Welcome, my name is Thomas burnell and the idea i am presenting is to develop a new style of tennis event which has the prospective name of BTS Tennis a New form of the game.

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So what is all about! – To give fans access to the best points in tennis just like those shown on screen played by the world class professionals. The event will showcase the Best 32 players in the World from both Men’s and women tennis. The competition will last over four days with matches consisting of an 1 set shootouts. There will be no seedings – so players can be drawn against anyone with possibility of top 2 players in world ( Andy Murray & roger Federer) playing against each other in first round. The draw is completely at random. Players will have to play multiple matches each day due to short time frame of competition and mandatory involvement in doubles.

The double tournament will involve all players and pairings will be made at random with a draw possibility conducted by a few fans to create interaction in the event to boost appeal. The event will focus on bringing innovations to the courts like in this example from charity match at Aus open where microphones on the players . The innovations implemented will be assessed based on research during customer development phase. The Main aim of the tournament is fan fun.

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Bring up the business model canvas. The concept of the tournament was formulated using a business model canvas as displayed on screen. I will start on the customer segments with the main targets causal tennis fans and general sport fans - who will tune in to the big tennis events and sport tournaments respectively. Young Generation more emphasises as can generate appeal by showcasing the best players in the world matching of in quick fire tournament. Customer relationship will be built on awareness through especially partners within the tennis world such as governing bodies and prominent players alongside this use of online media with website and social media presence to market the event. Channels for establishing customer relationship will include social media , websites, the use of print media aimed at sporting and more specific tennis magazines. Another resource to be investigated is the possibility of conducting research & advertising at other sporting events. Once event is fully establish with location set the use of pubilicity events in local region to generate firmer interest.

The value proposition I have already covered, so will go over the key partners to facilitate the successful running of the event which include the two governing bodies which are the ATP and WTA of Mens and women tennis respectively. Sponsors to provide additional financing for the event and TV Broadcasts to help publicise the event and draw global audience to spread future demand for further events of a similar nature,

Key Activities can be split between once associated with fan satisfaction and other on Player Satisfaction. The choice and preparation of venue to be fan friendly and generate good atmosphere for the crowd. Promoting the event to generate awareness and stimulate demand for event while provide useful information for fans to ensure ticket sales match forecasts. Ensure transport arrangements are adequate to allow ease of travel for fans to the venue. For the Players venue need to meet their standards and escorting arrangements are set up to ensure smooth journey to venue and hotels making them feel welcome and allow them to display great matches of tennis to the public.

Key resources will include tennis venue and related activities offered to the fans. The players who will draw the crowds to the event to watch excellent tennis matches with best players in the world. Another key resources is the volunteers selected for the event due to interaction will have with fans as will be essential part of how fans view the event.

Prize money of $2 million dollars has been allocated to the event based on other events on the tour but the aim is to have allocated prize money waive by the players and donated to a specific charity. The Future of the event is to have cities bid to stage the next one and stage multiple rounds over course of tennis calendar. The main focus of the event is to encourage greater interaction with fans all about the fun. Another key element is Marketing to gain interest and stimulate demand and aligning efforts with campaigns of the ATP and WTA like the strong is beautiful campaign.

I Will Talk about the costs and revenue structure of the event later in presentation, now I want to discuss the feasibility of the event.

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Intial areas of concerns originating from the first quickscreen process include start up costs, customer (perception & is there demand?), growth trajectory of the event and how sustaintability of the advantage held by the event i.e can be copied easily. These concerns were improved by the following:

For Start up Costs – information was gathered from market research online and gaining details on likely venue charges.

Concerns on customer were overcome from intial communication with sample of sports fans on interest in attending/viewing such an event and success of other spinoff of sports such as rugby sevens and 20/20 Cricket.

These were used to establish a projected trajectory of event after initial offering by generating ideas of establish a series of similar tournament around the world.

Sustainability of competitive advantage can be kept by getting buy in from governing bodies which establish a barrier to competition by giving tournament monopoly over structure and players.

Main target market for the event promotion will be general sports fans in 16-35 age bracket.

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Customer development plan – four week period to help gain insights from potential customers to formulate the structure of the event include establish the better innovations to implement in matches, the off court fan activities and the format of double matches.

The first two weeks will be targeted at face to face interactions with general sports fans to gain insights on the feeling towards the event ( target of 25 -30 people)

At the same time website will be finalised and published for public viewing and social media presence will be established.

In weeks 3 & 4 review and analysis of feedback on website use and social media interaction including survey to help establish demand and customer wants from the event. This will be collated with information from Face to Face interaction to establish changes required to the event concept and feasibility options.

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The initial Funding requirements be explained using Business model Canvas and projected budget. Prospective cost includes venue hire which estimated at around $1 million which include charge for catering services. The prize money to players has already been discussed with allocation of $2million. Other costs include the promotion of the event to generate interest and demand before date of event established. Other costs will be hiring of Staff for the event such as marketing and client liaison position which would require experience in tennis. Volunteer selection and provision of entertainment activities for fans.

Revenues for the event will be Ticket Sales, Merchandise sales and selling of broadcasting rights over both Television and the internet. In future revenue will be generated by bids from cities to host events after success of initial tournament.

The initial Funding requirements that we are looking for are between 2- 3 million dollars which will be used for the activities listed on the slide. These are mainly aimed at gaining client relationships with various partners and additional marketing activities for the event.

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More information on the event can be gathered by looking at the website and any question you can contact me on the details on screen. Thank you very much for listening. I looking forward to speaking regarding your investment in our project.