

Find A Niche Market.

Like many of us with children, at some point in their lives they will be joining some sort of sports club, dance club or some other type of external activity. For the purposes of our case our little boy will be joining a little league baseball team.

Each year the little league team hires a photographer to take the team photos along with the individual player photos. The photographer will provide each family with either a CD of pictures or a website wherein the family can review and order additional pictures. Wouldn't it be fantastic that instead of a simple CD of pictures you were given a fully immersive and interactive CD that your child could play and share with the entire family?



List of Features

- Animated baseball card for each player on the team
- Letter of inspiration from the Coaches
- Baseball video game
- Animated slide show of the team's year in review
- Personalized videos for either the team or individual players
- A personalized animated slide show of your child with pictures from throughout the year.
- Animated team picture
 - Including a trophy and placing of the team for the year

- Coloring Book
 - Child can pick various colors and crayon sizes
 - Child can record the coloring for a time lapse video
 - Child can print the coloring book
 - Custom pages in the coloring book with the team's logo.
- Picture Gallery
 - View pictures and various picture packages which you can order directly from the CD.

What do you think parents would be willing to pay for such a CD? And so, CD Animator was born

CD Animator Application

Now that I had a fantastic product I needed the ability to quickly create the data for the interactive CDs and be able to produce them in small to medium quantities, so I decided to create CD Animator.



Animator.

CD Animator is a desktop application that allows a user to upload pictures and videos to fully personalize all key information on the interactive CD for the team and/or the individual players. There are various templates available for download, at an additional cost, which allows me to incorporate a large variety of sports and activities thereby

increasing my customer base. If there is a new activity I simply create a new template and have it available for download.

Possible Templates

- Little League
- Soccer
- Football
- Karate
- Dance

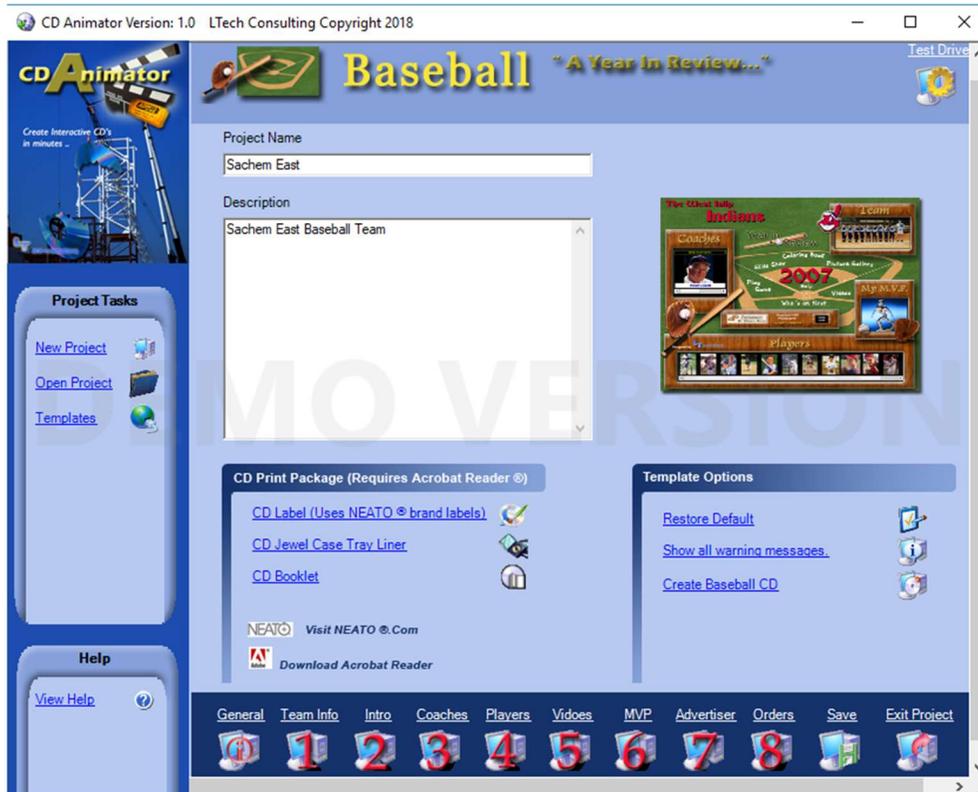
The application stores all the data for the CD in a single local file or "Project" allowing for the user to create multiple CD's for multiple teams or organizations. Once the project file is created it contains all the images and relevant data used for the creation of the CD thereby making the projects very portable and manageable. A client could easily setup a folder structure with hundreds of single project files for each team and/or club.

Once the user loads the template they then proceed to update the various components such as the team name, player images with biographies and stats and other key information that will eventually create the fully interactive and animated CD. Fig 1 and Fig 2 give an example of what the user experience will look like. Each CD template will have a different set of components which is dependent on the layout and structure of the interactive CD.

Fig1.



Fig2



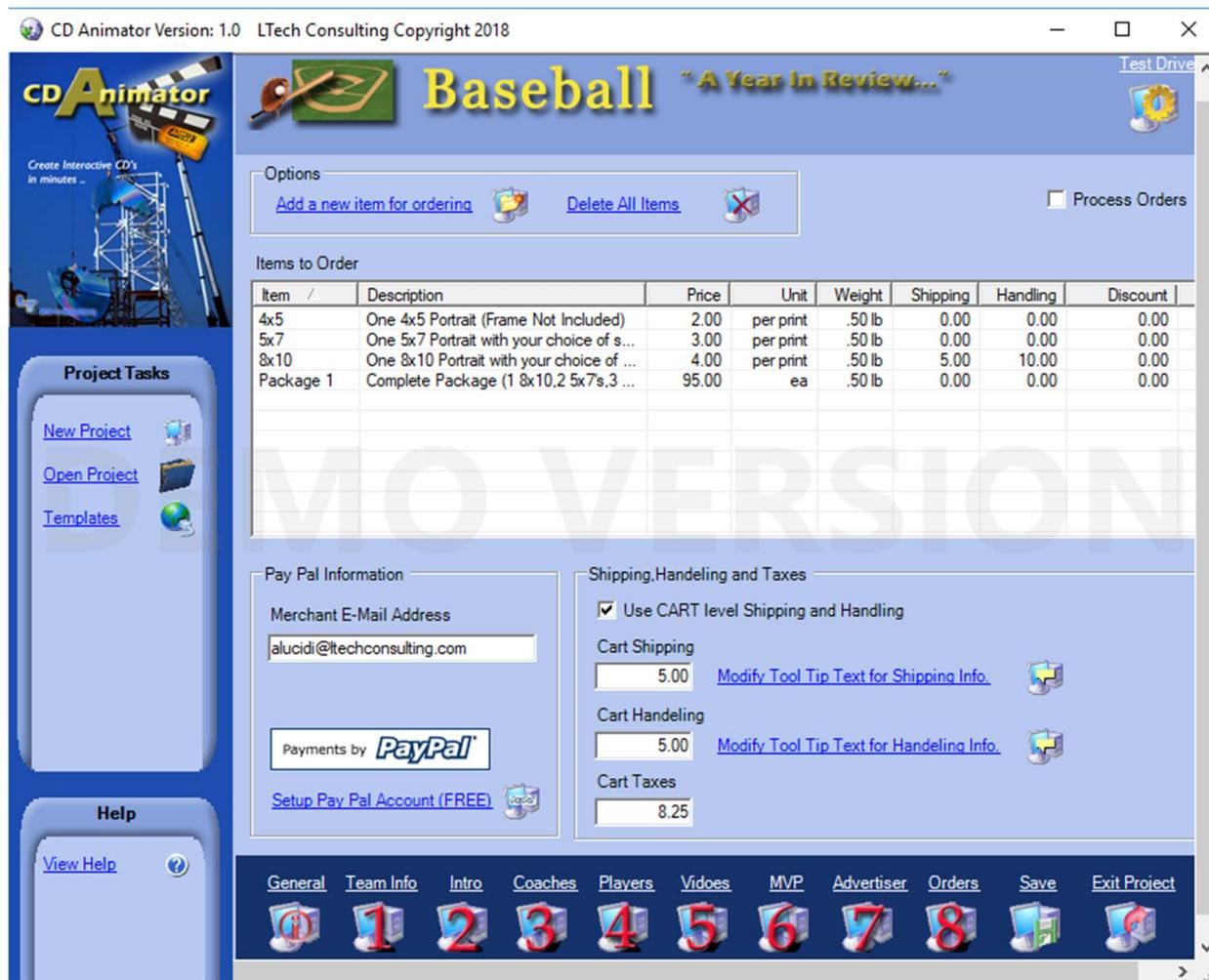
Business Model

My original business plan was that my company would manually create the CDs for various sports organizations. I had various Adobe PhotoShop templates that I was going to use to crop and modify the images, but I realized very early that using PhotoShop templates would simply take too much time, so this is where the idea of the CD Animator application came from. Once I started to develop the application it became apparent to me that I could easily sell the CD Animator product to a much broader business audience. For example.

- **Photographers**
 - I could sell this product to a photographer and he could use the interactive CD as an additional revenue stream
 - The photographer could also hire me to create the projects and CDs allowing me to have an additional revenue stream
 - As an additional sales gimmick I included the ability for the customer to purchase extra prints and packages from the photographer
 - Each project could have different package combinations giving the photographer full flexibility on any combinations of packages for any client (See Fig 3.)
 - The packages could be easily paid via PayPal directly through the CD bypassing any payment issues.
- **Sports Clubs/Activity Clubs**
 - A sports club could decide to cut out the middle man and purchase CD Animator for themselves and create their own team's CDs
 - This would allow them to sell the CDs for an additional revenue stream.
- **Independent Third-Party Vendor**
 - A third party could easily purchase CD Animator and start their own revenue stream by reaching out to photographers as partners or reach out to sports clubs and by pass a photographer.

I also added the ability for the CD Animator client to add yet another revenue stream from the CD through advertising. The client could add a company logo and link to their website on the front screen of the interactive CD so that every person who viewed the CD would see the advertisement. This would allow for say a local sports store to advertise on the interactive CD with a link to their site, and each project could have its own advertiser, so the client can have focused advertisement revenue like what you see on Goggle or Facebook.

Fig 3.



Conclusion

Thank you for taking the time to read this article. My intent was to showcase the full range of business and technical skillsets that I have accumulated over the past twenty-five years of my business career and I hope that you feel that I have accomplished it. I am confident that my passion and love for technologies along with my innovative mindset and technical skills can make me an excellent partner to walk with you on your next project. Please reach out to me if you have any questions on this article or would like to speak about an engagement.