations, survey among sports students.
- Secondary research: Data collection and analysis from the areas of; sports business, sports technology, technology/mobile, Artificial Intelligence (AI), social networking sites (SNS), sports employment, and digital hiring.

In a young but growing industry, the sport industry is known for having a tight community and is small compared to most industries. It is an industry where everyone “knows each other”. The global sport industry is currently estimated at \$1.5 trillion, while the U.S. total sports market (sports entertainment, clothing/shoes etc.) is estimated at around \$500 billions (Plunkettresearch.com, 2016). The U.S. sports market is currently valued (2015) at \$63.9 billion, with an estimated growth at a compound annual rate (CAGR) of 3.5 percent to \$75.7 billion by 2020 (PwC, 2016).

After conducting valuable market research for my master thesis and speaking with Universities, students, and sports organizations, we came up with a potential solution. With the purpose of being “the best way to enter the sport industry”, the idea of helping sports students succeed, turned into a social platform for the sport industry. It is made with a purpose of changing how sports organizations connect and recruit potential employees, with the use of Artificial Intelligence.

SportIn Global is the world’s first digital social platform for the sport industry and is accessible on computer and App. This platform is made specifically for sports professionals and students with relevant education and experience. This will be a global platform where Universities, sports organizations and students can be on a single platform with the purpose of building network, gain valuable inside information, and find their next job/co-worker/partner in the industry.

Company Vision

“Connect students with all sport professionals and organizations, to change the world of recruiting in sports”.

Mission Statement

“A relentless pursuit of providing the best jobs, the most valuable information, and have the largest network on a single platform within the world of sports”.

SportIn Global will take advantage of the current and coming growth of sports jobs. Not only will the jobs be available on the platform, but they will provide the most accurate information. This will be extremely valuable for the student who wants to get his/her foot in the door and for sports professionals looking for a change of scenery. The system will be modern, user-friendly and fit the busy lifestyle of a sport student/professional. Sports organization will be able to use our recruiting- and personality algorithm, to find the best person for their job. While Universities will have the chance to market their program through our beneficial advertising model.

One of our major competitive strengths, will be workforce locally and globally, the niche market, and in an industry that lacks innovation and technology, this will adapt well to the upcoming generations. The company is dedicated to build long-term relationships with our customers by providing quality customer service and immediate feedback from the organizations to the students. The company strives for being known as the leading job search platform in the industry, across the globe, and be the go-to platform for creating authentic relationships with sports professionals.

For SportIn Global to be successful, we need to take step by step and think both short-term and long-term. We believe opportunities all comes down to who you sign as your major players, the so-called "marketers". This will create a network effect.

After establishing the platform within Scandinavia and the U.S., we will move our way to West Europe and enter countries such as England, Germany, France, Italy and Spain. These countries also represent the top 5 leagues in professional football. Australia have already proved to be a growing industry, but it would be natural to grow in the region once we have created a solid framework in Europe. Our last strategy, is to take advantage of the growing Chinese market. In 5–10 years, the Chinese sport industry could potentially be the largest sports market in the world.

References

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PwC (2016). *PwC Sports Outlook 2016*. Retrieved from <http://www.pwc.com/us/en/industry/entertainment-media/publications/assets/pwc-sports-outlook-2016.pdf>