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**Sport on the Go Mobile Application**

Harnesses the power of mobile technology to foster linkages to between sport event hosts and tourism industry enterprises. Brings mobile technological solutions to sport event managers to enable them to enhance communication with athletes, coaches, officials and spectators, to track consumer buying behavior, and to augment the event experience through social media, GPS maps, and updated scores among other features. Provides both sport event and destination information to sport travelers in Canada's \$3.7 billion sport tourism industry. Enhanced marketing specificity is provided to advertisers enabling them to segment sport events based upon desired market sectors that are isolated by sport, age, geography, and income. Sophisticated database allows for tracking of consumer behavior and spending.

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**The Problem**

Canada's 33,000 volunteer operated community sport organizations that host sport events generally operate autonomously from local tourism enterprises and companies that seek to attract sport travellers to their venues. These non-profit, volunteer managed sport organizations have little access to technological solutions, particularly those that facilitate tracking of consumer behavior while attending sport events. Sport on the Go gathers real-time data as sport travellers acquire goods and services in local destinations. This mobile application fosters economic development by linking sport events with local businesses, enhancing destination marketing before and during sport events, and allowing for local preparedness by restaurants, retail establishments, attractions, and other businesses that cater to sport travellers.

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**Our Solution**

Bridging the gap between the sport and tourism industries, Sport on the Go enables sport managers to maintain communication with athletes, spectators, officials and coaches in advance and during the event, while providing detailed destination information to travellers. Features such as GPS navigation, links to social media, score updates, event locations, sponsors, and interactive features such as photo-share and instant messaging enhance provide for an enhanced event experience for athletes and spectators. Importantly, Sport on the Go gathers large, cumulative amounts of data on sport consumer behavior and spending during sport events, which is of value to advertisers, local governments, and tourism industry professionals.

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**Our Revenue Model**

Revenue generation is primarily from the sale of advertising on the Sport on the Go mobile application and website. Advertisers may purchase one of four annual subscriptions (bronze, silver, gold, platinum packages) that provide bundles of over 27 unique types of advertisements on the all sport event apps in one or more geographic location. A-la-carte purchases of ads on specific event apps are available on an event-by-event basis. National advertisers may purchase customized packages of ads to promote their products and services to specific target markets of sport consumers. Advertisers may browse the Sport on the Go website to view sport events in their community, choose the subscription package that best meet their needs, or select sport events based upon target market congruence.

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**Our Target Market**

Initially, Sport on the Go targets tourism businesses (hotels, restaurants, attractions, ground transportation), consumer retail establishments specializing in sporting goods as well as general retail stores and malls, and companies that wish to sell consumer products and/or promote their business to the lucrative sport tourism market of middle to higher income families. Expansion to new markets in 2014 includes Brantford, Hamilton, London, Ottawa, Windsor, and Toronto in 2014. Estimate provincial reach by 2015.

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**Our Competitors**

Extensive research has not uncovered a mobile application with functionality for both sport events and tourism destination marketing in one mobile application. Tourism apps for cities and those that provide contextual information (e.g., Around Me) are abundant, as are GPS systems that provide destination information. These applications do not provide the sport event and tourism information, nor do they track consumer behavior and spending. There are a number of online league and tournament management solutions (e.g. [League Toolbox](#)). **These tools focus on the administrative and management side of leagues, not sport events.**

## Our Competitive Advantage

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Our unique business system is one that links our website portal to the Sport on the Go mobile application as well as our powerful database and search engine to capture information about consumer behavior and spending patterns through the app. This distinctive mobile application for sport events features detailed event information, continuous score updates, instant notifications, GPS navigation, links to social media, photo-sharing (Version 2.1), instant messaging (Version 2.1) and more. Sport on the Go tracks consumer behavior and provides valuable data to advertisers. Customized advertising packages to meet the specific needs of local and national businesses are available. Measurable, and cost-effective marketing through sport is now within reach of corporate partners and marketing agencies through Sport on the Go. Advertisers and sport event hosts will have exclusive access to enhanced data analysis, interpretation, reports and recommendations as a result of our partnership with Brock University.

## Our Milestones

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| June      | 2012 | Sport On The Go strategic partnership formed, planning and development begins.                           |
| September | 2012 | FedDev seed money secured and development swings into high gear.   |
| January   | 2013 | <b>Sport On The Go Mobile App version 1.0 available on the App Store.</b> Website goes live.             |
| March     | 2013 | Feedback from pilot sport events providing valuable input. Two app updates released.                     |
| April     | 2013 | Mobile app and website development continues. Intro video produced & posted on <a href="#">YouTube</a> . |