

## Kidlete.com

**We have a cool idea to help kids, and we'd love your help to make it come to life**



Did you ever play sports when you were a kid? You might not have realized it, but it probably helped you get into the **School of Mines.**



*A just-published study from Michigan State University found that among middle-schoolers, the fittest group of students scored almost 30 percent higher on standardized tests than the least fit group. And the least fit students had grades in four core classes that were 13 percent to 20 percent lower than all other kids.<sup>1</sup>*

But due to declining budgets, not every kid gets that chance. Volunteer leagues can fill some of that void, there is significant shortage of qualified volunteer coaches. That's what we're up to changing.

### **Kid + Athlete = Kidlete: About Us**

Kidlete is a new startup company focused on creating an online community designed to be a kids' sport network. Our first step is to support volunteers and parents who want to coach a team but don't know how. Kidlete would offer an online forum for experienced coaches to sell their practice routines and game plans to new volunteers.



### **What makes Kidlete Unique**

Today, there is no online marketplace singularly dedicated to serving the needs of young athletes and their parents. Yet the potential demand is huge. At this point, no organization offers the combination of coach-focused training plans and age-appropriate, reasonably priced gear, *combined with a dedication to give back to the community.* This project would be the first step toward achieving that goal.

### **Let's Talk Shop**

The key to any successful online community is good content. So our first priority is to develop a content delivery system that makes sense to both content providers (experienced coaches) and content consumers (people who want to coach). The user interface is priority number one.

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During this project the team will:

- Engage both content providers and consumers in participatory design sessions
- Use the RITE method of interface design to test various paper-and-pencil or wireframe versions of the product
- Implement and field test the selected design

Once built, this element of the platform will provide for the following:

1. As a coach, you will be able to upload video and written content that can be sold to users of the marketplace
2. As a coach, you will be able to load information about your experience and background that can be viewed by potential buyers
3. As a buyer of the content, you will be able to preview the training content before you buy it
4. As a buyer of content, you will be able to search for training materials by sport, age group, experience level, location, etc...
5. As a buyer of content, you will be able to rate the coach and his/her specific training materials, which rating can be seen by the community.
6. As a buyer, you can create an account and then consume the training in a hosted environment and/or download/print the materials for use/consumption.

The overall platform once built will be a purpose built marketplace that will allow users to develop and sell content or gear related to youth athletics and will include the following high level functionality:

1. Registration of buyers and sellers
2. Rating of sellers by the community
3. Product/training search
4. Incorporation of product photos and descriptions
5. Tracking purchases/sales Identification of sponsoring league or organization (for donation)
6. Searching league/races/tournament searches, etc...

### **Who should choose this project?**

Students who are interested in user interface design, web programming, and (maybe) sports!

### **Location**

Location is flexible.

## **Required Skills**

***Basic programming skills, Web Development, SQL, eCommerce***

## **About You**

- (1) You enjoy creating technology to solve real-world problems
- (2) You are interested and/or have experience in building e-commerce platform that can scale thousands of daily transactions
- (3) You aren't afraid to express both your technical and business ideas
- (4) You like feedback and aren't afraid to give it
- (5) You want to build the best, easy to use platform
- (6) You like finding simple, elegant solutions to complex problems

## **You should choose this project because...**

- (1) You'll get to experience life at a lean startup.
- (2) You'll get to work with proven entrepreneurs.
- (3) You'll end up with a great e-commerce development experience put on your resume.
- (4) You'll learn valuable user experience and user interface design skills.
- (5) If all goes well, there will be opportunities to join the team!

## **Questions?**

Email me at [todd@kidlete.com](mailto:todd@kidlete.com).