

## Product 1 - Last Fan Standing

<p><b>PROBLEM</b></p> <p>Seeking entertainment Striving for recognition Increasing customer engagement</p> <p><b>EXISTING ALTERNATIVES</b></p> <p>Smart phone games Fantasy sports interaction Bar trivia / specials like Quizzo</p>	<p><b>SOLUTION</b></p> <p>Low cost, highly addictive competitive activity</p> <p>Clear winner and loser, establish personal profile</p> <p>Win prizes by being 'Last Fan Standing'</p> <p>Provides entertainment to stick around</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>Low risk, high reward</p> <p>Prove dominance</p> <p>Win prizes</p> <p><b>HIGH-LEVEL CONCEPT</b></p> <p>Quibids for sports fans</p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>Relationship w ESB produces sustainable realm of trivia questions. Non-Redundant</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Millenials Avid sports fans Pop Culture Fanatics</p> <p><b>EARLY ADOPTERS</b></p> <p>College students Large sports market Gamblers</p>
<p><b>KEY METRICS</b></p> <p>User engagement &amp; Retention</p> <p>Managing Volume</p> <p>Ability to Scale</p>	<p>Passionate sports fans have the opportunity to prove 'there's no bigger fan'</p>	<p><b>CHANNELS</b></p> <p>Smart phones / tablets</p> <p>iOS &amp; Android</p>		
<p><b>COST STRUCTURE</b></p> <p>Knowledge Base Partnership</p> <p>Marketplace Fees</p> <p>Infrastructure Management</p>		<p><b>REVENUE STREAMS</b></p> <p>Crowdfunding</p> <p>Venue subscriptions</p> <p>Intermission advertising</p>		