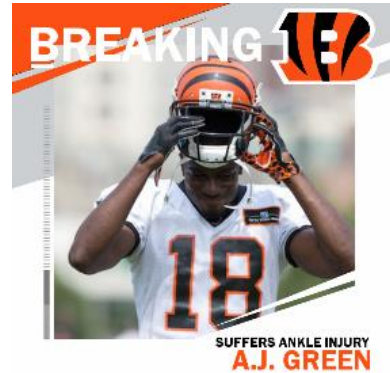
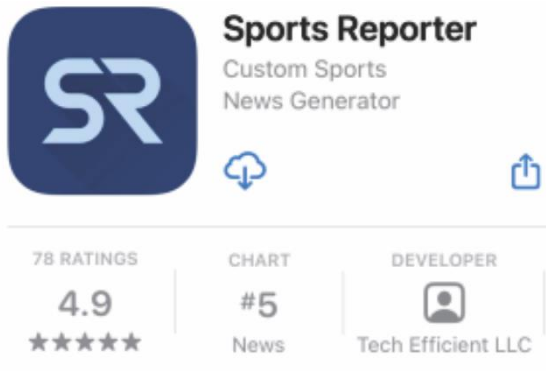


Sports Reporter App

Proposed Sale – Business Summary

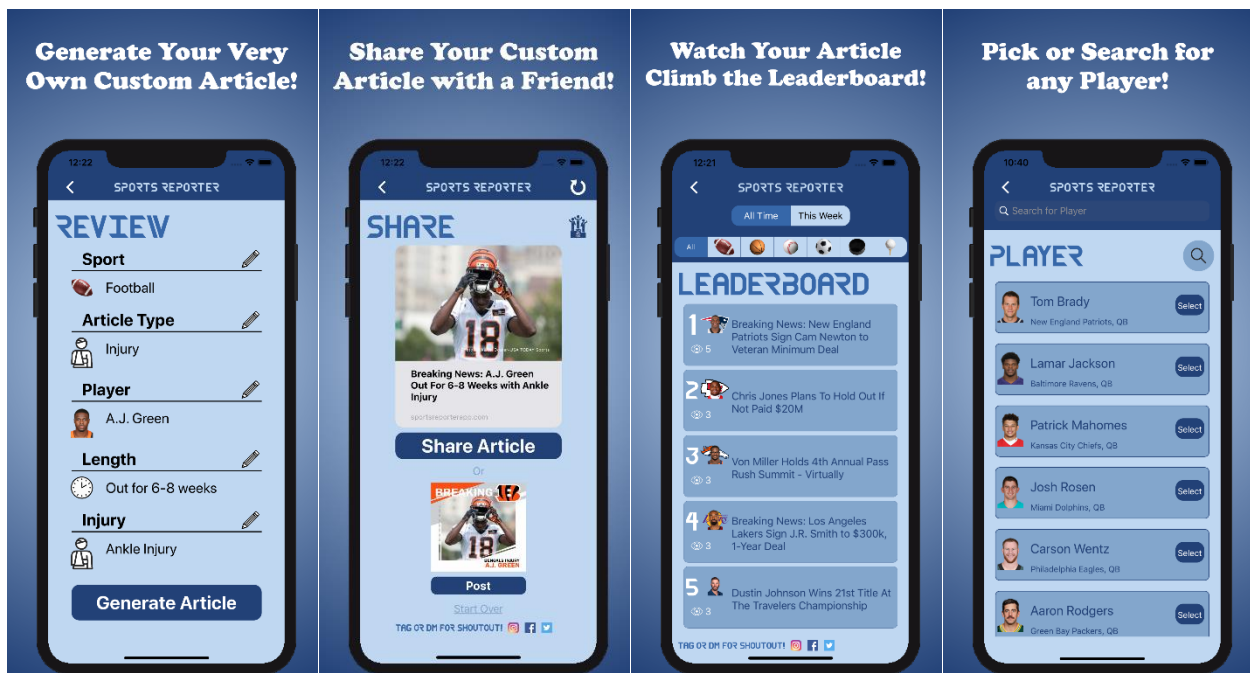
November 2020

Tech Efficient LLC



Overview

The Sports Reporter App, released in December 2019 on the [Apple App Store](#) and [Google Play Store](#) (\$0.99), gives users the ability to quickly create breaking news articles for any professional sports player from the NFL, NBA, MLB, NHL, EPL, or PGA. Users choose an article photo from over 1,000 professional athlete photos within the app's database, or upload their own custom photo for \$0.99 per article.



Breaking News: A.J. Green Out For 6-8 Weeks with Ankle Injury

October 13, 2020



Photo by Aaron Doster/USA TODAY Sports

Cincinnati Bengals WR A.J. Green was injured with what the team is calling an ankle injury, the Bengals announced Tuesday. Green is expected to miss 6-8 weeks.

Up next, the Bengals (1-3-1) take on the Indianapolis Colts (3-2) on Sunday October 18, 2020.

NFL News

Saints vs. Chargers score: Live updates, game stats, highlights for Justin Herbert's "MNF" debut - CBSSports.com



Cowboys sign veteran backup quarterback Garrett Gilbert a day after Dak Prescott's injury, per report - CBS Sports



NFL DFS for Titans vs. Bills: Optimal DraftKings, FanDuel daily Fantasy football picks, stacks - CBS Sports



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The associated website articles are setup to dynamically update based on user inputs, the player's team details, upcoming opponent, record, etc. The website articles display Google AdSense as another revenue source. Careful presentation of the SMS preview is key to conveying legitimacy when sharing the user generated article. In addition to an article URL, users are also able to share their news visually in the prevalent Instagram format shown.

The app includes a Leaderboard of the Top 5 viewed articles for each sport from all time and current week. The Leaderboard encourages users to spread the word about the articles they create. This leads to more ad views in addition to new users learning about and purchasing the app – 23% of all app sales are organic.

Despite the marketing spend being limited to Facebook Ad Manager to date, the app lends itself to organic self-promotion. One example is the Barstool Sports podcast Pardon My Take featured a news article generated by the app on October 16, 2019 ([1:35:28](#)).

With the exception of \$430 spent on the Sports Reporter App logo and the Facebook Ad Manager spend, there are no costs associated with the app outside of shared Tech Efficient LLC resource (i.e., \$100 per year Apple Developer Account Fee, \$25 one-time Google Play Developer Account Fee, \$5.99 per month shared web hosting). Without marketing funnels, analytics, optimization, etc. the Facebook Ad Manager has crossed the breakeven threshold cumulatively over the past 7-months yielding a net positive profit.

To increase the reach and scale of the Sports Reporter App, Tech Efficient LLC is seeking a buyer. This document outlines the proposed sale of the Sports Reporter App and ancillary systems including relevant business details.

The sale includes the source code for both the iOS (Swift) and Andoid (Java) mobile apps, the API integrations (PHP), website and articles (HTML), and databases (MySQL).

The original app development was limited to football articles only and released as the Football Reporter App in October 2019 on the [Apple App Store](#) and [Google Play Store](#). The sale includes both the legacy Football Reporter App along with the new and improved Sports Reporter App.

Market

In 2019, the global Fantasy Sports market size was \$18B and is expected to reach \$43B by the end of 2026, with a Compound Annual Growth Rate (CAGR) of 13.2% during 2021-2026 ([source](#)).

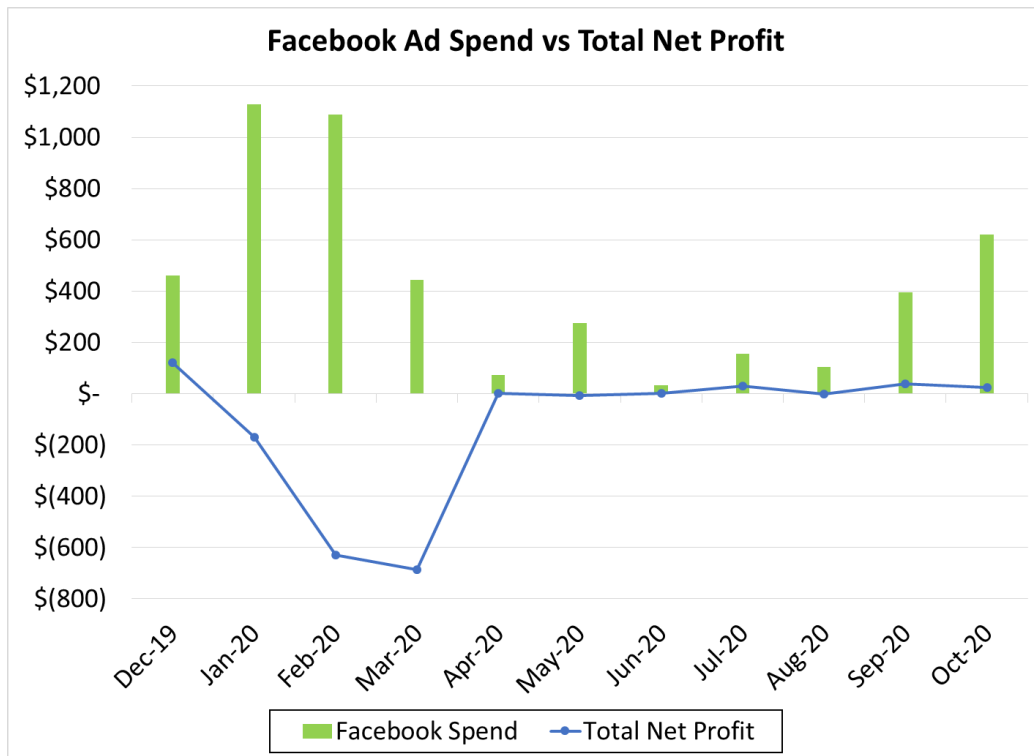
In 2019, 45.9 million people played Fantasy Sports in the US alone, with 57% using Instagram, this market is comprised of 26.2 million people ([source](#)). Of Fantasy Sports leagues, 84% have a draft party where the median spend is \$653 – making a mobile app a prime candidate to enhance the experience ([source](#)).

Plan for Sale

The Sports Reporter App will be solicited direct to targeted companies in addition to listings on Flippa, Fliptopia, and App Business Brokers.

Financials

Month-Year	Total Revenue	Expense – Pay to App Stores	Expense - Facebook Ad Spend	Expense - App Logo Design	Total Net Profit
Dec-19	\$ 830.64	\$ 247.70	\$ 461.21	\$ -	\$ 121.73
Jan-20	\$ 1,354.79	\$ 395.01	\$ 1,128.28	\$ -	\$ (168.50)
Feb-20	\$ 657.99	\$ 196.61	\$ 1,088.98	\$ -	\$ (627.60)
Mar-20	\$ 268.41	\$ 80.19	\$ 444.68	\$ 430.25	\$ (686.71)
Apr-20	\$ 106.66	\$ 31.48	\$ 73.90	\$ -	\$ 1.28
May-20	\$ 382.20	\$ 114.35	\$ 275.33	\$ -	\$ (7.48)
Jun-20	\$ 49.85	\$ 14.85	\$ 31.91	\$ -	\$ 3.09
Jul-20	\$ 260.88	\$ 76.03	\$ 155.66	\$ -	\$ 29.19
Aug-20	\$ 148.98	\$ 43.96	\$ 105.04	\$ -	\$ (0.02)
Sep-20	\$ 618.37	\$ 183.84	\$ 395.26	\$ -	\$ 39.27
Oct-20	\$ 917.41	\$ 272.94	\$ 620.15	\$ -	\$ 24.32
Totals	\$ 5,596.18	\$ 1,656.96	\$ 4,780.40	\$ 430.25	\$ (1,271.43)

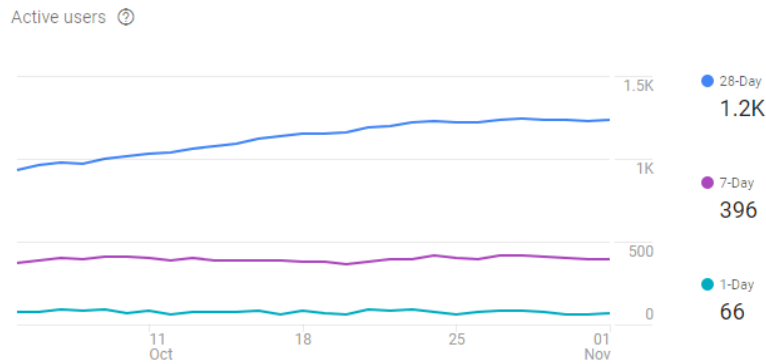


Assets

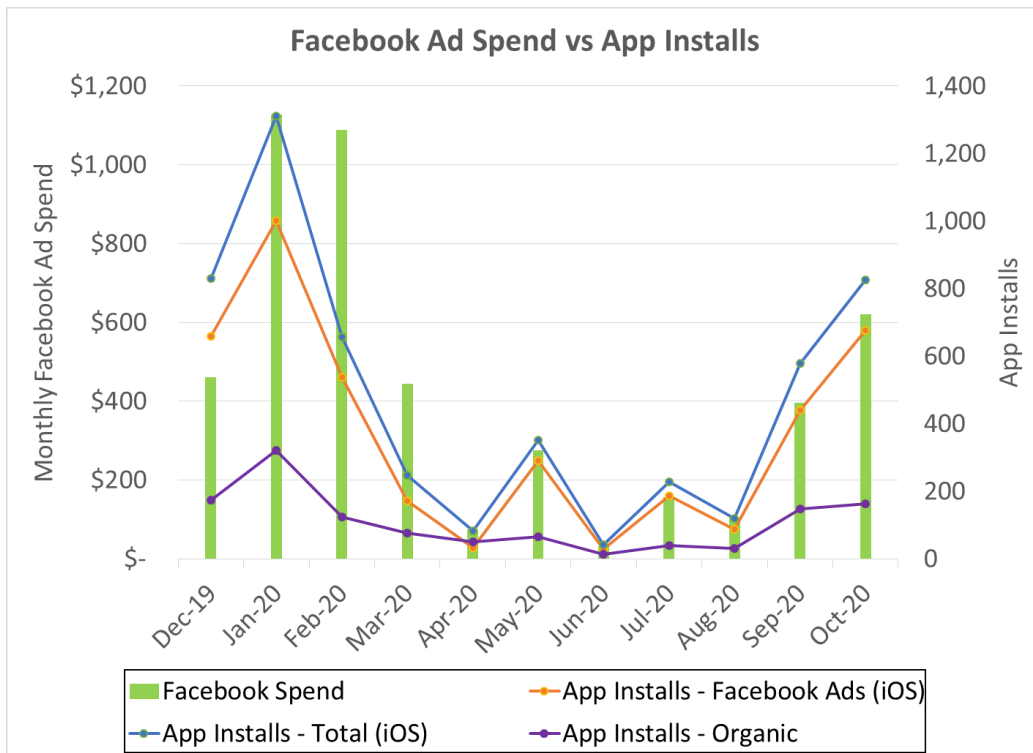
The sale includes the source code for both the iOS (Swift) and Android (Java) mobile apps, the API integrations (PHP), website and articles (HTML), and databases (MySQL). The Sports Reporter App Logo professionally designed through the 99designs platform.

Google Firebase

Google Firebase is integrated to both the iOS and Android apps for analytics, real-time crash reporting (past 90-days: 99.14% crash-free iOS, 100% crash-free Android), and other features.



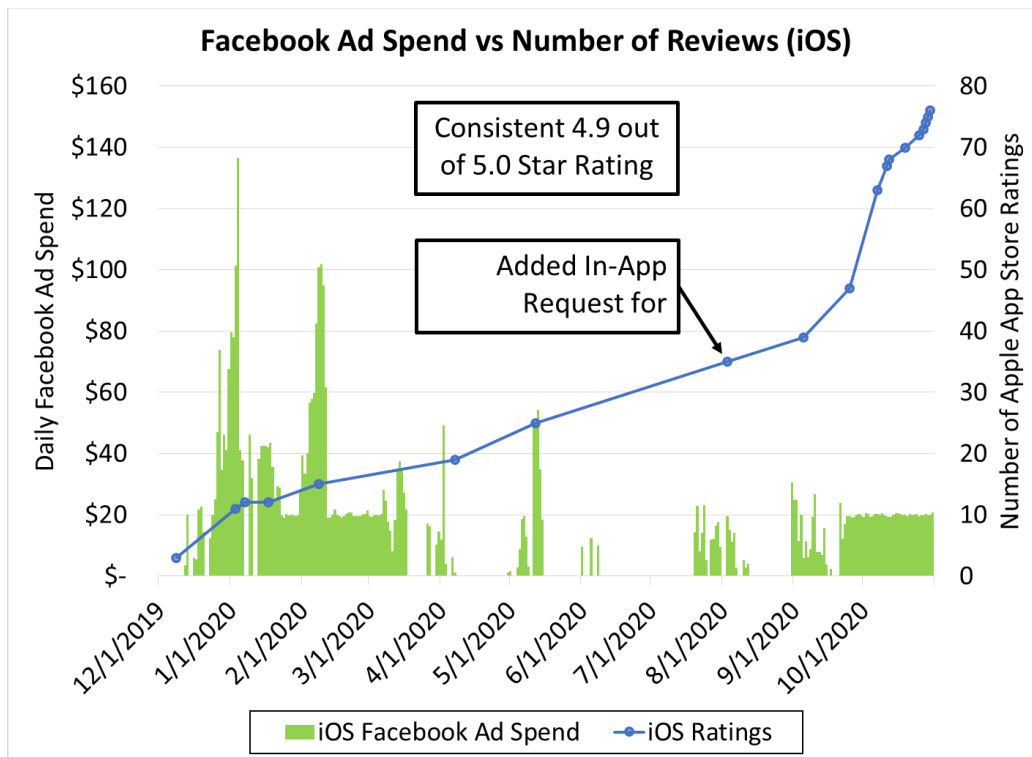
The primary focus of development and marketing are the iOS platform. There is opportunity monetize the 5,274 iOS app installs with the custom article in-app purchase (\$0.99). After introduction in March 2020, users have purchased 250 total custom article in-app purchases (4.5% of total iOS revenue).



Data

Over 44,000 articles have been generated by the Sports Reporter App in the first year. This data is used to calculate professional sports player popularity based on number of articles generated and number of article views. Player popularity determines the order for displaying players within the app for quick selection. This closed-loop approach continuously improves user experience. Player popularity also prioritizes necessary player photos. Headshots are available for nearly all active professional athletes. In addition, a database of over 1,000 action photos of professional athletes across 6 professional sports leagues were collected prioritized based on player popularity. With the photo database, there are opportunities for additional monetization. The photo database is systemized to scale including individual photo credit, identical file format (png), similar aspect ratio (rectangular), resolution (~150-200 KB file size), player centered to support Instagram style square cropping square, along with association with database by player ID.

These features are key to the high-quality user experience that results in a consistent 4.9 out of 5.0 star rating on the Apple App Store. A recent app update included an in-app request for ratings upon creating and sharing three articles. Following this feature rollout, ratings vs Facebook Ad Spend has significantly increased. New user acquisition conversion is significantly aided by increased number of ratings and credibility, leading to future compounding dividends.



Ratings and Reviews

4.9 out of 5

70 Ratings



BlankJungle, 02/06/2020

Necessary Changes

I've noticed 2 changes that need to be [more](#)

Developer Response,

Thanks for the feedback! We added a "n [more](#)



GFGary1, 02/08/2020

Easy to Use, Looks Legit

Love the different options to generate an article, but love even more that I can create a completely custom headline. The article looks legit when shared. Great app



taca26, 10/16/2020

Fix This Please!!!

So I was doing some lower player trades [more](#)

Developer Response,

Hi taca26, thanks for the feedback! We [more](#)



ZaFe_spider, 03/03/2020

Two changes

I love this, it's so much fun. But can you [more](#)

Developer Response,

Thanks for the feedback! Glad you're enj [more](#)



reviewsbyliz, 02/04/2020

Love this app

Love that you can pick any player and the article is populated with their picture. Articles look real, especially the preview in messenger.



Brice1338, 04/25/2020

Should add former players

I think to make this app even better is if you add former/retired players so I'd be like "Tony Romo comes out of retirement to play for the " and so on for other sports.



truby10, 06/23/2020

Fix this

If you go to make a report the second st [more](#)

Developer Response,

Changed to the requested format! Thank [more](#)



Kyletttt2121, 02/04/2020

So useful

My group of friends loves to joke about news in sports. With this app the joke is on them!



zacharys220722, 07/08/2020

Easy to use! Love the app!!!

This app is awesome, I love having laughs and fun with my friends with this app! Very simple and clean in design!



LM3333256, 12/26/2019

Isn't bad

Exactly what you can expect from this



Marshallg12, 12/15/2019

So good!

Phenomenal app. Love it.



Sb16272, 10/05/2020

Trade

Is there any way to make it trade a player for a player

Integrations

The Sports Reporter App is easy to maintain with API integrations for players, schedule, record, teams, and recent article updates automatically for continuously updating articles.

Marketing

Paid advertisement to date is limited to Facebook Ad Manager. However, organic shares of the Football Reporter App articles on Twitter resulted in the Barstool Sports podcast Pardon My Take featured a news article generated by the app on October 16, 2019 ([1:35:28](#)). Examples of other organic shares are shown below.

The image displays a collage of social media posts, primarily from Twitter and Facebook, showcasing organic shares of content from the Sports Reporter App. The posts are arranged in a grid-like fashion, overlapping slightly.

Twitter Posts:

- Aidan McDonough (@aidanmcdonoughh):** A tweet featuring a baseball player with the text "BREAKING NEWS: The Dodgers Have Just Signed 6'6" First Baseman To Step Up For C..." and a link to the app's article.
- Josh Bentley (#PhinsNation):** A tweet with a photo of a football player and the text "https://sportsreporterapp.com/article.php?1=ddbbaa WOAHH! THIS IS INSANE!!".
- Levi Moore (@Levi_MooreNFL):** A tweet stating "#Chiefs have traded Patrick Mahomes to the #Patriots. Read my article here:" with a photo of Patrick Mahomes.
- Gage (@gage_holland82):** A tweet with a photo of LeBron James and the text "Breaking News: LeBron James Announces Retirement".
- Levi Moore (@Levi_MooreNFL):** A tweet stating "#Chiefs have traded Patrick Mahomes to the #Patriots. Read my article here:" with a photo of Patrick Mahomes.
- StacheAaron (marcusmay...):** A tweet with a photo of a football player and the text "Breaking News: New York Jets Sign Jadeveon Clowney to \$80M, 4-Year...".
- gregory randal (@gregmanr...):** A tweet stating "BREAKING: Newly acquired #Seahawks SS Jamal Adams is out for the season with a torn ACL. Story developing." with a photo of Jamal Adams.
- 49ERS SIGNING DION JORDAN:** A tweet with a photo of Dion Jordan and the text "49ERS SIGNING DION JORDAN".
- RYAN FITZPATRICK:** A tweet with a photo of Ryan Fitzpatrick and the text "COWBOYS TRADING FOR RYAN FITZPATRICK".

Facebook Posts:

- Joshua Dunlap:** A post from a group called "Sports Addicts" with the text "Feb 27 · https://sportsreporterapp.com/article.php?1=ccgfb" and a link to the app's article.
- Andrew Katzfey:** A comment on a post stating "Scott Rosenbaum yeah me and Justin Bray use this to take advantage on trades".

App Advertisements:

- Sports Reporter:** A prominent advertisement for the app, featuring a man looking at his phone and the text "1. Choose Player 2. Create Story 3. Send to Friend".

Ideas for Future Improvements

Add the leaderboard and custom photo upload features to the Android app.

Create subscriptions and new in-app purchases. For example, give the user the ability to add themselves, a friend, or your entire fantasy football league as players within the database for future article creation.

Increase web server speeds to improve mobile app and article viewing experiences. A test run conducted on GoDaddy's shared economy server, which hosts sportsreporterapp.com, and a similar article from bleacherreport.com showed the bleacherreport.com load time was over 3x that of sportsreporterapp.com. Not only does speed and page load build credibility, but in today's day and age, user impatience for slow web pages is at an all-time high. Faster servers would improve user experience significantly, and subsequently usage, views, conversion, etc.

Strategic web advertising partners to leverage the 99,676 page views of articles to date.

Improve the remarketing served to the 2,750+ installations of the original Football Reporter App to improve conversion to Sports Reporter App downloads.

Build a marketing strategy. Update ad copy. Increase daily marketing spend optimizing on sport, region, age, audience interests, etc. Pursue different marketing options including podcasts, press releases, Cameo and other marketing channels.

Revamp social media. Create closed-loop social experience. Add integration with social media platforms to post all articles directly, tagging the Sports Reporter App profile every time. Post articles, screenshots of SMS conversations, reactions, and other content from users, which will drive viewership, increase reach, reinvigorate the Leaderboard, and ultimately incentivize users to promote their Sports Reporter App generated content.

Build a satirical brand, similar to [The Onion](#), [Inquisitor Nashville](#), etc. to inspire consistent use, retention beyond prank articles.

Build or partner with a fantasy football platform to integrate league, team name, matchup, trade, waiver, etc. specific suggested articles, enhancing the fantasy league experience.

Conclusion

Tech Efficient LLC is requesting offers for the purchase of the Sports Reporter App and ancillary systems. Please send offers to sales@techefficientllc.com.