

CGT Capstone Project

Company Name: Scorecard Interactive, LLC

Contact Person: David Salyers (B.S. Purdue University, Computer Technology, 1990)

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Semester and Year: Fall 2019 / Spring 2020

Project Title: PlayJumpON Traction Videos

Anticipated problem to solve:

Create market traction for our new product prior to launch & shortly thereafter,

Project Description (750 words or so):

Create six short videos (one per sport) to be shared on social media platforms. Our product will be a mobile web application that is optimized for mobile devices. The product will offer games of chance tied to professional sporting event scores. The initial six sports will be professional football, basketball, hockey, soccer, baseball, & golf. Our games of chance will be very different from traditional sports betting & fantasy sports. The short videos need to be designed and optimized for each social platform channel (YouTube, Facebook, Instagram, Twitter, & Snap) to drive the conversion of people signing up to be notified when the product is officially released. The videos need to incorporate basic storytelling -- entering a game to play; receiving a draw of numbers; following a live event & hoping to match numbers; winning; and eventually receiving a prize. While our product is under development, Purdue students may also get the opportunity to assist us with our game development and make recommendations on UX. And after the videos are shared on social media, students may get an opportunity to assist us with web programming to help capture people interested in our games of chance.

Anticipated obstacles: None

Anticipated outcomes:

- Overall goal is to get over 300,000 people subscribed to our mailing list after watching one of our traction videos.
- Six objectives are to get 50,000 people per sport subscribed to our mailing list after watching that sports video. 50,000 people each for football, baseball, basketball, soccer, hockey, and golf.

Resources provided by the company:

- Resources: David Salyers (Founder). Will serve as sponsor and/or advisor to the project. Will provide strategic & creative direction to students for the creation of the traction videos.
- Time: Up to 10 hours per week. Up to three video conference calls per week to provide direction & feedback.
- Software: Scorecard Interactive's website, Social Accounts, & Google Suite.

Resources expected from students:

- Equipment & software: Adobe Suite. Google Suite. Laptops. Cameras.
- Time: Hours in accordance with expectations set by Purdue's CGT program for each student's Capstone project.
- Skills: Visual Effects Compositing. Animation. Game Development & Design. UX Design. Web Programming & Design.