## Deloitte.



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





## **Recommendation Report**

**Market Analysis** 

**Kotter's Report** 

Potential Risk and Mitigation Strategies

User Journey Map and Value Stream Mapping

**Projected Expenses** 

Q&A

## Agenda Items





## **Executive Summary**

## **Objective**

## **Background**

## Complication

#### Resolution

#### Call to action

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

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

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

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

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





## **Current Market**

A Framework For Addressing Complex Challenges

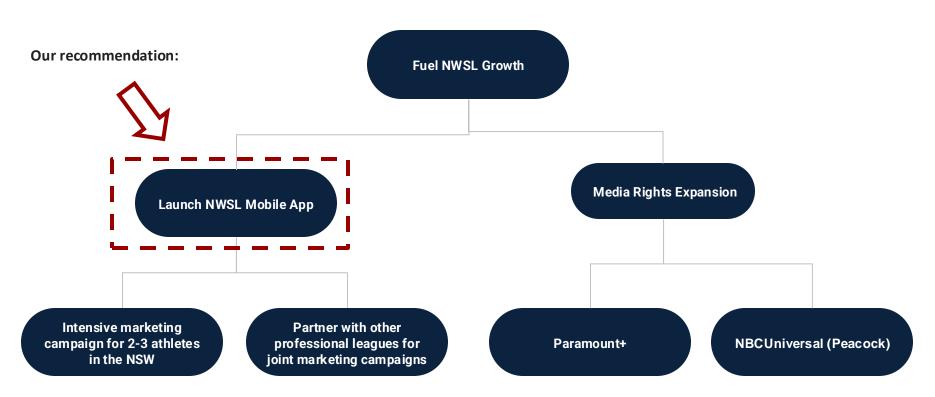
Clarify the need	Gather information	Frame the problem	Breakdown the problem	Leverage Past Solutions	Visualize Solutions
Historic growth in women's sports, but sustaining fan engagement is a challenge	Record attendance, and limited fan engagement outside matchdays  Fan reception to a gaming app, development costs, monetization strategies	Solution must enhance engagement without disrupting behaviors, be cost-effective, and align with the NWSL brand  Constants: Growing popularity of women's sports, need for ongoing revenue streams, Deloitte's commitment	Engagement drops between games  Lack of interactive content  Need for new revenue models  Stronger engagement leads to more loyalty and revenue	Success in men's leagues (NBA, NFL) using gaming platforms and athletedriven content	Best outcome: A widely adopted mobile gaming app boosting engagement and revenue  Worst outcome: Low adoption, wasted investment
					Most probable outcome: Moderate adoption with growth, especially with star player 4 support





## **Recommendation Report**

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



## 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

#### **Supplier Power**

Moderate Power: Suppliers like app developers and NWSL players are key, but diversifying partnerships and offering unique content reduces reliance on any single source

#### Threat of Substitution

Moderate Threat: Fans can engage with women's soccer through various means, like watching games or social media, but the app's gamified features and connection to real-life players offer a unique experience not found elsewhere



#### **Threat of New Entry**

Low Threat: The mobile gaming market is expected to generate \$106.4 billion in 2025, growing at a compound annual growth rate (CAGR) of 7.4% from 2020

#### **Buyer Power**

Moderate Power: Though players could switch to other games, the absence of a dominant women's soccer app creates an opportunity to build a loyal user base with unique features like personalized avatars, exclusive content, and interactive experiences will help retain users





## 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**



Young soccer players (Ages 8 - 18)



Sports obsessed fans (Ages 18 -35)



Soccer coaches and educators (Ages 20 - 50)



Parents of soccer enthusiasts (Ages 30 -45)



Sport-obsessed casual gamers (Ages 18 - 35)





## Kotter's 8-Step Framework



Establish a Sense of Urgency

Market research, stakeholder engagement.



Build a Guiding Coalition

NWSL executives, developers, influencers.



Develop a Strategic Vision

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



Communicate the Vision

Multi-channel marketing, showcase beta versions





## Kotter's 8-Step Framework (cont)



Empower Broad-Based Action

Secure licensing, encourage developer innovation



Generate Short-Term Wins

Beta releases, endorsements, preorders



**Sustain Acceleration** 

Post-launch updates, DLCs, esports expansion



Anchor Changes in Culture

Annual release cycle, continuous player feedback





## Potential Risks and Mitigation Strategies

#### **Risks** Mitigation Strong marketing Lack of Market Adoption 01 **Cross-promotions** Free trials Early discussions Licensing and Legal 02 Alternative licensing Challenges Strong legal partnerships Beta testing Technical Issues and Poor 03 Pre-launch patches Gameplay Continuous updates





## User Journey Map

#### **Awareness**

Paid promotional **social media posts** with NWSL players sponsorships

**Press releases** of game updates

Word-of-mouth through the gaming community

Online advertisements on the NWSL website

#### Consideration

Gives an unseen firsthand experience into the NWSL curated for women

Engage with community of fellow soccer fans

Easily accessible with exclusive opportunities within the NWSL

#### Conversion

**Interactive gameplay** to build a customizable experience

**Exclusive access** to NWSL tickets, apparel, and team meet-andgreets

Constant touch points on social media for local NWSL events and game updates

#### Loyalty

Push notifications for the game

Community building within the game with leaderboard

Personalized progress tracked with goal of earning rewards with NWSL

#### Advocacy

Social sharing through the app to engage friends including referral rewards

**Special event** access for active game players



## Value Stream Mapping



## **Supplier**

#### Customer

#### **Define Product Family**

Create the most immersive and authentic NWSL gaming experience, capturing the excitement and development of professional women's soccer

#### **Current State Documentation**

Use metrics of downloads, frequency of app use, etc at each step in beta testing: Customer Interaction, onboarding, gameplay experience, content engagement, community features, and user retention and loyalty

#### **Future Design** State

Identify areas of improvement for app efficiency and usage This may include streamlining onboarding process, correcting app defects or loading times, or how users respond to different features

#### **Implementation** Plan

Debut the app to select public-facing gamers to promote and try the app.

Partner with NWSL players to promote app on social media and play as themselves to boost engagement

#### Timeline

4 months 2 weeks 1 month 1 year





## **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**





#### Year 4-7: Expansion & Scaling

#### Direct Costs:

- Feature Expansion: Live match tracking, fantasy sports, premium content
- Al & 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