

FINAL PROJECT BUSINESS MODEL

**Names:**

**Project:**

**Part A: Problem**

**The only way to track the speed of a baseball is by using a radar gun. Radar guns are expensive and sometime don’t always work. They are also heavy and awkward to carry around and can only read one speed at a time. Then the operator must record it on a laptop or paper and this can be a long and lengthy process involving more than one person just to record the speed of one pitch. Baseball players across the world don’t have an easy, consistent and reliable to track the speed of a ball.**

**Part B: Solution**

**Our solution to this problem is a bluetooth baseball. Our plan is to build baseballs which have built in bluetooth modules and accelerometer. These baseballs can be programmed using an arduino board and relay data back to a computer using bluetooth. We plan to take this further so we can connect the baseball to our phones using bluetooth. We can then use a terminal emulator app to relay data from the accelerometer and track the speed at which the baseball is travelling. Eventually we would like to make an app which we can use to track speed, different pitches and other data that could be beneficial to baseball players. We would like to get outside support if we were to continue on with the business so we could eventually get our baseball manufactured in a factory somewhere. This way, we could make our baseballs much faster if there was a higher demand. We also believe we could take this idea into play in other sports and add other features to the baseball such as gyrometer, impact sensor and distance finder.**

**Part C: Key Metrics**

**We will measure our success by the amount of baseballs that we manage to sell. We will also measure it by the amount of support that we receive from outside the Makerspace. Our target by the end of the semester is to sell 10 of our baseballs. After that we hope we can continue our business on past this school year and the sky is the limit on what we could sell.**

**Part D: Unique Value Propositions**

**We believe that our project is truly unique and worth buying because it is a very unique and interesting idea that could really be truly to baseball players. It is much cheaper than other equipment such as radar guns and much easier for users to run. It will be the only accurate speed finder that can be used by the thrower himself on the market. We believe that baseball players will love the idea of being able to go to the field alone and throw pitches and have all the data being sent directly to their phones.**

**Part E: Unfair Advantage**

**We have researched and searched around the internet and have found nothing like our product. We would be the only ones on the market producing such a product and therefore we would have no competitors in this business.**

**Part F: Channels**

**We believe that the best way to get our product out to the people most interested would be online. This way we could reach potential customers in baseball hotspots all around the world such as Japan, Cuba, United States and the Dominican Republic. We believe that the best way to start out would be selling the baseballs on eBay, because it is free and customers all over the world can view it.**

**Part G: Customer Segments**

**Our customers would be any baseball players and Possibly scouts. We hope we could also draw business from baseball organizations who may buy our product in bulk. We believe that our customer segment would be fairly large especially if we could sell our product in the United States because there is a much larger population of ball players that could be interested.**

**Part H: Cost Structure/Revenue Streams \*\*\*Note – use a table for These Together!**

|  |  |
| --- | --- |
| **Costs** | **Revenue** |
| $3.02/Per Baseball | $1.99/In App Purchase to track different pitches |
| $8.33/BLUETOOTH MODULE HC 06 | $59.99/Per baseball |
| $11.96/FLORA ACCELEROMETER |  |
| $13.04/ARDUINO NANO |  |
|  |  |
| Total Cost per ball- $36.35 |  |

**Links:**

<http://www.baseballmonkey.com/homerun-rawlings-baseball-balls-buckrolb1x.html>

<http://www.robotshop.com/ca/en/iteaduino-nano-arduino-compatible-microcontroller.html>

<http://www.miniinthebox.com/hc-06-wireless-bluetooth-transceiver-rf-main-module-serial-for-arduino_p903460.html?currency=CAD&litb_from=paid_adwords_shopping&utm_source=google_shopping&utm_medium=cpc&adword_mt=&adword_ct=104789748001&adword_kw=&adword_pos=1o1&adword_pl=&adword_net=g&adword_tar=&adw_src_id=1364803665_328601761_24197849641_pla-137248081696&gclid=CPPV-6q5oswCFQusaQodRgIBYA>

<https://www.adafruit.com/products/1247>

<https://www.arduino.cc/en/Tutorial/HomePage>