Example Pitch
[ Version 9 (for Print) ]

**Pitcher:** John Mueller

**Business Idea Name:** Fanooz (pronounced, “fan-news”)

**Business Idea Description:**
Fanooz provides global golf data via a web site that is run BY and FOR golf fans that follow professional golf tournaments and players. Using the crowdsourcing model, each user contributes to maintaining the data so that the entire fan base can easily access reliable data that is sortable and filterable for professional golf tournaments and players worldwide.

**Pitch Script:**

My name is John Mueller, and I am the founder of Fanooz, which provides global golf data while allowing fans to contribute to professional golf.

The web site is run BY and FOR golf fans who follow professional golf. Using the crowdsourcing model, each user contributes to maintaining the data so that the entire fan base can easily access reliable information about tournaments and players worldwide.

Fanooz is similar to Wikipedia in that users contribute to the data. However, where Wikipedia is general and free form, Fanooz is specific to professional golf tournaments. Like Wikipedia, data is audited and users access the site for free. However, unlike Wikipedia, users must regularly contribute to the site for continued access to the data and analysis tools.

Golf fans are passionate about the sport and clamor for more data. They use this data for knowledge purposes, fantasy golf games, and gambling – all 50m of them. However, there is an issue with the current available data.

Let’s look at the case of the 1.5m users who monthly go to pgatour.com looking for information on a wide-spectrum of players like Phil Mickelson, Rory McIlroy, and Russell Henley. This data is only for the US PGA Tour and thus users have to go to other sites to get the data when the players play non-US PGA Tour tournaments, for example they go to europeantour.com or golf.com. Or users might go to the player’s web sites, since none of the other sites have data on a player’s entire professional career. But each web site’s data is in a different format and therefore difficult to compare between players.

Fanooz addresses this problem of finding quality and sortable tournament results, especially as the player progressed through professional ranks globally. I understand this problem from the perspective of a fan and from the perspective of a player – having competed against the likes of Phil Mickelson and Jim Furyk in college.

Revenue will be generated via an advertising and sponsorship model which, we project, will allow us to breakeven financially with 15,000 monthly users.

Our competition consists of the tours, golf news, and players’ web sites. These are established competitors. However, our competitive advantage relates to providing a wide array of sortable and filterable tournament results – over time and over multiple tours, through a cost-effect operations model – using crowdsourcing.

We have already developed a workable site, and have data for over 23,000 players, 4,900 tournaments from 70 tours, and include 1.4 million rounds dating back to 2000.

To move Fanooz forward, we need $250,000 of external funding for 1) marketing, to increase user traffic to 60,000 users per month, 2) software development for the auditing process and mobile user interface, and 3) to create help documentation.

Fanooz, the solution that allows fans to contribute to professional golf.