Round Robin Analytics

Buy your seats where your dreams are most likely.

"Statistical Analysis for Professional Sports"

Agenda

Idea and the team behind it.

The business, how it will change the fan's experience.

Angels in the outfield

Solution

Q - If there was a way to enhance your experience of going to a major league baseball game, how would you do it?


A - Let a customer, or fan, buy seats where they were more likely to catch a homerun or foul ball.

*Data mining and predictive analytics can be used to analyze MLB data to predict the likely % that a foul ball or home run will be hit to your seat or section on that given year, month, day, stadium, game, and hitter.

Company

- RoundRobinAnalytics.com

- Round Robin Analytics, LLC.
  - Provide data mining, statistical analysis and information modeling services to businesses and corporations to enhance the customer experience of professional sports. (starting with MLB)
  - RRA is a feature based service that uses a B2B model for it's SaaS business.

- *Vision*
  - RRA will provide a unique service to enhance the customer experience that only can be provided by us. RRA will develop and incorporate state of the art technology to build a SaaS product that delivers accountable and accurate information learning.

Founders
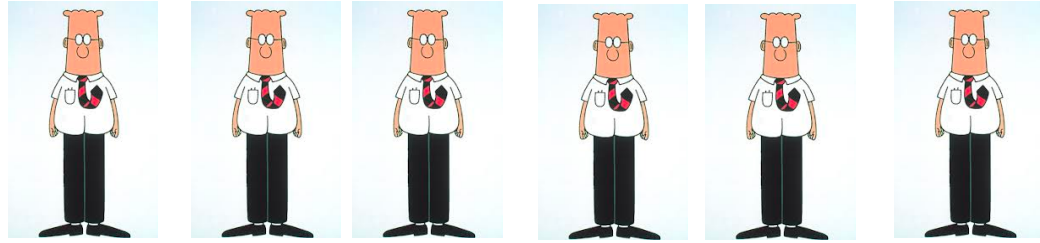
Ryan Wallner

- Marist College
- BS Information Technology Networks, development operations and analytics
- ryan.wallner1@marist.edu

Doug Davis

- Marist College
- BS Information Technology Networking and IT specialist
- doug.davis1@marist.edu

Michael Rudden

- Marist College
- BS Information Technology Administration and Networks
- michael.rudden1@marist.edu

Robert Kilian

- Marist College
- BS Information Technology Datacenter infrastructure and IT systems
- robert.killian1@marist.edu

Michael Lama

- Marist College
- BS Information Technology Networking and IT Specialist
- michael.lama1@marist.edu

Matthew Iannuzzi

- Marist College
- BS Information Technology IT Specialist and Networks
- matthew.iannuzzi1@marist.edu

What's missing from our team?

- Our team of technologists are well informed, enthusiastic and passionate about our company. The Round Robin Analytics team would need personnel to help with the sales, marketing, and financial side our our business.
- Round Robin Analytics also needs to build and foster relationships with the professional baseball community

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Business: What?

- RRA will provide in-depth analysis of MLB statistics.

- This will enable people to use our service to accurately buy seats where a ball is statistically more likely to be hit.
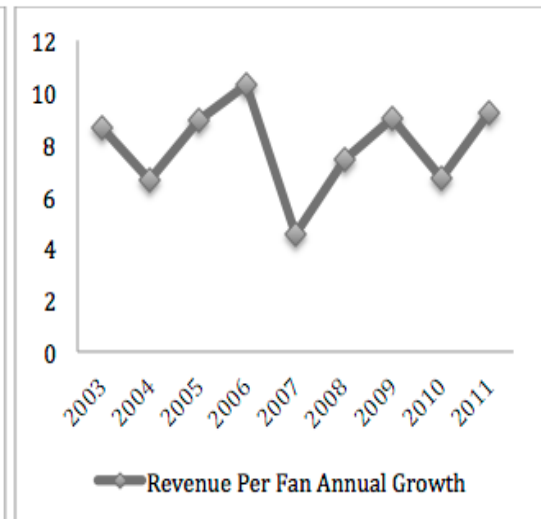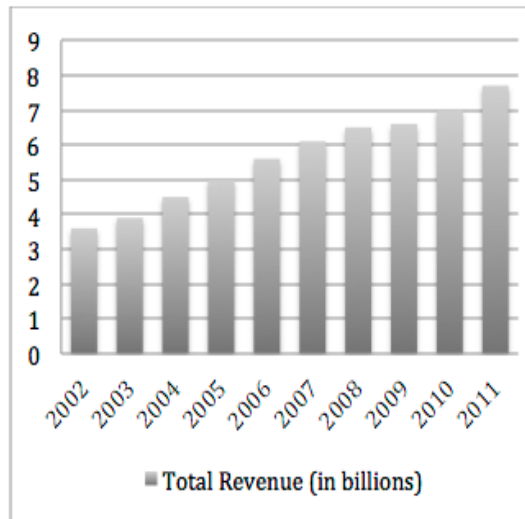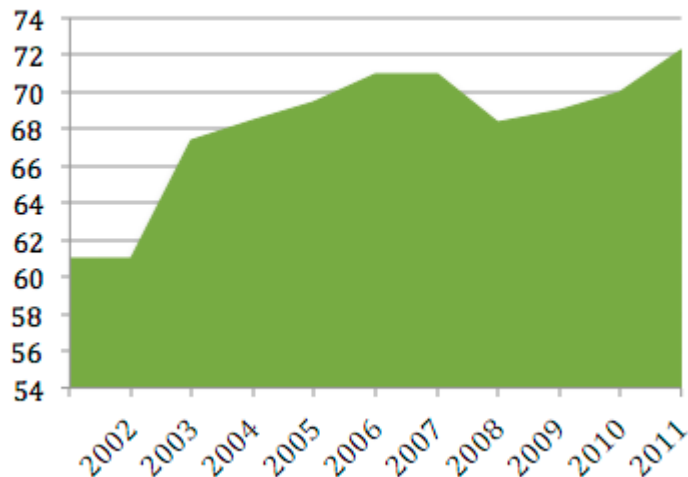
Business: How?

- What technology will we use?

    - Utilize open source software and our own solutions to analyze raw data and provide meaningful information

    - Robust website draws from this to present to customers

Business: Why?

- Season ticket sales are down, individual are not.
- Economy is rising again, leisure money can be spent on such a service.
- Consumers are attending baseball games more than previous years.
- Revenue for MLB franchise on the rise.
- Now is the time.

Ballpark Percentage of Capacity Filled

Total Revenue (in billions)

Revenue Per Fan Annual Growth

Business: How?

- How we will make money:

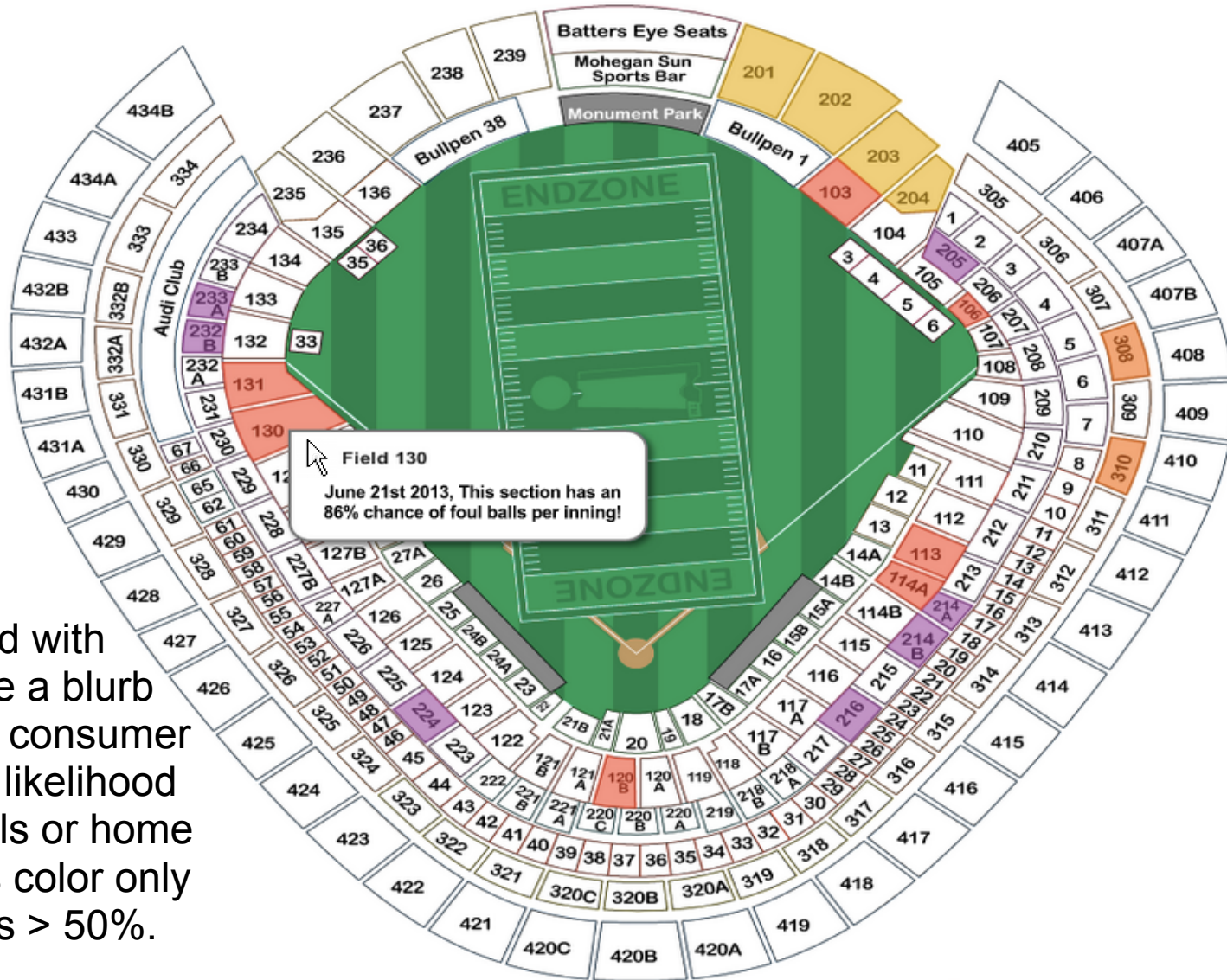 - Raw Sale of our SaaS Product

  - % Profit every time a customer uses our product.
    - i.e Customer buys seat 14D In Section 123A that is located as a home run probability seat, we profit 5% of that sale.
    - If the seat is originally 135$ and the company charges 20$ extra for % Likely seats, RRA profits ~7$ each sale while the business profits ~13$ each seat sale.

"Yankee Stadium"

Sections highlighted with [   ] have a blurb telling the consumer about the likelihood of foul balls or home runs. This color only represents > 50%.

Field 130

June 21st 2013, This section has an 86% chance of foul balls per inning!

StubHubMaps™

Round Robin Analytics

Buy your seats where are dreams are most likely.

Purchase your tickets

Game Selected:

Athletics at Giants
Thursday, 3/28/13
7:15PM PDT

Location: AT&T PARK, SAN FRANCISCO, CA
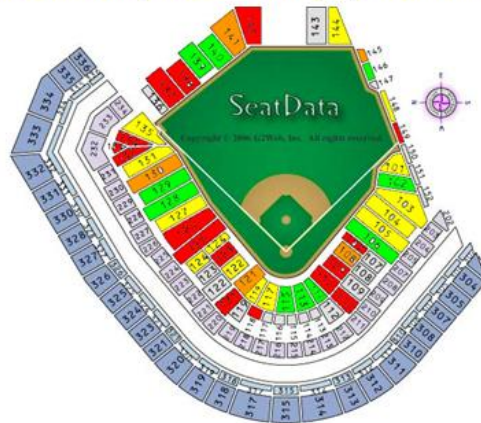Exhibition Game

OAKLAND ATHLETICS   VS   GIANTS

(Change game selection)

Select your seat:

*Select any section to obtain Round Robin Analytics exclusive data on your probability of catching a ball in that section. We have compiled and analyzed numerous factors to determine which players are most likely to hit home run and foul balls to each section of the venue. We take into account many factors such as performance of each individual batter, weather conditions, the pitcher and more.

SeatData
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Projected foul ball hot spots:

SECTION 129	SELECT & CONTINUE
SECTION 128	SELECT & CONTINUE
SECTION 115	SELECT & CONTINUE
SECTION 113	SELECT & CONTINUE
SECTION 112	SELECT & CONTINUE
SECTION 106	SELECT & CONTINUE
SECTION 102	SELECT & CONTINUE

Projected home run hot spots:

SECTION 132	SELECT & CONTINUE
SECTION 140	SELECT & CONTINUE
SECTION 148	SELECT & CONTINUE

Select any section on the map for specific statistics and details.

SELECT ANOTHER SECTION

Legend
Red = Less than 1% of balls hit here
Orange = Between 1% and 3% of balls hit here
Yellow = Between 3% and 5% of balls hit here
Green = Greater than 8% of balls hit here
*Gray areas are not applicable

Business: What is new?

- *Data like this hasn't been recorded*. Which seat and sections of landed home runs and foul balls gives great insight into sales.

Home Run Record Example.

Date	Stadium	Player	Section	Row	Seat	Team	Count	Outs	Inning
06-22-2011	LAA	01543	145B	17	12	YNKS	3-2	2	7

- Data like this can give insight into when, how, and where a ball will most likely end up.
- There's always value in analytics

Business: What is new?

Hit Chart — Upton '11 / Hit Chart — Upton '12
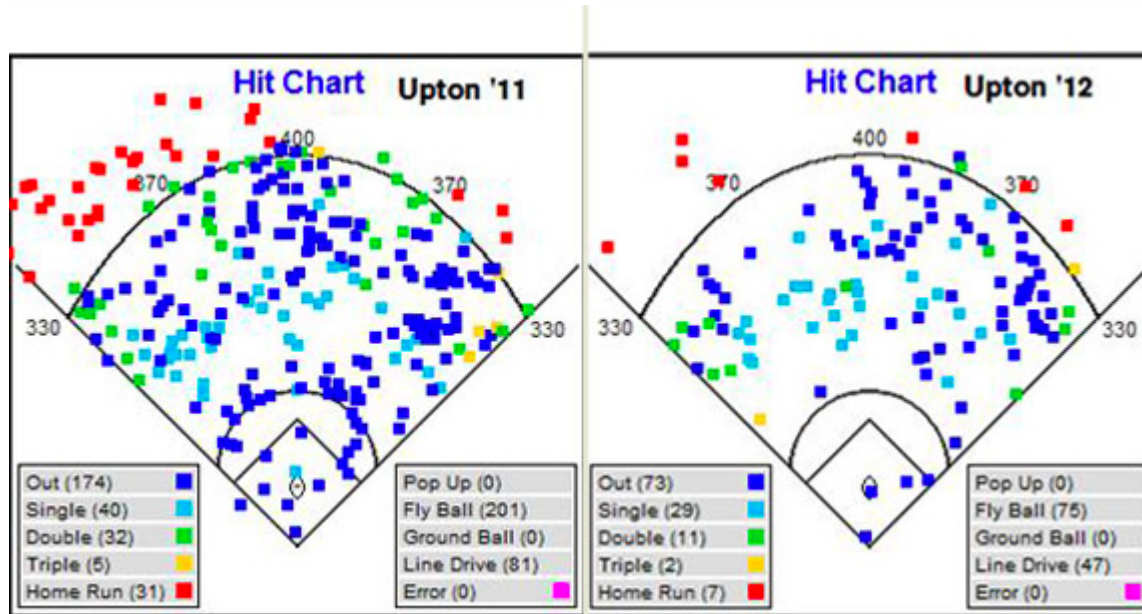
http://espn.go.com/blog/sweetspot/post/_/id/26909/why-justin-uptons-down-not-up

*This is a chart, showing Justin Upton's hitting chart from the years 2011-2012 used by ESPN. Imagine extending this model to show distinct stadiums, and registering each HR (and Foul Ball) by section, seat, and row.

Business: What is new?

- Analyzed approach of new data for the use of statistical and data mining tools and models.

- Superior processing and reformation of data so that our information learning models can all be tested with the most accuracy.

- Dedicated to the consumer experience.

Business: Competition?..nothing quite like it

- FanGraphs
  - In depth batting & pitching statistics of foul balls and home runs about every player in the league but no predictions on where these balls might get hit to

Ticket sales(...but no predictive analysis):
- TicketMaster
- StubHub

Business: Failure & Exit Strategy

- In case of failure, sell assets to competitor (direct or indirect)

- Ideally sell business to ticketing firm or MLB
  - Partnerships with these firms would allow them to see how we could be capitalized upon

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Getting customers

Test case scenario.

- Renegades Minor League Baseball
  (http://www.milb.com/index.jsp?sid=t537)

- Proof Of concept.

- Low Risk, Low Cost

- Open-Source Data Mining and Analytics tools.

- Integrated into Dutchess Stadium's Seating Chart as SaaS.
  (http://www.milb.com/team1/page.jsp?ymd=20100514&content_id=10036558&vkey=team1_t537&fext=.jsp&sid=t537)

Investment Opportunity

- $50k investment.

  - Prototype of use case scenario and proof of concept using the Hudson Valley Renegades
  - Hardware
  - Software Licences

- Provides a better consumer experience while keeping our efforts focused on the local community

- Growth opportunity and further investment opportunity after product shows the consumer market that this works.
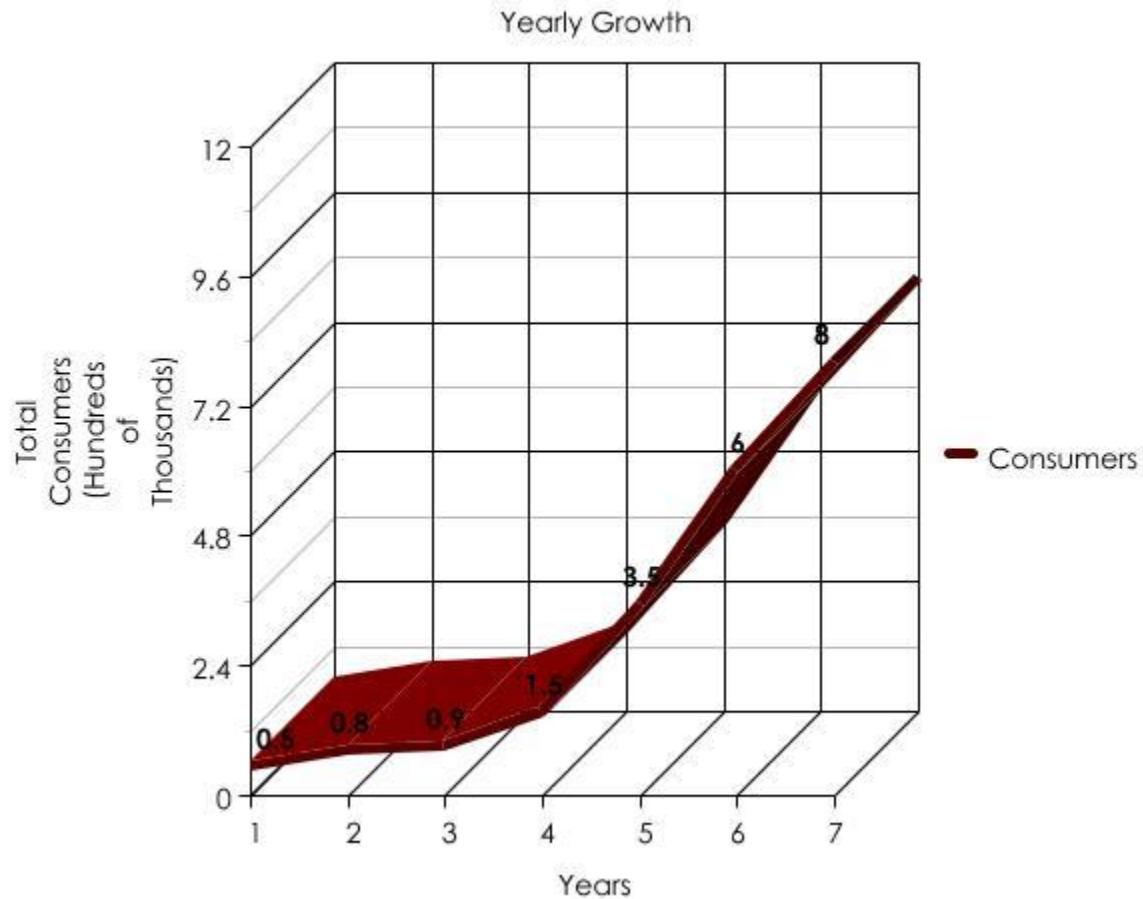
Round Robin Analytics

THE END
Thank you for your time and attention.

Questions / Comments?

Yearly Consumer Growth

Yearly Growth

Consumers are slow to catch on, early adopters will be key to the success of this product.

Financials: Projected Profit & Loss

RRA Projected Sales and Profit

Sales	Y1	Y2	Y3	Y4
Cost of Goods Sold	40000	100000	200000	360000
Gross Profit on Sales	160000	40000	1050000	1140000
Total Expenses	626000	664500	720750	890500
Profit (loss)	-466000	-264500	329250	671000

Financials: Cont'd

Expenses

Expense	Yearly Cost ($)	Yearly Cost Increase
Personnel	480000	7%
Software Licenses	1000	5%
Office Supplies	2000	3%
R & D (getting new data)	20000	1.5%
Infrastructure (Server .. etc)	30000	10%
Rent	12000	10%
Other (Misc)	5000	2%
Totals	550000	

Financials: Cont'd

Projected Revenue/per

Per	Price ($)	Yearly Raw Income
Customer (B2B)	~20000	~100000
Consumer (B2C)	~7	(based on consumers)
Totals		