



Game Changer: A Strategic Playbook for the Future of the NWSL



NATIONAL WOMEN'S SOCCER LEAGUE

Executive Summary

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Market Analysis

Kotter's Report

**Potential Risk and Mitigation
Strategies**

**User Journey Map and Value Stream
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Projected Expenses

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Executive Summary

Objective

Create a strategic playbook to enhance Deloitte's NWSL partnership, driving fan engagement, growth, and lasting impact

Background

2024 was a record-breaking year for women's sports, with historic achievements in the WNBA, NCAA basketball, and the Olympics

Complication

Maintaining long-term interest remains a challenge despite growing momentum.

- The NWSL lacks a high-performing digital tool to connect fans and players
- Limited women's sports gaming options create a prime opportunity for innovation

Resolution

Develop an innovative mobile gaming app to enhance fan engagement and player connections.

- Features: personalized avatars, interactive storytelling, exclusive player content, social sharing, leaderboards, and rewards
- Uses Porter's Five Forces to position as the top digital engagement platform for women's soccer

Call to action

Gain leadership support and drive engagement through strategic partnerships and marketing.

- Secure buy-in from Deloitte and NWSL leadership for app investment
- Partner with three marquee NWSL players as app ambassadors
- Launch a targeted marketing campaign via social media, influencers, and in-game promotions

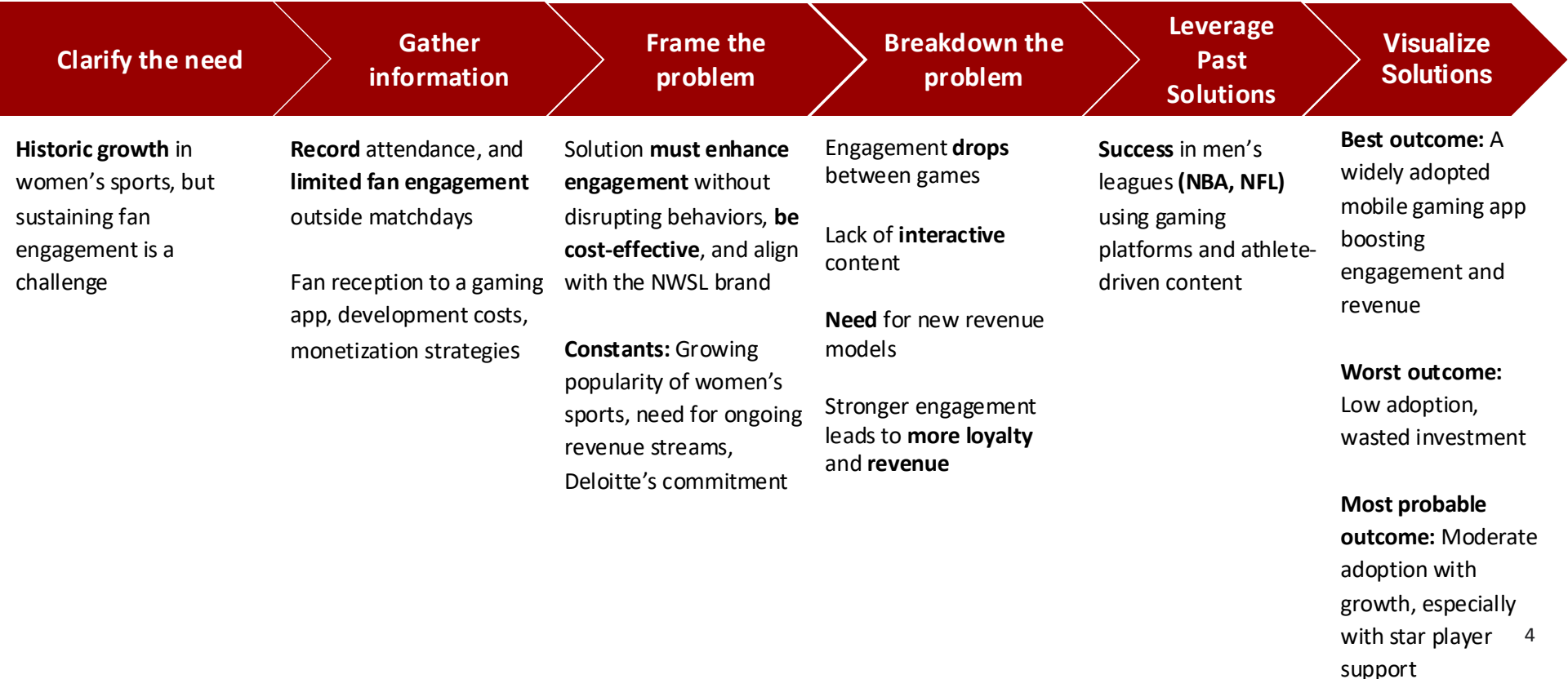


GAMES



Current Market

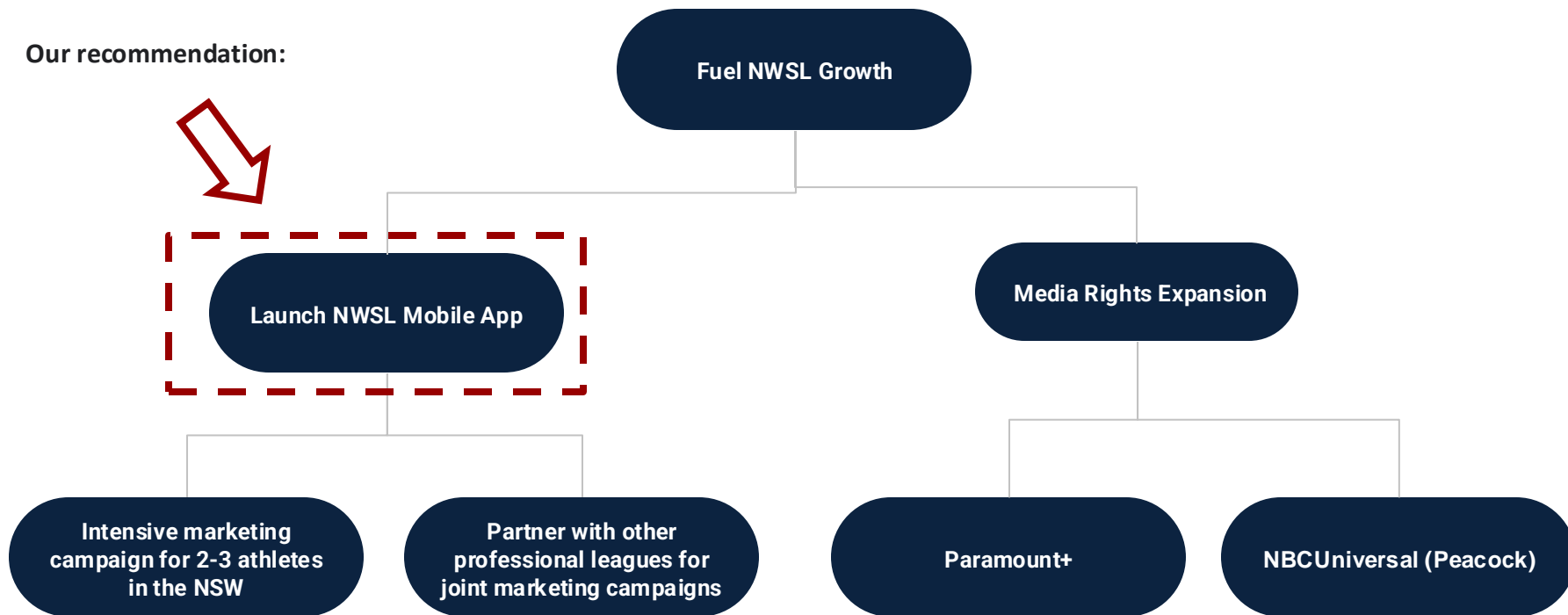
A Framework For Addressing Complex Challenges



Recommendation Report

We recommend launching an accessible mobile app to promote women's soccer, driving broader visibility, engagement, and long-term growth

Our recommendation:



Strategic Opportunity in Women's Soccer Gaming Market

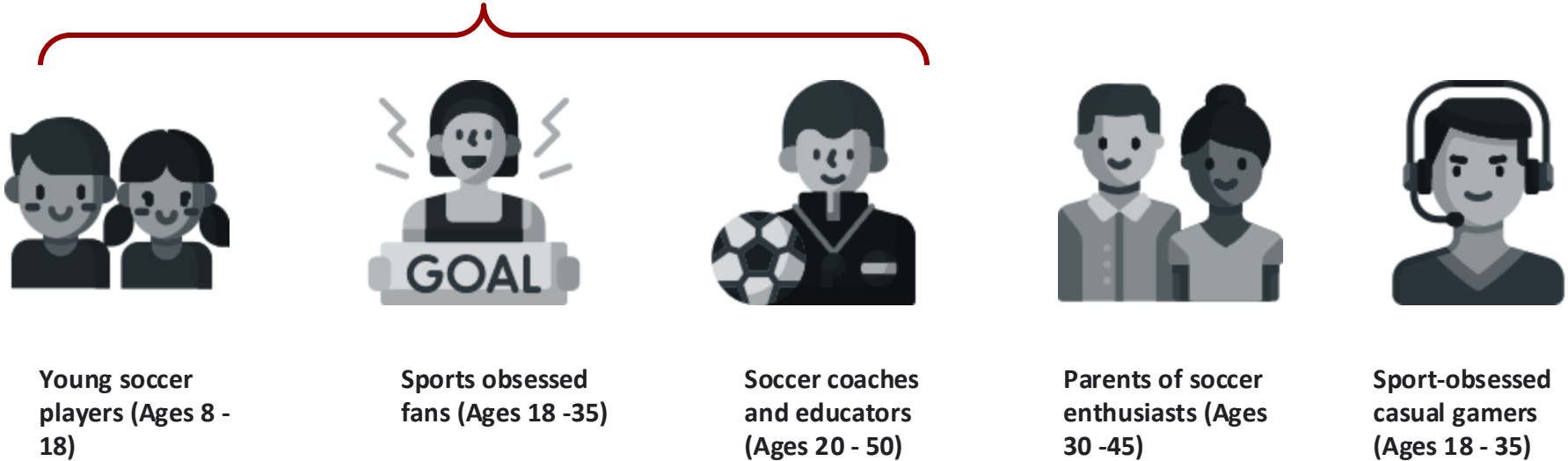
By diversifying partnerships and offering exclusive content, we can reduce reliance on any single supplier, ensuring flexibility in app development



Target Audience and Marketing Strategy

Our target audience—young soccer players, soccer fans, coaches, parents, and casual sports-obsessed gamers—are the key drivers of growth, fueling engagement and expanding the app's reach

Primary Target Audience



Kotter's 8-Step Framework

1

Establish a Sense of Urgency

Market research,
stakeholder
engagement.

2

Build a Guiding Coalition

NWSL executives,
developers, influencers.

3

Develop a Strategic Vision

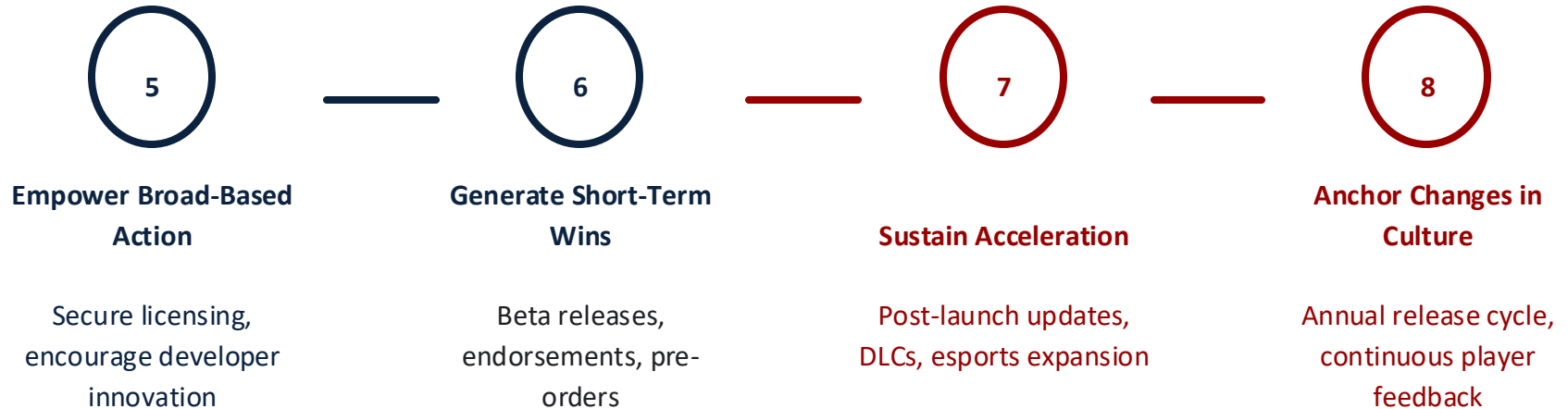
Define goals, realistic
gameplay, "Road to
Glory" mode

4

Communicate the Vision

Multi-channel
marketing, showcase
beta versions

Kotter's 8-Step Framework (cont)



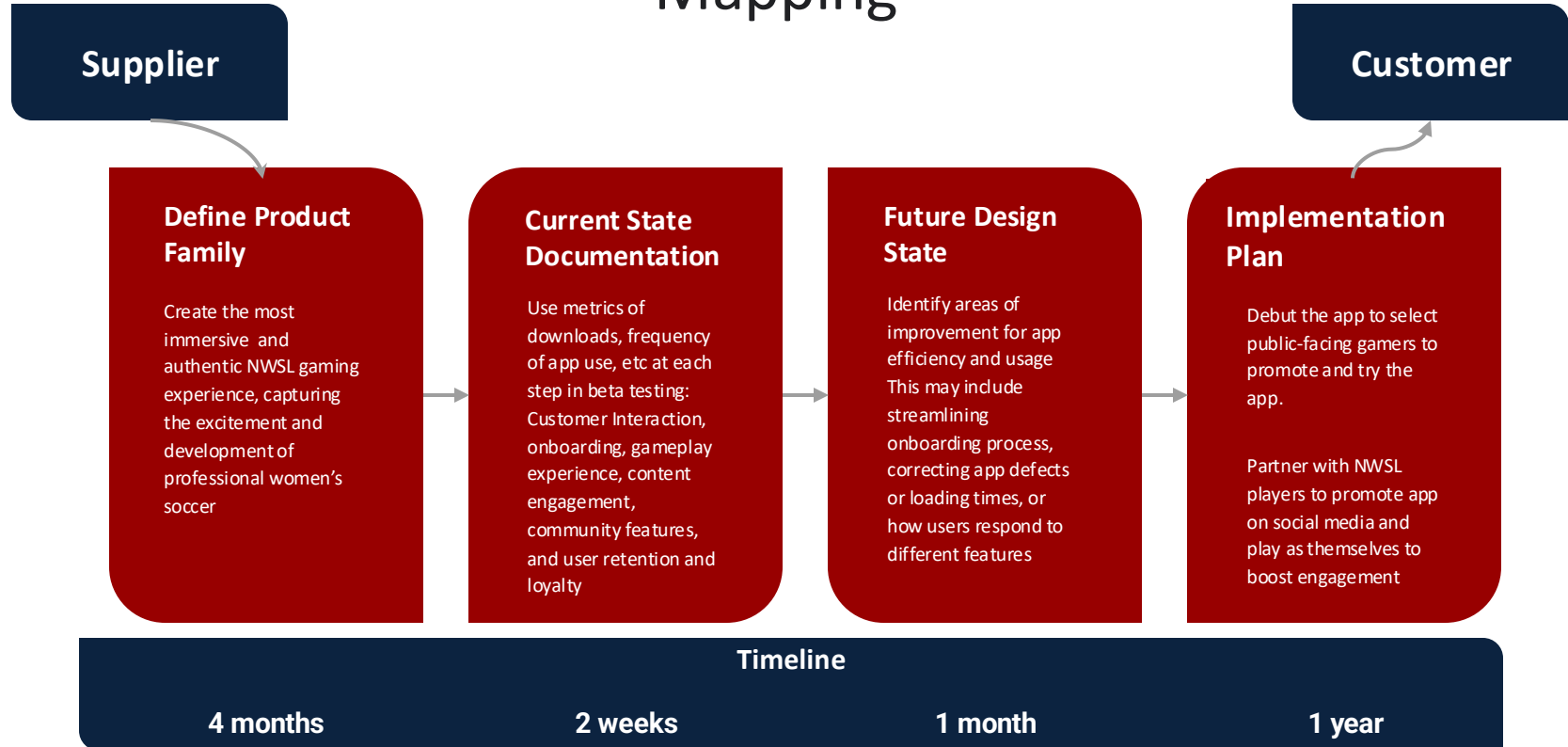
Potential Risks and Mitigation Strategies

Risks		Mitigation
01	Lack of Market Adoption	<ul style="list-style-type: none">• Strong marketing• Cross-promotions• Free trials
02	Licensing and Legal Challenges	<ul style="list-style-type: none">• Early discussions• Alternative licensing• Strong legal partnerships
03	Technical Issues and Poor Gameplay	<ul style="list-style-type: none">• Beta testing• Pre-launch patches• Continuous updates

User Journey Map

Awareness	Consideration	Conversion	Loyalty	Advocacy
<p>Paid promotional social media posts with NWSL players sponsorships</p> <p>Press releases of game updates</p> <p>Word-of-mouth through the gaming community</p> <p>Online advertisements on the NWSL website</p>	<p>Gives an unseen first-hand experience into the NWSL curated for women</p> <p>Engage with community of fellow soccer fans</p> <p>Easily accessible with exclusive opportunities within the NWSL</p>	<p>Interactive gameplay to build a customizable experience</p> <p>Exclusive access to NWSL tickets, apparel, and team meet-and-greets</p> <p>Constant touch points on social media for local NWSL events and game updates</p>	<p>Push notifications for the game</p> <p>Community building within the game with leaderboard</p> <p>Personalized progress tracked with goal of earning rewards with NWSL</p>	<p>Social sharing through the app to engage friends including referral rewards</p> <p>Special event access for active game players</p>

Value Stream Mapping



Projected Expenses

Projected Expenses for Y1-Y10 (NWSL Sports App)

Year 1-3: Development & Initial Growth

Direct Costs:

- App Development: UI/UX design, front-end & back-end engineering, API integrations
- Data Licensing: Player stats, match data, NWSL licensing fees
- Cloud & Hosting Services: Servers, databases, content delivery network (CDN)
- Marketing & User Acquisition: Social media ads, influencer partnerships, SEO
- Customer Support: Chatbots, helpdesk software, initial support staff

Indirect Costs:

- Legal & Compliance: Contracts, trademarks, privacy policies, data security compliance
- Operations & Management: Project management tools, office space (if applicable)
- Employee Benefits & Training: HR, onboarding, skill development

Projected Expenses



GAMES



Year 4-7: Expansion & Scaling

Direct Costs:

- **Feature Expansion:** Live match tracking, fantasy sports, premium content
- **AI & Data Analytics:** User personalization, predictive analytics for engagement
- **Partnerships & Sponsorships:** Collaborations with brands, exclusive team deals
- **Increased Cloud & Server Costs:** Handling more users, reducing latency

Indirect Costs:

- **Brand & Community Building:** Events, merchandise collaborations
- **Regulatory Compliance Upgrades:** New data laws, accessibility improvements
- **Employee Growth:** More developers, data analysts, customer support staff

Year 8-10: Maturity & Monetization Optimization

Direct Costs:

- **Advanced AI & Personalization:** Machine learning for recommendations
- **Live Streaming & Interactive Features:** Enhanced real-time engagement tools
- **Monetization Strategies:** Subscription models, in-app purchases, ad partnerships

Indirect Costs:

- **Long-term Partnerships & Licensing Negotiations**
- **Security & Infrastructure Maintenance:** Cybersecurity updates, server redundancy
- **Corporate Strategy & Expansion:** Potential international growth, new league integrations

Q&A Session

Opening the floor for questions and discussions.

Encouraging feedback and insights from the audience.



**Thank you for your time
and attention**