

1. EXECUTIVE SUMMARY

- **Overview:**

GotAction.com is a web-based mobile application built on WordPress CMS with a custom-designed theme. It targets sports and gambling enthusiasts who want to engage in making sports predictions across major sports leagues (MLB, NFL, NBA, UFC, etc.) and compete in tournaments for cash prizes.

- **Mission Statement:**

To provide an engaging, competitive platform for sports enthusiasts to showcase their predictive skills, connect with like-minded individuals, and win prizes while enjoying their passion for sports and gambling.

- **Objectives:**

- Build a thriving community of sports fans and gamblers.
- Offer weekly, monthly, and yearly tournaments with prizes and rewards.
- Provide a personalized user profile to track predictions and rankings.
- Develop an intuitive platform for seamless user engagement and competition.

2. BUSINESS DESCRIPTION

- **Company Overview:**

GotAction.com will serve as a destination for sports fans who enjoy making predictions and betting on various sporting events without the financial risk of losing. With a focus on creating an interactive, community-driven experience, users will be able to track their lifetime performance and compete for top spots on leaderboards across multiple sports.

- **Services Offered:**

- Sports prediction contests (MLB, NFL, NBA, UFC, etc.)
- User profile management with detailed prediction history
- Weekly, monthly, and quarterly tournaments for cash prizes
- Leaderboards (public and private) to track top performers
- Community features (discussion forums, user groups)

3. MARKET RESEARCH & ANALYSIS

- **Target Audience:**

- Sports enthusiasts, gamblers, and bettors
- Fans of major sports leagues (MLB, NFL, NBA, UFC)
- Individuals interested in competition and sports analytics
- **Market Need:**
 - Growing interest in fantasy sports, sports betting, and competitive prediction games.
 - Lack of a centralized platform for competitive sports predictions with cash rewards.
 - Desire for a system that tracks long-term performance across multiple sports.
- **Competitive Analysis:**
 - Review of existing sports prediction platforms and fantasy sports apps.
 - Gaps in market offerings that GotAction.com aims to fill (e.g., multiple sports, custom leaderboards, performance tracking).

4. FEATURES & FUNCTIONALITIES

- **User Profiles:**
 - Sign-up/Login via Google, Apple, Facebook accounts
 - Track lifetime predictions, wins, losses, and bet types (e.g., over/under, moneyline, spread)
 - Filter prediction history by sport, date range, bet type, and more
 - Showcase achievements, badges, and ranking on leaderboards
- **Tournaments:**
 - Weekly, monthly, and quarterly competitions for cash prizes
 - Public and private tournaments (user can create private pools)
 - Real-time updates on tournament standings and results
 - Leaderboard rankings based on performance across different tournaments
- **Betting and Picks:**
 - Ability to make sports predictions (e.g., game outcomes, player stats)
 - Various types of bets (straight bets, parlay bets, etc.)
 - Betting odds integrated for reference
 - Real-time updates and feedback on picks
- **Leaderboards:**
 - Public and private leaderboards to track the best sports pickers
 - Lifetime and seasonal rankings based on user performance
 - Tiers or categories for different levels of expertise (e.g., rookie, pro)

5. TECHNICAL PLAN

- **Platform:**
 - Built on WordPress CMS with a custom-designed theme for an engaging user experience.
 - Mobile-responsive for ease of use on smartphones and tablets.
 - Secure, fast, and scalable architecture to support high traffic and real-time data updates.
- **Development Technologies:**
 - Frontend: HTML5, CSS3, JavaScript, React (for dynamic elements)
 - Backend: PHP, MySQL (WordPress), API integrations for live sports data
 - Payment Processing: Stripe, PayPal (for cash prize payouts)
 - Hosting: AWS or equivalent (for scalability and security)

6. MARKETING STRATEGY

- **Branding:**
 - Develop a unique brand identity with a focus on competitive sports and prediction games.
 - Social media campaigns targeting sports communities (Instagram, Twitter, Reddit, etc.)
- **Content Marketing:**
 - Create engaging content (blogs, videos, tutorials) around sports predictions, tips, and betting strategies.
 - User-generated content to build community (e.g., prediction tips, success stories).
- **Affiliate Partnerships:**
 - Partner with sports betting platforms, influencers, and sports blogs to drive traffic.
 - Offer incentives for referrals and affiliate marketing.
- **SEO & SEM:**
 - Focus on optimizing for high-value search terms related to sports predictions, betting, and fantasy sports.
 - Paid search campaigns (Google Ads, Facebook Ads) targeting sports fans and bettors.

7. REVENUE MODEL

- **Entry Fees:**

- Users can participate in tournaments by paying an entry fee. Prizes will be funded from these fees.
- **Premium Memberships:**
 - Offer a subscription-based premium membership for exclusive features (advanced statistics, premium tournaments, etc.).
- **Advertisement & Sponsorships:**
 - Display ads for sports-related products and services.
 - Sponsorships for specific tournaments or events.
- **Affiliate Marketing:**
 - Earnings from affiliate links for betting platforms, sports gear, or related products.

8. FINANCIAL PLAN

- **Startup Costs:**
 - Development (website, mobile app, CMS setup)
 - Marketing and branding (ad campaigns, content creation)
 - Legal and operational expenses (licenses, fees)
- **Revenue Projections:**
 - Estimate revenue growth based on user acquisition and tournament participation.
 - Revenue streams: Entry fees, premium memberships, ads, and sponsorships.
- **Break-even Analysis:**
 - Projected timeline for reaching profitability and covering initial investment.

9. RISK ANALYSIS & MITIGATION

- **Compliance with Gambling Laws:**
 - Ensure the platform follows all relevant gambling regulations based on jurisdiction (may vary by region).
 - Legal consultations to ensure responsible gambling practices.
- **Security and Data Protection:**
 - Implement strong security protocols for user data (SSL encryption, secure payment gateways).
 - Regular security audits to prevent data breaches or fraud.
- **Market Competition:**
 - Constantly innovate and improve user experience to differentiate from other sports prediction platforms.

10. CONCLUSION & CALL TO ACTION

- **Summary:**
GotAction.com offers a unique, competitive experience for sports fans and bettors. With its focus on user profiles, tournaments, and leaderboards, it promises to create a thriving community of sports enthusiasts looking to compete, win prizes, and track their sports prediction success over time.
- **Call to Action:**
 - Invite stakeholders to invest, partner, or support the platform's growth.
 - Encourage users to sign up and start participating in prediction tournaments today.

11. CONTACT INFORMATION

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