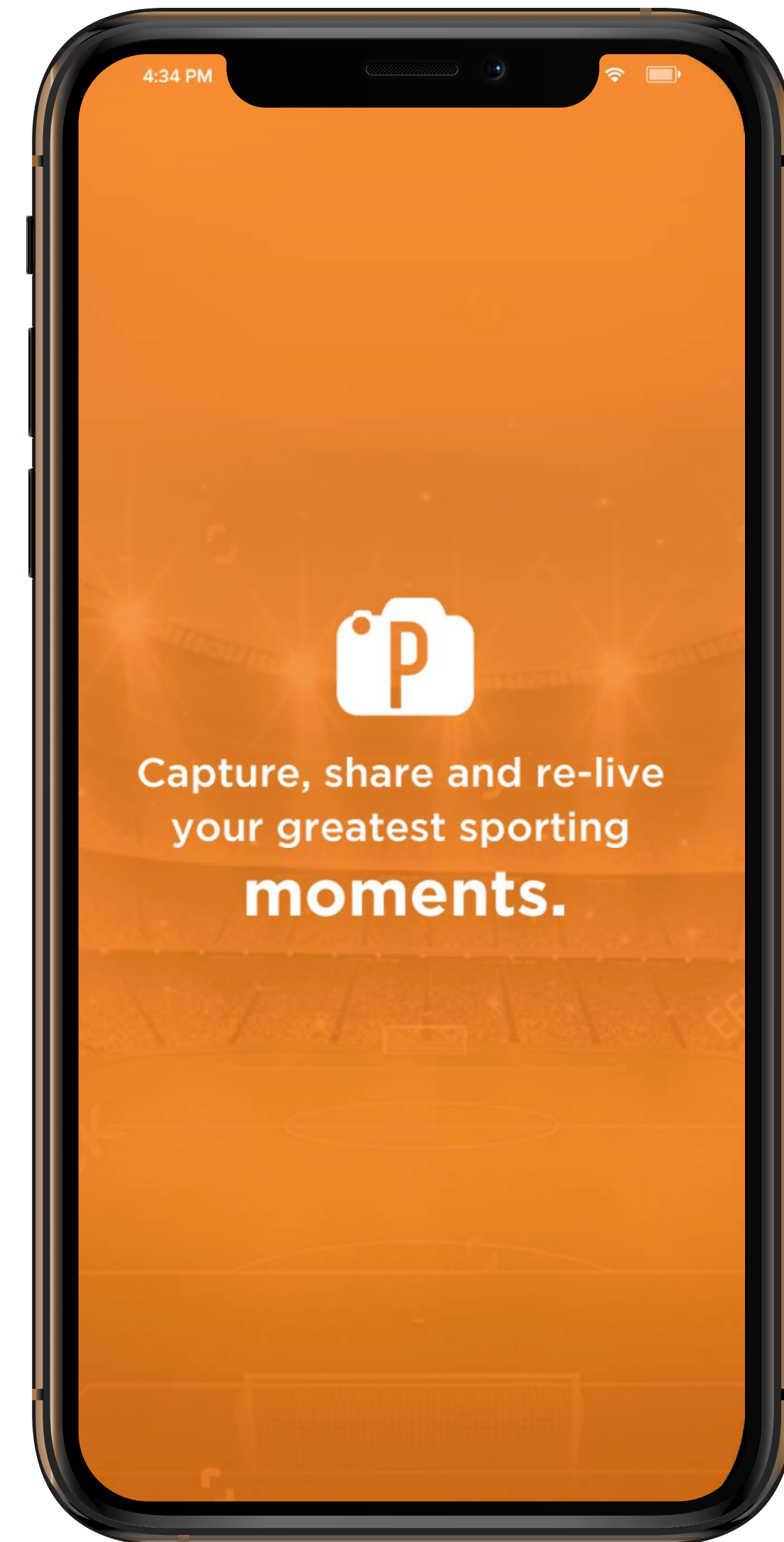




CASE STUDY

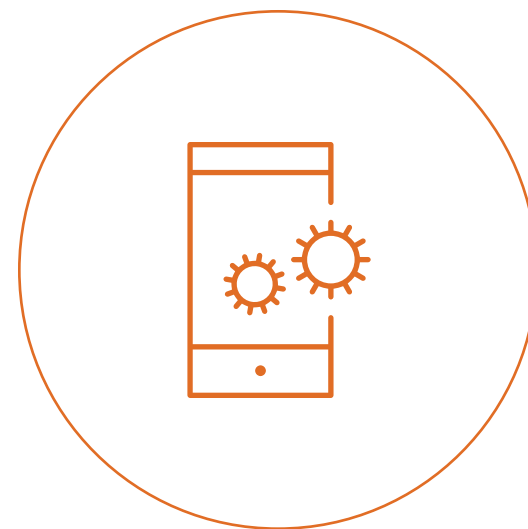
Pictium

Pictium is the brainchild of **Matt Jordan**. He is a sports enthusiast & regularly attends various sporting events & loves the experience of witnessing sports & networking with fellow fans. While browsing social media platforms he got an idea to create a **niche application** for sports enthusiasts to view, engage, interact & building a **community around sports**.



The challenge

Matt had immense passion & understanding of sports, however, he wasn't an expert in smartphone app technology & business aspects associated with marketing an app. He needed sincere **technological advice** & business guidance to bring his idea to life in the cut-throat world of a smartphone application, not to mention **funding & investment** was also required. Despite a lot of search & effort 'Pictium' did not evolve beyond a few scribbles on the paper.



First Step

Matt was quite active on social media & used to follow **Evan Luthra** on Instagram. After some introspection, Matt decided to contact Evan by submitting the Pictium idea on StartupStudio website. After the initial review, the proposal for Pictium was brought to Evan's attention.

Evan doesn't get time to follow sports but he realized the huge potential of Sports Industry. And after consulting his **StartupStudio** Team decided to invest in Pictium.



The complication

Pictium was complicated from the design point of view because filtering the feed for **premium user experience** & ensuring continuous engagement with only one core topic of sports was going to be a difficult goal to achieve. How much feed just regarding sports is appropriate for the user? Pictium needs **something more** than just the video & pictures feed.



StartupStudio comes up with a Solution

Startup Studio team was given the task of turning Pictium into more than just a Sports based Social Media platform. The concept was to share & promote live event experience to every user but that will not prove to be engaging enough to make Pictium a profitable venture. So after a month of brainstorming & idea churning, the StartupStudio team came up with the vision where Pictium will feature a **competitive reward system** where users receive medals on being present at a live event & posting a video or pictures in real-time.



This was done to harness the **competitive spirit** of sports fans to stay ahead & achieve more. Using this **psychological advantage** Pictium can triumph over other Social Media Platforms.



The problems facing the Sports industry.

- Declining ticket sales
- Decreased Viewership
- Disengagement and lack of fan loyalty
- Fragmented corporate and media partnerships
- Stagnant merchandise sales

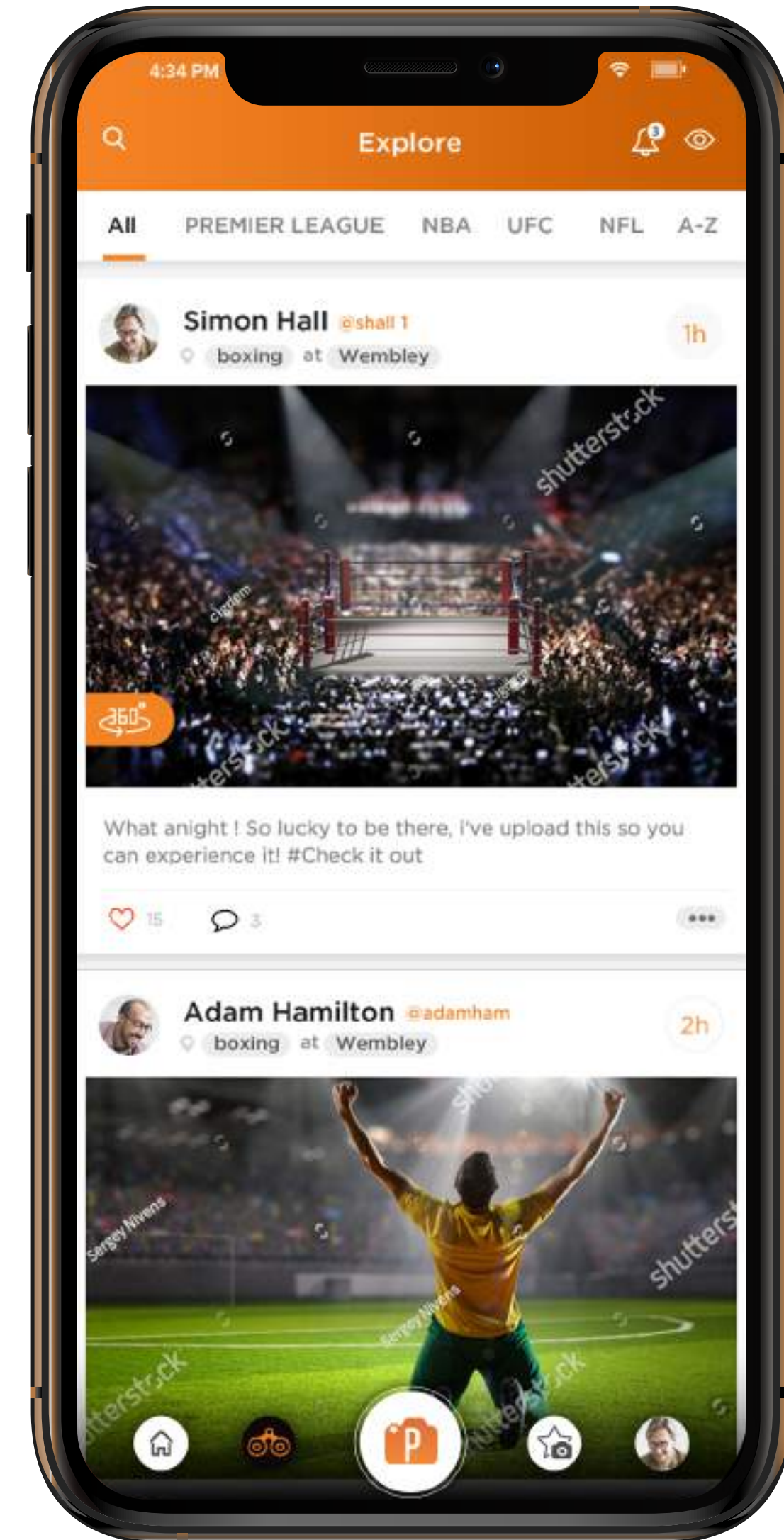
Solid performance in the scoreboard no longer a guarantee to seat sales. Fans want a more meaningful relationship with sport & events.

The experience & value of a sporting event needs to be marketed properly to fans in the digital age.



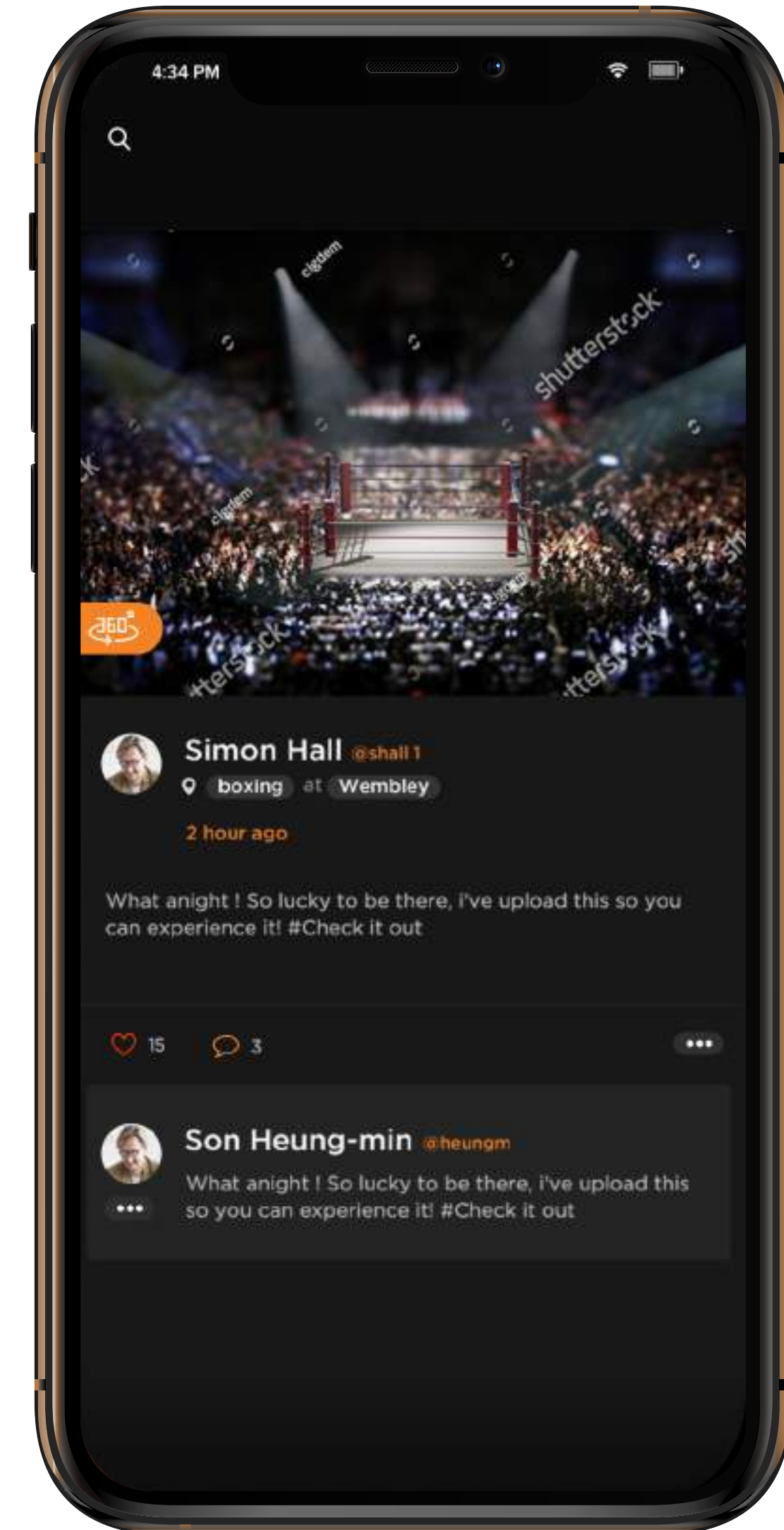
Pictium

A unique smartphone application that facilitates the fans to engage with live sports & spread around the experience associated with the overwhelming feeling of being present at live sports events.



How does it work?

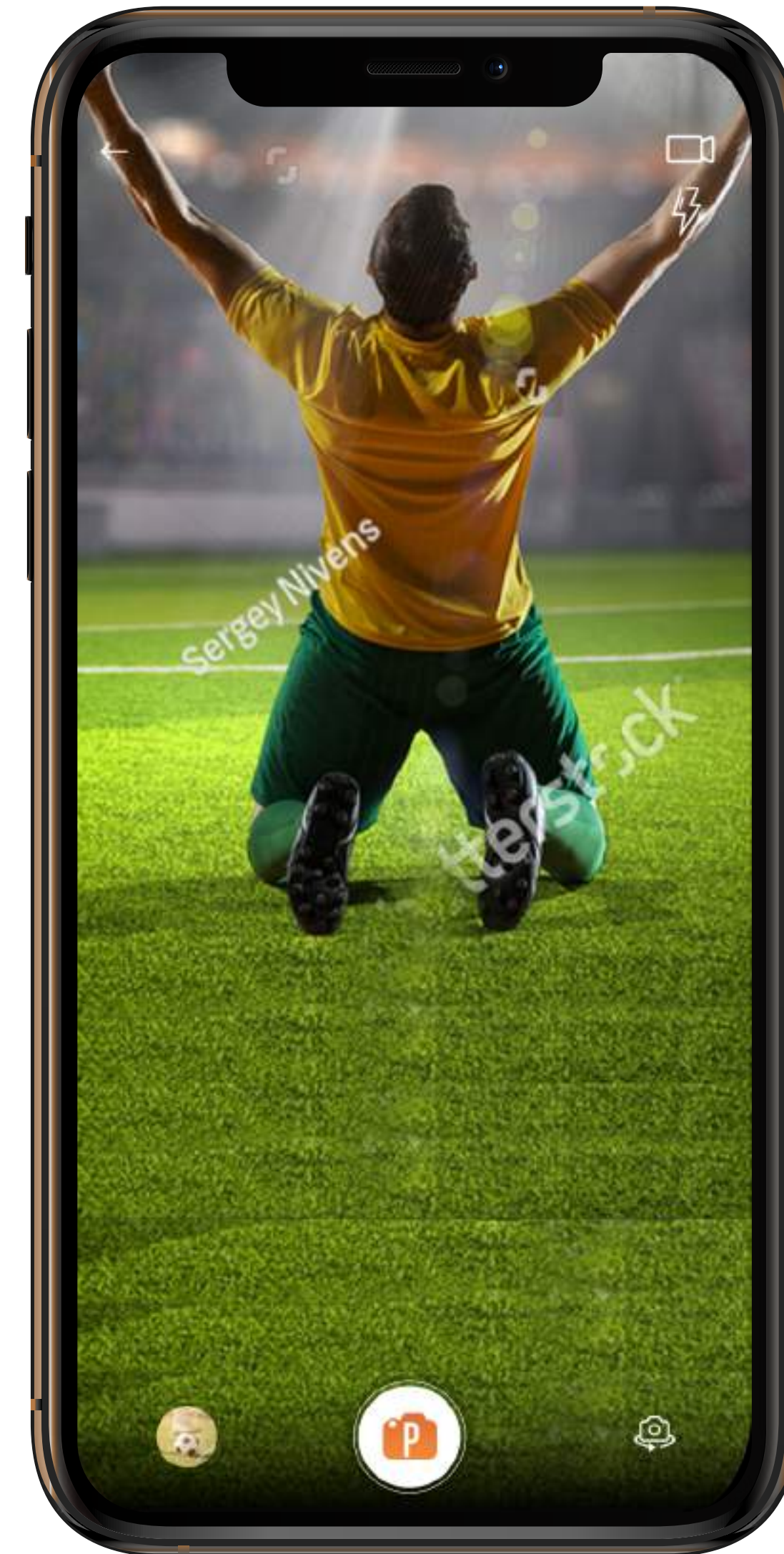
The Pictium app is focussed on live sports event experience. Any user present at a live sports event is able to capture pictures & videos at the event & share it on the app. Other users watching the app are able to get the **immersive experience** from a fans **vantage point**.



Features

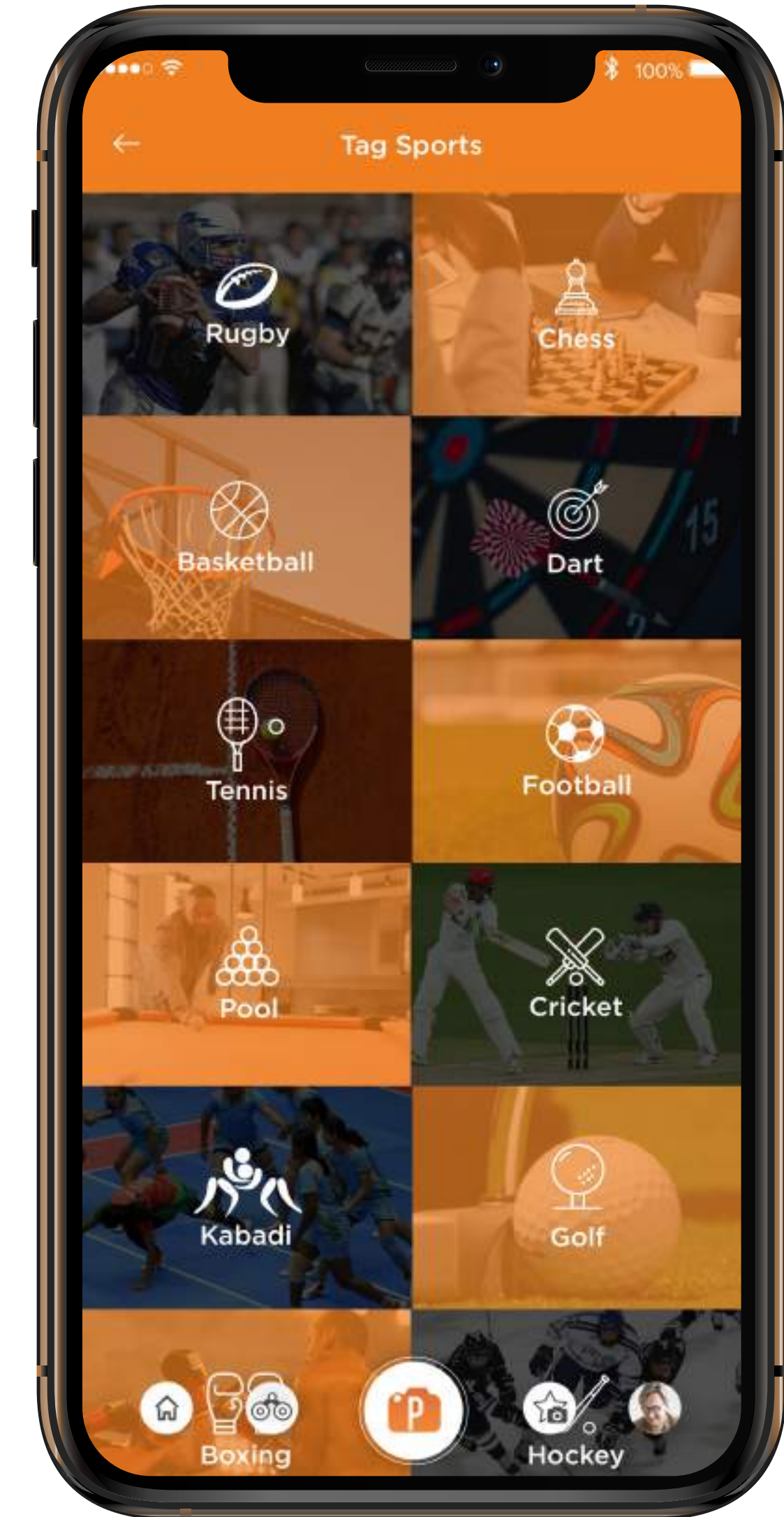
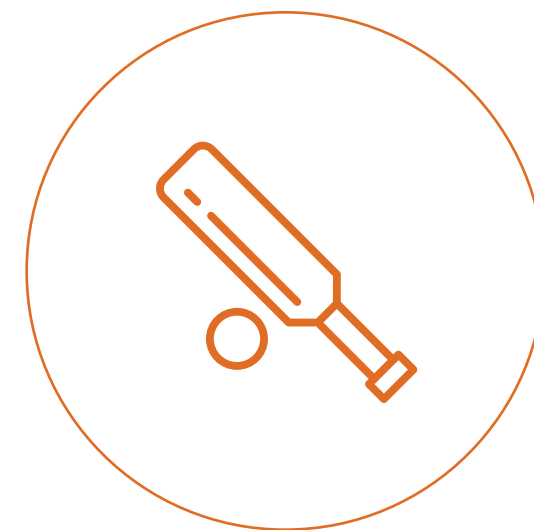
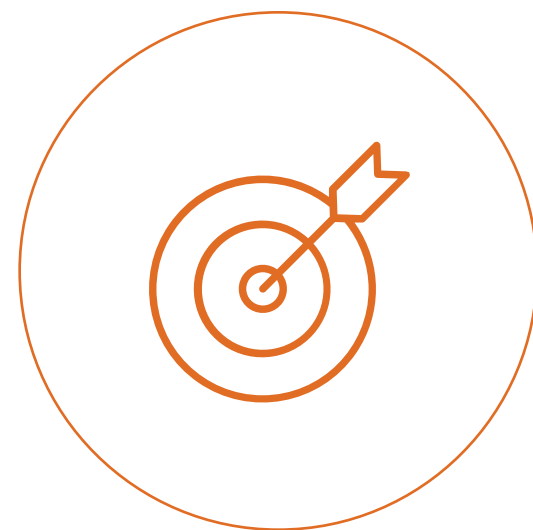
Live Fancasting

The app users share live videos or images to share the experience of a sporting event with the rest of the users. This kind of feed inspires other users to be present at more sporting events.



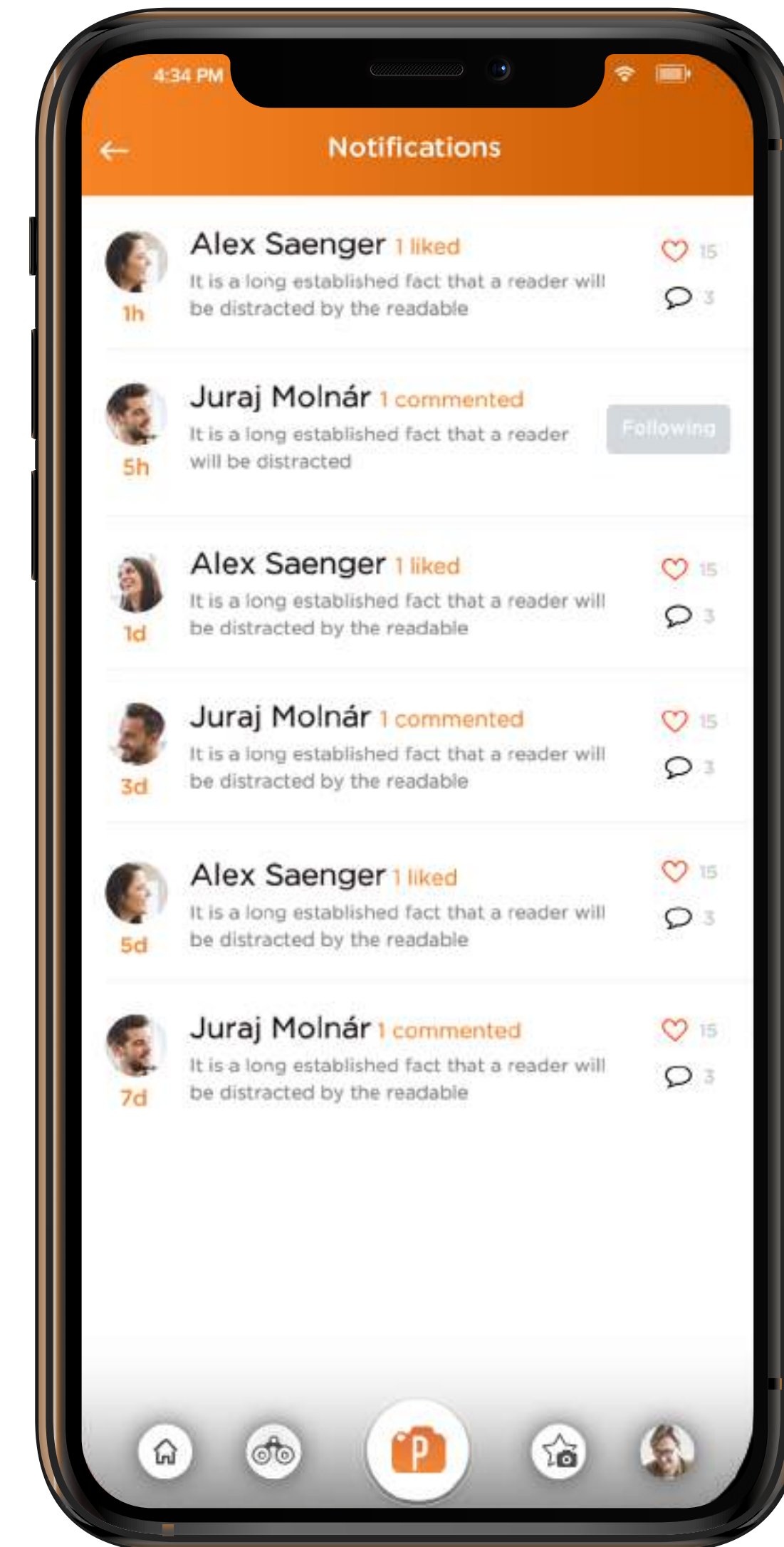
Multiple Sports

The app allows users to follow different sports to get customized feed so that the entire experience on the app feels **curated** & provides **real-time** updates from an ongoing sporting event.



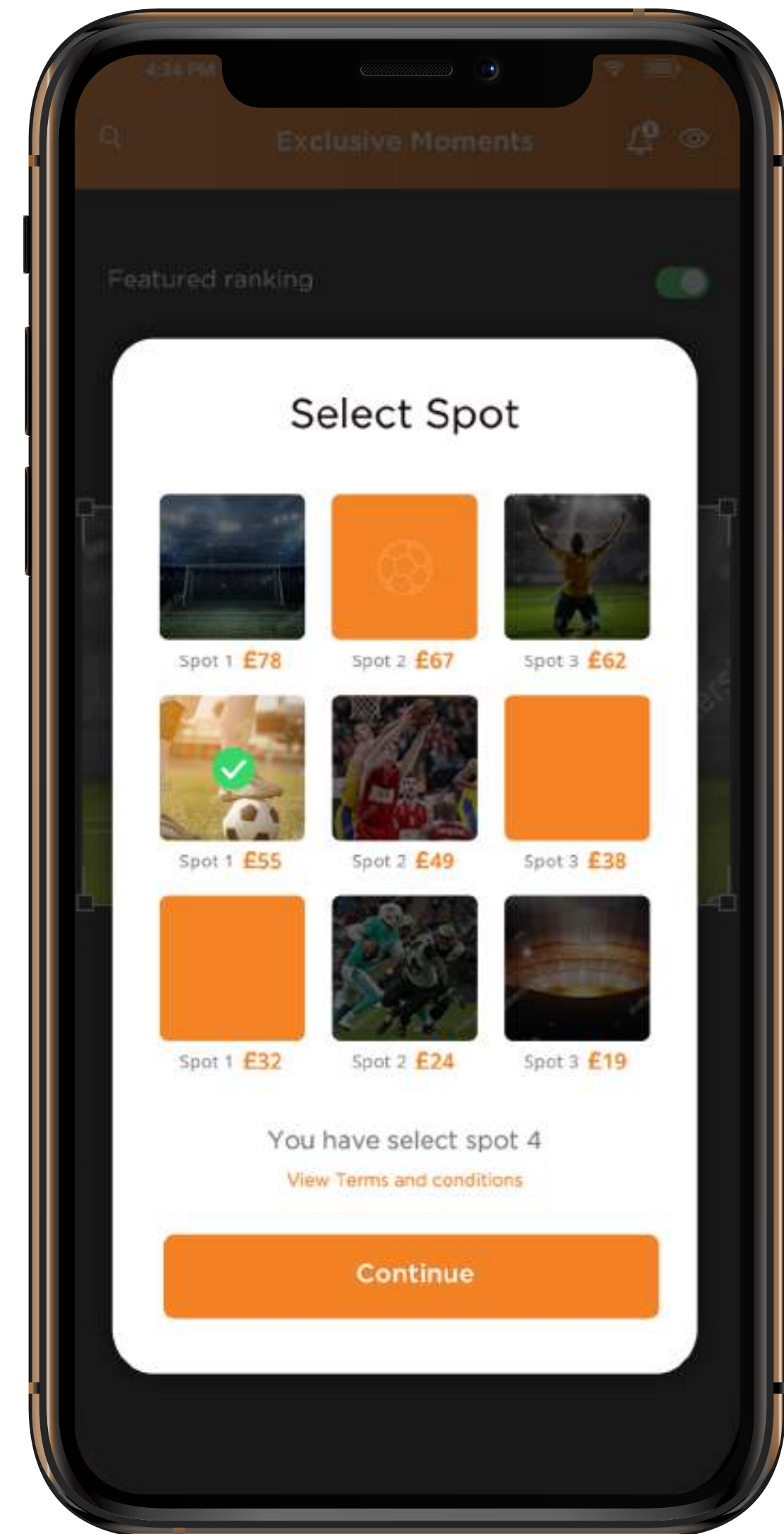
In App Notifications

The users receive notifications every time there is any feed updated **relevant** to the choices made by the user. The user is exclusively able to follow the events or feeds that he/she can relate to.



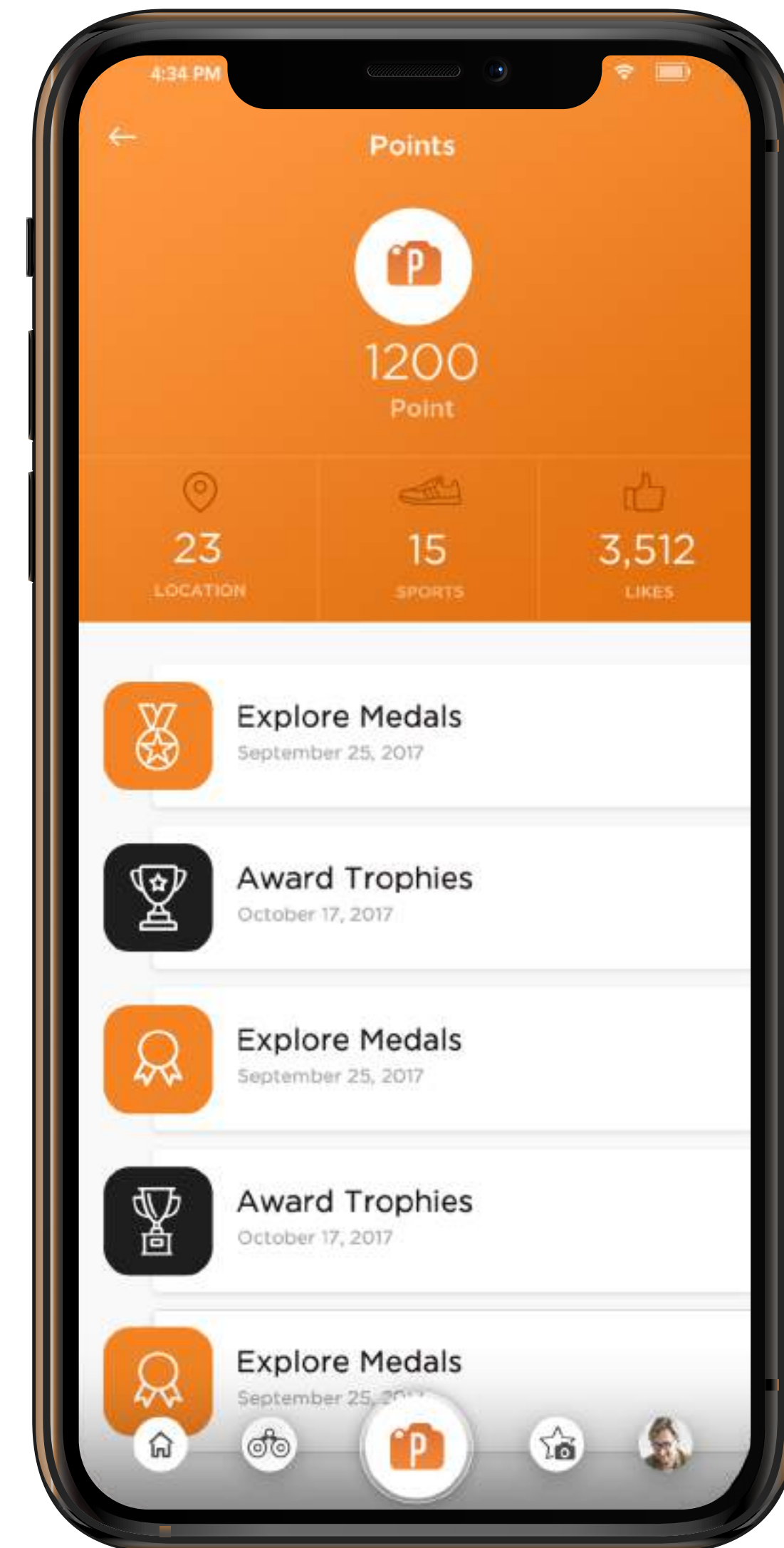
In App Advertiser

The Pictium app allows the users to **boost** their post for more views & build a following. An **advertising management** system that is extremely easy to use has been embedded in the app.



User Reward System:

The users get rewarded on the Pictium app for being present & sharing live feeds of sporting events. Every milestone achieved gives users a **predetermined medallion** or trophy. This encourages attendance at sporting events & users can compete against each making the app more **interactive**.



Pictium Revenue Strategy

- Pictium is delving in the 270 billion dollar sports industry.
- The avenues for revenue include ticket sales, merchandise sales, sponsorships & Pay per View marketing.
- Pictium has inbuilt marketing tools on the app that makes it easier for corporations to share sponsored posts.
- The Sponsored posts are variable, customizable & targeted so sponsors with different budgets can use Pictium.
- Pictium facilitates Sports clubs, teams & sports stars to promote themselves & connect with fans directly for a small premium.



Relevant Statistics

- To tackle declining ticket sales, deteriorating corporate partnerships and stagnant merchandise revenue, teams need to put the focus back on their fans.
- Teams must prioritize interactive, engagement with the fan community to ensure longevity & profits.
- The sports market in North America was worth \$60.5 billion in 2014. It is expected to reach \$73.5 billion by 2019.
- Sports media rights are projected to go from \$14.6 billion in 2014 to \$20.6 billion by 20



Conclusion

From television to web streaming, the way people consume sports continues to shift. Sports industry need to follow suit, not just in the way they distribute their content but also in how they engage with fans. If event organizers want fans to come to their games, they have to go to where the fans are — the digital realm. Pictium provides a comprehensive platform where the entire focus is on fans point of view regarding sports events.



Thank You

