

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

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## Overview

The NWSL is experiencing historic growth, but sustaining fan engagement remains a challenge. Our strategy leverages Deloitte's partnership with the NWSL to develop an innovative mobile gaming app that enhances fan interaction, increases revenue, and expands the league's reach.

## Key Recommendations

- Launch a mobile gaming app with features like personalized avatars, interactive storytelling, leaderboards, and exclusive player content.
- Secure support from Deloitte and NWSL leadership.
- Partner with marquee NWSL players to promote the app.
- Implement a targeted marketing campaign across social media, influencers, and in-game promotions.

## Market Analysis & Strategic Opportunity

- The women's sports industry is growing but lacks a high-performing digital engagement tool.
- Inspired by successful engagement models from the NBA and NFL, the app will bridge the gap between games.
- Competitive advantage: Few direct competitors in the women's soccer gaming market.

## Target Audience

- Young soccer players (Ages 8-18)
- Sports-obsessed fans & casual gamers (Ages 18-35)
- Parents & soccer coaches (Ages 30-50)

## Implementation Framework (Kotter's 8 Steps)

1. Establish Urgency - Market research, stakeholder engagement
2. Build a Coalition - NWSL execs, developers, influencers
3. Develop a Vision - Realistic gameplay, 'Road to Glory' mode
4. Communicate the Vision - Multi-channel marketing
5. Empower Action - Secure licensing, encourage innovation
6. Generate Short-Term Wins - Beta release, endorsements
7. Sustain Acceleration - Post-launch updates, esports expansion
8. Anchor Change in Culture - Annual releases, continuous feedback

## **Projected Expenses (Years 1-10)**

Years 1-3: Development & Growth

- App development, data licensing, cloud hosting, marketing

Years 4-7: Expansion & Scaling

- Feature expansion (live match tracking, fantasy sports), AI personalization

Years 8-10: Monetization & Optimization

- Advanced AI, in-app purchases, potential global expansion

## **Conclusion**

This strategic plan positions the NWSL for long-term success by leveraging digital innovation to enhance fan engagement and revenue.

For more information or questions, feel free to reach out!