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Flash Research Paper
Xbox Live Ecosystem

By developing the new interactive sports video game, Sports Trainer, we will expand our market share and increase revenue. Millions of people are constantly learning how to play a new sport, and with Sports Trainer, anyone will be able to learn how to play baseball, golf, hockey, or tennis from the comfort of his/her living room with Xbox Kinect. Sports Trainer will expand our market share by including multiple sports and will generate revenue from the sales of the game and additional content on the Xbox Live Marketplace.

Sports Trainer is a sports education game that allows anyone from children to adults learn how to play baseball, golf, hockey, and tennis. The game includes sport equipment controllers that contain sensors that communicate with the Kinect camera. Sports Trainer will show the players how to hold and swing the equipment. There is also additional content for players to even further their skills. For example, if a player wants to know how Tiger Woods is so successful in golf, the player can download the content. Throughout the players learning experience, the Kinect camera will analyze the player's motions and the game will provide feedback to ensure the player is performing the correct motions.

To develop this game we will have to hire a team of game developers. Sports Trainer will be sold in stores and on the Xbox Live Marketplace. Market Share will expand with the offering of multiple sports to reach millions of players. The game will generate revenue mostly from the sale of the game. Other revenue will come from the sales of additional controllers (sports equipment), downloadable content available on the Xbox Live Store, and partnering companies, like Calloway Golf Company, who will have their own videos and provide coupons for their products to players.