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SIMUSOCCER APP:  
BUSINESS PLAN

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## Table of Contents

Abstract .....	3
1. Scope, Objectives and Methodology .....	3
2. Literature Review .....	5
3. The SimuSoccer idea .....	7
4. Which groups of consumers should SimuSoccer address to? .....	8
5. How to structure an app that addresses to the chosen group of consumers? .....	10
5.1. Analysis of the market and industry trends .....	10
5.2. Freemium Model .....	12
5.3. The socialization of SimuSoccer .....	13
5.4. The Spoin - the currency of SimuSoccer .....	14
6. Contribution to the body of knowledge and the business word .....	16
7. Conclusion .....	18
8. Limitations of the research .....	19
9. References .....	19
10. Appendix 1 – Figures .....	23
11. Appendix 2 – Structured Questionnaire .....	25

## **Abstract**

National regulations introduced in Portugal in 2015 impacted the online gambling market (betting real money), closing sports betting websites and, consequently blocking players from online betting. The research aims to investigate the potential of the launch of a mobile app (SimuSoccer) fully dedicated to recreational gambling (not betting real money) on football results, not violating 2015's law. The methodology adopted qualitative and quantitative measures, through structured questionnaires, based on 151 respondents.

The research explores if there is a market of consumers driven solely by the pleasure of playing in a fan-loyalty relation with player's favorite leagues and clubs, instead of betting real money. The key conclusions suggest a window of opportunity to launch SimuSoccer as a viable risk-free game app - following the freemium business model - while taking advantage of users' [apparent] preference for interface's intuitiveness, football exclusivity, and fan-loyalty-gaming approach.

### **Key words:**

App, sports betting, fan-loyalty game, football

## **1. Scope, Objectives and Methodology**

In July 2014, the National Association of Online Gamblers (ANAO) presented to the Portuguese Parliament an analysis of the Draft-Law 238/XII/3<sup>rd</sup>, being their main concerns and conclusions that the proposed draft of the online gambling and betting law was complex, would be difficult to apply, and would restrict access by gamblers and operators (ANAO, 2012). However, in spite of the concerns expressed by ANAO, the Online Game Regulations was approved in April 2015, entering into force 60 days later - Law 66/2015, 29<sup>th</sup> April (ANAO, 2015). Since then, the market for online sports betting suffered a setback. The rules of this new legislation imposed barriers to the players who played anonymously and for recreational purposes; currently, it is mandatory to perform several ID checks to play legally in any national gambling platform (Jornal de Negócios, 2014). Since June 2015 more than 80 online bookmakers were closed after the intervention of the regulatory and inspection service games, thus preventing the practice of the game (Diário de Notícias, 2016). Parallel to the new national regulations, the world of technology continued to evolve: over the past few years, mobile applications have become an integral part of people's daily lives around the world (Manpower Group, 2015). At the beginning of November 2016, the Managing Director of the Mobile Marketing Association (MMA), in the course of the nineteenth edition of the Conference "El Ojo de Iberoamerica 2016", affirmed: *we are living in the Era of the Mobile!* (Latinspots, 2016).

Framed in the context of evolution of the market for mobile applications, as well as in the need for building applications for football betting to players, who saw their enjoyment interrupted and blocked by new national legislation, this project aims to research the applicability, importance and usability of the hypothetical mobile application (app) called SimuSoccer. SimuSoccer will translate into a game of online football betting app format, which doesn't use real money and can be played by all ages. So, this game does not require capital commitment from the players, therefore doesn't provide winning players with real financial return. The playing is for pleasure, earning awards and symbolic rewards related to their favorite beloved football leagues and clubs, allowing players to have access to other levels of the game, such as gaming leagues, symbolic coins, among others to be defined later.

The methodology used for research and analysis of the applicability and acceptability of SimuSoccer in the market will be:

1) Research on the preferred market for users of mobile devices through structured questionnaires. Thus one should be able to identify the needs and preferences of potential SimuSoccer users. Starting from the problem and the idea that was based on the creation of SimuSoccer, there is the goal to listen to a sample of 151 people thus understanding what the needs and tastes of the consumers are;

2) Design analysis: what is the best design for mobile application SimuSoccer so that it can create value and be desired by the market? This analysis will be carried out mainly through the study of literature on the topic (design) and development of mobile applications, crossed with the responses to the survey on the subject.

3) Business market valuation of mobile applications for its creation is translated into economic value. Analysis of the literature on the most appropriated business model for SimuSoccer application. Calculation of some financial projections for risk assessment. The methodology will employ qualitative and quantitative research, as well as exploration of the best internet technologies, internet platforms and design of the appropriated business model.

## **2. Literature Review**

Technology is changing the nature of services and the ways in which business interacts with its customers. The result, although positive, has its downsides. The technology includes a world of opportunities for companies with regard to the development of services, but continues to give consumers a level of quality which carries a side more difficult for companies. Because of these, it is up to companies to develop technology-based services that can provide the same level of services that customers expect from correspondent service providers (Bitner, 2001). The current mobile technology enabled constant connectivity, giving customers 24 hours per day, 7 days' week access to public forums in which they can talk, change information, or complain, about all companies and products. Only organizations that are willing to adapt and respond to this shift in business-consumer dynamics will survive (Institute for faith, work and economic, 2016). Thus, it is easy to understand that this new technological reality has brought to all companies the fear of being known for the worst reasons, but also brought better means to be able to divulge and be known for the

satisfaction of its customers. When you have satisfied customers, they get the product or service delivered more easily and more quickly by friends and new customers (Harman, 2015).

Linked to the topic of technology comes the word *innovation*, which nowadays has become an almost daily requirement, despite being studied for many years by various experts. The concept of innovation has suffered several definitions, acceptances and descriptions throughout the ages. Abernathy and Utterback (1978) considered that innovation is everything that's new, but Henry and Walker (1991) already added to this previous definition the concept of development of the product for which it is considered. Years earlier, in 1969, Myers and Marquis defined the term innovation more fully and in accordance to the current definition, including the conception of the idea, the invention of the device and the integration in the new market. For these experts, only the process, from all these factors, can be called innovation. The evolution of technology has brought us the mobile devices that revolutionized our everyday life. Matt Gilligan, co-founder of SimpleGeo, said that *"The Future Of Mobile Is The Future Of Everything"* (Fommer, 2011). Prensky (2004), for over 10 years, has stated that: *"people, all over the world, are walking around with powerful computers in their pockets and purses. The fact is they often do not do it, because they call it something else, but today's high-end cell phones have the computing power of mid-1990s PC's."*

Today, having a smartphone means having immediate access to necessary tasks, and is one of the best developments of technology, which in Portugal continues to increase more and more - this is the result of a study by the Marktest March 2016 Group (Grupo Marktest, 2016), which confirmed that the Portuguese people is increasingly using smartphones to the detriment of other communication equipment (Appendix - Figure 1).

Coupled with the increasing use of smartphones is the steady growth of mobile applications (Smartinsights, 2016). Due to the ease and factor mobility, the use of a mobile application fits into our daily life (efficiently and economically). There are currently about 1,5 millions of mobile applications in the Google Play (Dogtiev, 2016). Our daily lives are increasingly invaded by mobile applications for all purposes (Bresciani, 2016). But the market for mobile applications is not easy, as "this is a highly competitive market, with millions of mobile application in various *marketplaces* and some of them can spend millions of euros every day to promote themselves with potential users. Stressing that "what

makes the difference is to have a mobile application that users want to use. Everything else becomes easier" (OBS Lab, 2016). Actually, several researchers evaluated the impact of mobile applications in the daily tasks of each one of us - since the assessment of pain (de la Vega, 2014) or until the oral contraceptive reminder (Gal et al, 2014) and even for agricultural purposes (Bregaglio et al., 2013), passing by transport systems (Simonyi et al, 2014), among others. These experts agreed that, although there is still some limitations in the mobile delivery of these services, i.e. possible loss of quality of service, applications for smartphones have the key to the future. Peter Warman (CEO & Co-founder of NewZoo) stated:

*"This year will be another pivotal year for everyone involved in the games business. The predicted at the end of 2013 in our PC Gaming: Power to the People report, sports and live streaming are changing the gaming landscape on a global scale walks at unbelievable pace. Consumers are embracing the possibilities that games now offer, to view, create and play on every screen. Managing the communities at the center of any game strategy company."* (NewZoo.com, 2016)

This view advocates that both markets for games and for technology are mixed, and that together are considered a good future for business. The technological development and the use of mobile devices brought to market the games a revolution. And in the world of gaming, the online game market growth is quite explicit. The online game market grew by 328% and the sports betting evolved from 45.6% to 48.5%, and games for the mobile version contributed a lot for this growth given its user-friendliness (Rhodes, 2016). In 2015 the iGaming market 48,50% play sports games and 29,20% casino games (Salomon, 2015). But the other games are increasing too. In the future, the NewZoo - Global Games Market Report - provides information on a supposedly positive growth in the use of gaming technologies (Appendix – Figure 2).

### **3. The SimuSoccer idea**

The initial idea of SimuSoccer would be to combine the pleasure of online betting with the new national legislation framed on the subject, allowing players to recreationally bet on football results, without having to risk their real money.

Being a game with features not framed in the legal regime (RJOG, 2015) allows it to be played by players in all age ranges. Using the free football betting game with most current recognition as a comparison - Fantasy Football - one can easily state that the world of betting games seems to be on the rise: Fantasy Football is played by about 41 million people worldwide with an average age of 38 years, and 18% of the players are teenagers. More than 80% of the players take the desire to continue to play in the next decade. With a predominance of male players (more than 60%), over 60% have high levels of education and study, turning this game into a leisure activity practiced by the media (Fantasy Sports Trade Association, 2015).

The SimuSoccer application combines innovation and technology using the virtual money to play and bet on football market, able to address a market of existing players but also new players of new age groups – as question 5's answers in the structured questionnaire showed, there is actually preference in the market for soccer/football betting:

Question 5) Do you prefer soccer betting over other types of sports betting?		
Answer Options	Response Percent	Response Count
Extremely	54.1%	33
Very	31.1%	19
Moderately	8.2%	5
Slightly	4.9%	3
Not at all	1.6%	1
	<i>answered question</i>	61
	<i>skipped question</i>	90

The goal is that SimuSoccer differs by the ease of play and bet with virtual money (following the model of the Angry Birds success) in the world of football, besides the fact that it would be 100% football-focused. Play for fun and compete with friends, colleagues, relatives and even strangers, running, not only for raising virtual coins to achieve new levels of game/new football leagues, but also to win several prizes related to one's favorite football clubs (official jerseys of clubs, tickets for official games, free sport TV channels, etc.) is what the SimuSoccer should allow. The hypothetical partnerships with big football clubs and broadcasters of football games takes a huge advertising space, causing users to become loyal to the game and to embrace all-ages' very healthy competition.

#### **4. Which groups of consumers should SimuSoccer address to?**



The SimuSoccer is a fusion between the gambling world and the world of football played in the virtual universe without real money. Overcoming the obstacle of national legislation by not using real money, the SimuSoccer aims to achieve not only part of the gambling market that uses real money, as well as other market segments that really want to live the passion of football. The current legislation, in addition to raising taxes for those who offer the game and whoever plays it, requires the player to the exposure of personal information that were not necessary before. With SimuSoccer, such question does not arise, as the venture only has to have a registered Uniform Resource Locator (URL) and an Internet Protocol (IP), as well as an associated master e-mail address. It is intended to get the accession of a wide range of players who do not intend to provide more personal elements in addition to the strictly necessary for the control of the game by its owner. The pleasure, the adrenaline of the game and the feeling and the passion of football, should be responsible for the largest group of consumers/SimuSoccer players. All those who like to bet for the sheer pleasure of calculation of probabilities, or the adrenaline of competing with friends, should be the main stakeholders in the characteristics and requirements of SimuSoccer, as the answers to question 7 of the structured questionnaires show:

Question 7) Adrenaline and pleasure are the reasons that lead you to online betting.		
Answer Options	Response Percent	Response Count
Strongly Agree	47.5%	29
Agree	39.3%	24
Undecided	6.6%	4
Disagree	4.9%	3
Strongly Disagree	1.6%	1
	<i>answered question</i>	<b>61</b>
	<i>skipped question</i>	<b>90</b>

Also, and as one can see from the answers to question 13 of the structured questionnaire, one of the greatest particularities of SimuSoccer - not using real money - should make the game interesting in order for people to play this betting simulator without having to their real money, in a continuous unfavorable economic environment.

Question 11) Satisfaction/fun in betting is not related to the actual spending of money.		
Answer Options	Response Percent	Response Count
Strongly Agree	45.9%	28
Agree	42.6%	26
Undecided	8.2%	5
Disagree	1.6%	1
Strongly Disagree	1.6%	1
	<i>answered question</i>	61
	<i>skipped question</i>	90

Another group that SimuSoccer wants to achieve is the children and young people over 13 years (UC, 2013). Always in compliance with the rules of the Children's Online Privacy Protection Act (FTC, 1998), as this application doesn't require real money, it can be used and enjoyed by the markets of teenagers that see the current football as a universe full of idols, and can be played in competition between school, friends and family. This group of consumers requires a game where no real money is used, and where the game system is simple and agile, with a high degree of intuition. The online game companions by teaching cycles, are mostly friends and acquaintances (Appendix – Figure 3). SimuSoccer, in line with this, will allow players, children and young people, to create a healthy competition where betting in their football clubs will increase the pleasure and the taste for football.

## 5. How to structure an app that addresses to the chosen group of consumers?

Every day people become more fans of smartphones and, with so many mobile applications in the market (The Nielson Company, 2016), products like SimuSoccer have to be differentiating in order to attract consumers. Consumers, in this case gamblers, regardless of their age, have a world of mobile applications to choose from (Dredge, 2015) And in the soccer world, new games and apps appear every day, so want to create SimuSoccer, with various features that can make the difference in the gamble-related market.

### 5.1. Analysis of the market and industry trends

The increasing use of smartphones, as well as the increasing mobile data availability of the internet, have created a significant rising in mobile data traffic (Cisco, 2016). The features of smartphones, with increasingly advanced

capabilities of computing and connectivity, are based on the development of mobile applications and its use in daily life (Porter & James, 2014). Also, and according to data of 2014, 60% of the BETFAIR players play through its mobile application (Betfair, 2014), and, currently, about 50% of the use of the smartphones focuses on the use of the mobile applications, as concluded on the comScore analysis (Comscore, 2016).

The current citizen uses the smartphone as an extension of himself and the mobile applications are increasingly taking the place of text messages and telephone calls, and that's why the usage of the tablet and PC is declining in the fight against smartphones (Hruska, 2014). The market trend is guided by the "convenience", where it is much easier to use a device that is placed inside a simple pocket, and where the access to the world is made via a click on a mobile application. Turning on the computer or removing the tablet from the backpack is already considered to be a disapproved task- this is what the ComScore Consultant advises to keep in mind to the entrepreneurs and producers of the digital world when drafting their future strategy (Comscore, 2016). Also, the evolution of the ability to access and share large amounts of data in the mobile devices has resulted in increased viewing of videos. The analysis of the market trends (Kleiner & Caufiel, 2016) shows that the videos will be the figure that will grow the most in the nearest future, in the digital market. The demand for monetization of live events is a growing reality in the issue of football matches of the Champions League (the UEFA European Football Championship). An example, would be the evolution of the usage of mobile devices and internet traffic (Appendix - Figure 4). When it was decided that SimuSoccer will only be available through a mobile application (and not via website), the intention was to present adaptability to the new market trend (Sinclair B., 2015). However, in addition to the market trends of mobile devices and mobile applications, one must actually be aware of the need to define a complete strategic plan and create value for the online gambling market. Companies should define their products' strategy and platform from the beginning. These decisions, as already concluded before (Gawer, 2014), influencing the products' launching, its future technological developments, the design of the system, the monetization model and even the needed commercial relations for the success of the product.

Following the studied market trends, SimuSoccer wants to differentiate itself in the market of mobile applications already in strong expansion. In addition to all the necessary technical development phase, such as verification tests, bug control, checking functionality of features, one must understand that to be able to attract consumers, a great marketing strategy is necessary (Valeriia, 2016). As described before, SimuSoccer targets risk-averse players, children and young fans of football, players excited about the football competition, players limited by current national legislation of online gambling. If, at the beginning, the national context should be SimuSoccer's goal, the following purpose will always be the international market.

## 5.2. Freemium Model

From the literature and documentation analyzed, it was concluded that for a mobile application to be sustainable, a balance must be struck between collecting users and creating revenue. Some business models for mobile applications put money-earning priority to the detriment of user gain, while other models prefer first-hand users and then earning revenue and profit (Munir, 2014). The business model that was considered as the best suited one for this venture, is the Freemium model. Freemium word is the joint of "free" and "premium". Such as these words tell us, the Freemium model gives a core product for free and sells premium products. Games such as Angry Birds allow to play a lot of game levels, but if the players want more and better tolls to continue, they have to pay for them (Freemium.org, 2016). This business model was the fastest growing in recent times, given its ability to easily attract customers and be more profitable (Kummar, 2014).

The Freemium model brings increasing revenues to the producers (figure 5, Appendix) of mobile applications.. Also, this model allows to grant users with the free SimuSoccer experience, and after that, the satisfaction and loyalty to the game will allow the player to skip to other betting levels (extras) upon payment of a fee. The goal is to get as many downloads (of the SimuSoccer app/game) as possible, while allowing players to become familiar with the functions and capabilities of the game. In this way, the likelihood of SimuSoccer to be tried by new players has been increased, in order to allowing us to make the first necessary system corrections and updates, in an appropriated and integrated

manner. What will take the consumers to pay by high version of the SimuSoccer will be the continuous use, particularly by powerful players who want more bets and more challenges. The monetization of SimuSoccer should occur through the fidelization of the gamblers. However, choosing the Freemium model SimuSoccer can be seen as an entrepreneurial contradiction, since it allows players to use SimuSoccer without spending a dime. So there was the intention to instill the SimuSoccer features of gamification to increase profit and expansion possibilities. SimuSoccer should have attractive features (such as easy and accessible design elements) in order to stimulate the biggest possible desire in target players, as it is evidenced in the answers obtained to the question 13 of the structured questionnaire.

Question 13) If there was an app that enabled you to do sports betting without risking real money, how much would you appreciate it to be simple and easy to use?		
Answer Options	Response Percent	Response Count
Extremely	59.0%	36
Very	27.9%	17
Moderately	4.9%	3
Slightly	4.9%	3
Not at all	3.3%	2
<i>answered question</i>		61
<i>skipped question</i>		90

Some of these features go through not only granting the possibility of bets for national and international leagues games, but also provide, upon payment, betting on the big finals of the European and world football championships.

Considering this type of proposed business model, one should infer that SimuSoccer's future managers must seek the trust of football companies that accept, for example, placing ads in the SimuSoccer interface. When the user/player clicks on the ad the revenue is generated instantly to the application editor. This form of advertising is advantageous, considering the easiness of such solution. Actually, it allows access to a wider audience and it does not cost money for the user (Oana, 2016). However, care must be taken with this form of advertising, since intrusive and excessive advertisements may deter users from using the mobile application (Price, 2015). The interaction between SimuSoccer and the aforementioned companies will be the main asset for creating value and financial sustainability for the project.

### 5.3. The socialization of SimuSoccer

Another advantage of such product will be to allow interaction with other players and to promote healthy competitiveness, as the need of implementing social tools (to increase the longevity of play in SimuSoccer) arises.

Integration with Facebook will allow players to disseminate the results, and there is also the need to instill the feeling of Justice of Game to allow everyone to start their bets with the same number of coins (Spoins). SimuSoccer will have an internal generator of probability of results (odds), so that the players feel in community thus increasing the realism of the competitiveness surrounding the betting environment (alternatively, SimuSoccer could simply track the odds of an international football betting website, but such method would make this app fully dependent on a third party). Players will be able to assess their performance and that of their friends, family and colleagues, through the Ranking Table that represents the position of all the players. The good performance a player will be awarded with prizes (Spoins, offering tickets for official games, articles of one's favorite Club, etc. – and this is crucial, when thinking about closing partnerships with football institutions in a near future). SimuSoccer should appeal to all ages to experience the world of betting, but the consolidation and sustainability of SimuSoccer in the loyalty of experienced and frequent players through offers and promotions linked to their football club or favorite league.

SimuSoccer offers players the possibility to live the pleasure of betting in their clubs without having necessarily any betting risk, meeting the inherent necessity of the respondents of the structured questionnaire, as one can see by the answers to question 10.

Question 10) When you do sports betting, how frequently do you lose money on your bets?		
Answer Options	Response Percent	Response Count
Almost always	41.0%	25
Often	36.1%	22
Sometimes	16.4%	10
Seldom	3.3%	2
Never	3.3%	2
<i>answered question</i>		<b>61</b>
<i>skipped question</i>		<b>90</b>

By associating these game motives with the Freemium model, SimuSoccer will have attributes that will probably be able to avenge in the mobile applications market.

#### **5.4. The Spoin - the currency of SimuSoccer**

To make SimuSoccer more attractive to the risk-averse public, the game will use virtual currency "Spoins" for the realization of the bets. The use of a virtual currency aims to dispel the fear of losing real money while contributing to a

realistic gaming environment, while soliciting and gaining more Spoins will offer the player a better position in the ranking of SimuSoccer, and allows the bettor to be nominated to win prizes of efficiency, game prizes and loyalty bonuses.

## 5.5. SimuSoccer Gifts & Awards

The main objective of the game will be to get as many spoins as possible, ie making "money" with their own bets, players will have the chance to win prizes also offered by sponsors and advertising companies with whom the future management team of SimuSoccer intends to make protocols and partnerships. The answers to the questions number 9, 12, and 14 of the structured survey allow us to state that the characteristics of SimuSoccer will make it a fan-loyalty-building game, where the affection and passion for the favorite football club will create in the player the will to bet and to follow the results of the games weekly and daily.

Question 9) What is the amount you put on SOCCER/FOOTBALL betting, when compared with the amount you put on other sports' betting?

Answer Options	Response Percent	Response Count
Much higher	62.3%	38
Higher	26.2%	16
About the same	6.6%	4
Lower	1.6%	1
Much lower	3.3%	2
<i>answered question</i>		61
<i>skipped question</i>		90

Question 12) There should be a way of sports betting without having to spend real money, that allowed players to win apparel of their favourite clubs.

Answer Options	Response Percent	Response Count
Strongly Agree	50.8%	31
Agree	34.4%	21
Undecided	9.8%	6
Disagree	3.3%	2
Strongly Disagree	1.6%	1
<i>answered question</i>		61
<i>skipped question</i>		90

Question 14) If there was an app that enabled you to do sports betting without risking real money, how much would you appreciate it to be strictly dedicated to your favourite sport?

Answer Options	Response Percent	Response Count
Extremely	54.1%	33
Very	29.5%	18
Moderately	8.2%	5
Slightly	3.3%	2
Not at all	4.9%	3
<i>answered question</i>		61
<i>skipped question</i>		90

There is reason to believe that the prizes to be offered will be the main reason to "call" players to try SimuSoccer, so that partnerships and contracts with football equipment companies, sports companies, sports TV channels and football clubs to offer tickets for games (for example), will be one of the main tasks and resources of the venture's structure.

## **6. Contribution to the body of knowledge and the business world**

### **6.1. Contribution to the body of knowledge**

The accomplishment of this work for the creation of the mobile application SimuSoccer has been revealing of a more concrete notion of the reality of the bets in national and international context. Research showed a growing evolution of the online betting market. Emerged also that online betting has undergone a significant level of development. Related to this evolution is the increase in the exchange of information on the Internet and the growing number of users, which led to the proliferation of services and products sold through the Internet and changed the business context (Pitkow & Kehoe, 1996). The structured questionnaires also revealed consumers' interest for the of an app with SimuSoccer's suggested features such as easy handling, fan-loyalty base, and single sport exclusiveness.

### **6.2. Contribution to the business world**

To develop, promote and maintain SimuSoccer in expansion, there will be the need of creating jobs for professionals capable of: checking the geographical location of the players; working with mobility solutions; checking the age of the players (it will always be necessary to analyze players' characteristics for marketing reasons); maintaining the security of the application and of the players' accounts protecting them against hacks or frauds; managing databases and information (extremely crucial to keep the information of the bets and the current and correct results); managing promotions, advertising and offers; creating, maintaining and developing a design always appealing to players by keeping them pleased and motivated, always considering the newest trends in consumer support (Taylor, 2015). Managing and advertising for the game and for the players' prizes will be an area where there will be a need to invest in, in the beginning, so that SimuSoccer gets known and attracts players in the shortest time frame. The team will need designers and advertising collectors so that the entire branding process of the product is efficient and effective.



Advertising in mobile applications, especially in games, has seen an exponential evolution as companies realize the amount of people who play online on a daily basis (Chen, 2016) – something verified in the answers to questions number 1, 2 and 3 of the structured survey:

**Question 1) How important is it for you to have internet access via mobile phone?**

Answer Options	Response Percent	Response Count
Absolutely Essential	49.0%	74
Very Important	36.4%	55
Of Average Importance	9.3%	14
Of Little Importance	4.6%	7
Not Important At All	0.7%	1
<i>answered question</i>		151
<i>skipped question</i>		0

**Question 2) How frequently do you use mobile's internet for fun and pleasure?**

Answer Options	Response Percent	Response Count
Very Frequently	43.7%	66
Frequently	37.1%	56
Occasionally	11.9%	18
Rarely	2.0%	3
Very Rarely	3.3%	5
Never	2.0%	3
<i>answered question</i>		151
<i>skipped question</i>		0

**Question 3) How frequently do you use your mobile to play online games?**

Answer Options	Response Percent	Response Count
Very Frequently	19.9%	30
Frequently	14.6%	22
Occasionally	12.6%	19
Rarely	15.2%	23
Very Rarely	37.7%	57
<i>answered question</i>		151
<i>skipped question</i>		0

Also, mobile users spend most of their time sweating mobile applications – and with the increase in mobile applications, so does the number of digital ads. *eMarketer* predicts that by 2016, smartphone users will spend about 79% of their time on mobile applications, as opposed to 20% on the mobile internet, as the Figure 5 in the Appendix shows.

## 7. Conclusion

This research allowed to conclude that, in order to obtain a meaningful revenue stream through a venture company, the inherent product must be original, useful and/or commercially creative – a conclusion which is curiously aligned with the research performed on Holbrook's work, dated back to 1987. Also, and based on the research of the evolution of the online betting market, the market situation and the evolution of mobile devices and the 151 responses to the survey, emerged that:

(i) people are increasingly using the internet on mobile devices; (ii) people value an easy and intuitive access to their gaming/betting platforms; (iii) people do not consider real money to be their main incentive to bet online; and (iv) people do appreciate a fan-loyalty approach towards their favorite leagues/clubs in gaming/betting.

SimuSoccer has potential to bring together the main features and requirements necessary to be well accepted by people already accustomed to betting online and who are risk averse. About 50% of the respondents of the structured survey responded to be fully in line with a betting game without spending real money, that is simple and easy to use and handy to bet. To achieve positive results in this sense, the team must have experienced professionals in design and coding. But also the prizes and the offers to the players will demand the structure to manage sponsorship, necessary partnerships and publicity. The passion for a favorite club (or clubs) is clear, again, in the answers to questions 12 and 14 of the questionnaire, where more than 50% of the respondents seem interested in winning football articles, as well as information and monitoring of their favorite clubs.

Most of all, SimuSoccer is a disruptive concept, and, despite all the anticipated limitations regarding lack of information and history on this online betting market, the product idea arises from the need and desire of consumers. The survey's responses showed that people are looking for the pleasure and adrenaline of the excitement of betting at their football club without risking their real money - satisfaction in online gambling may not be about earning money, but mainly about the love for the football world. Although a big part of the market is probably looking for "easy" money, there is enough market for virtual money betting for those who appreciate the excitement of the game and the

world of football. And, if one adds up to that both the easiness of utilization and the fan-loyalty game environment (both validated by the structured questionnaire), one can vividly believe on SimuSoccer's chances to thrive.

## 8. Limitations of the research

Everything that was studied and analyzed for this project shows that the theme of the creation of the mobile applications of games and all its surroundings still has little information available. Although SimuSoccer has characteristics that will distinguish it from many other mobile applications, concluding about the possibility of success of the game in the existing market is difficult. It was conducted a structured questionnaire about the tastes and wishes of consumers regarding SimuSoccer, obtained through a total of 151 responses, but there is also the certainty that the market launch of this type of games is not usually easy, as it is included in an increasingly crowded world of mobile applications based on the passion for football (RGA, 2016), launching a new betting game will be a major challenge, especially as it relates to winning football clubs' confidence for the partnerships' issue.

Another challenge, which may be a limitation of the project, is the choice of the best platform for the launching, as it is *"(...) very difficult if you're an experienced game developer who knows platforms [to use] or genres [to develop for]"* (Zerkin, 2015).

Also, being aware of a project's weaknesses may be considered a strong point in the limitations of this product, but, overall, one can always state that there is no innovative product or service that does not have limitations and/or risks.

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## 10. Appendix 1 – Figures

Figure 1 – Smartphone versus Feature Phone – Portugal between 2013 - 2016

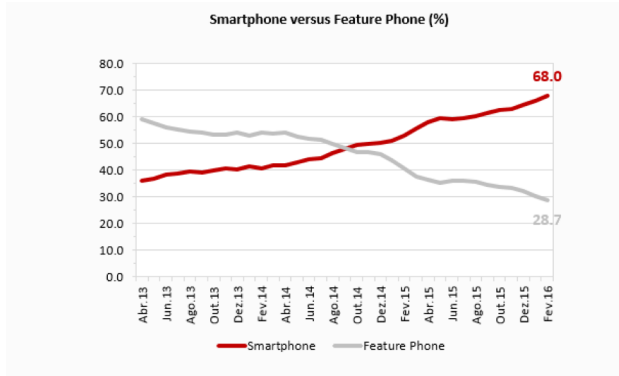


Figure1 Souce Marktest, Barómetro de Telecomunicações

Figure 2- Forecast per segment toward 2019 (Source: Global Games Market

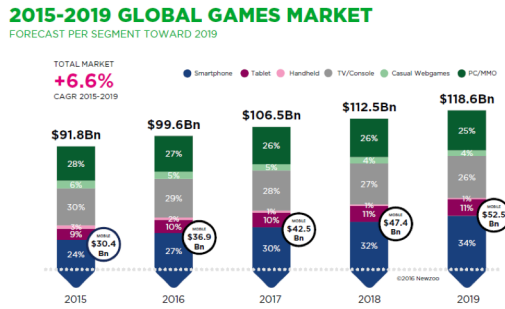


Figure 2- Forecast per segment toward 2019 (Source: Global Games Market Report 2016)

Figure 3 – Distribution by education cycle of who are the online game companions ( 2013)

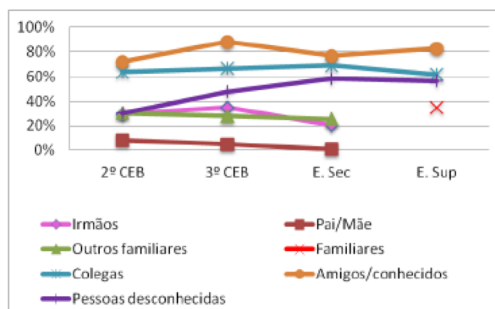


Figure 3 - Distribution by education cycle of who are the online game companions (2013)

**Figure 4- Evolution of internet use**

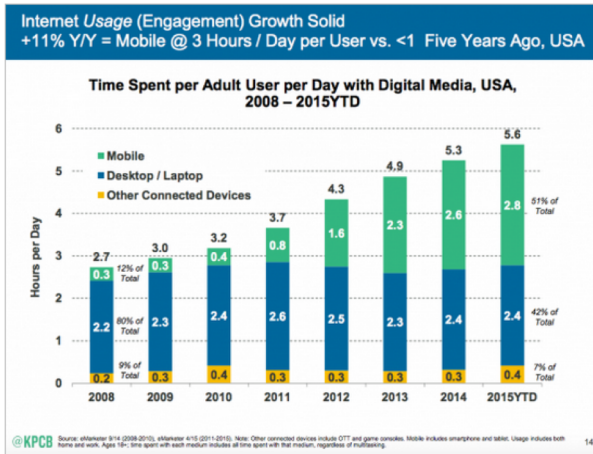


Figure 4- Evolution of internet use (source:www.kpcb.com)

**Figure 5 – Mobile App Revenue in Key Countries**

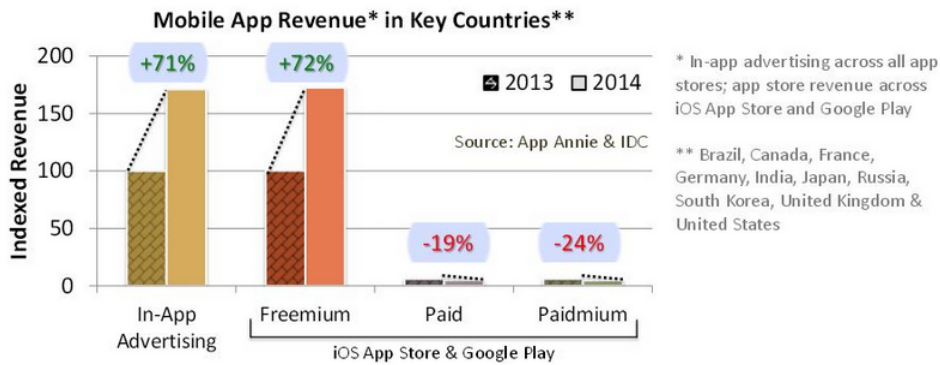


Figure 5 - Mobile app revenue (source App Annie & IDC)

**Figure 6 - Time Spent per Day in mobile internet vs. app's - USA**

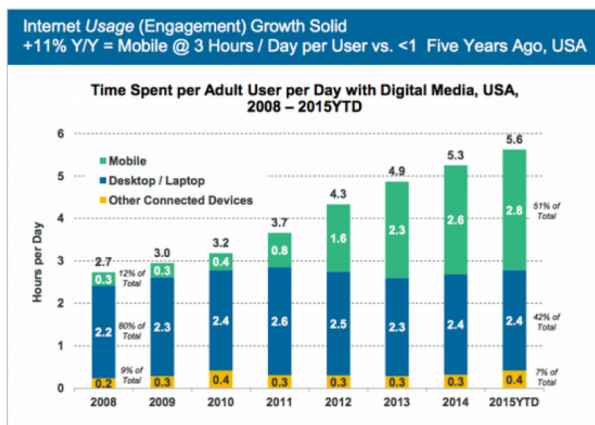


Figure 6 - Time Spent per Day in mobile internet Vs app's- USA



## 11. Appendix 2 – Structured Questionnaire

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1. *How important is it for you to have internet access via mobile phone?*

2. *How frequently do you use mobile's internet for fun and pleasure?*

3. *How frequently do you use your mobile to play online games?*

4. *How frequently do you do online betting?\**

\* If a respondent selected options “Rarely” or “Very Rarely”, his/hers survey would end at this point (question 4) otherwise it would continue until last question 14.

5. *Do you prefer soccer betting over other types of sports betting?*

6. *You know well how to bet and profit in sports betting.*

7. *Adrenaline and pleasure are the reasons that lead you to online betting.*

8. *How much do you usually spend on sports betting PER MONTH ?*

9. *What is the amount you put on SOCCER/FOOTBALL betting, when compared with the amount you put on other sports' betting?*

10. *When you do sports betting, how frequently do you lose money on your bets?*

11. *Satisfaction/fun in betting is not related to the actual spending of money.*

12. *There should be a way of sports betting without having to spend real money, that allowed players to win apparel of their favourite clubs.*

13. *If there was an app that enabled you to do sports betting without risking real money, how much would you appreciate it to be simple and easy to use?*

14. *If there was an app that enabled you to do sports betting without risking real money, how much would you appreciate it to be strictly dedicated to your favourite sport?*