Losers League + SCCG Management

AUGUST 15, 2022

Losers League

a. **Where picking the Losers helps you Win!**
b. **Engagement**
    i. Loser League's users will now watch for *losing* teams, which is outside of their normal routine, and this will significantly increase engagement across leagues
c. **Change of communication**
    i. Give your friends a hard time *because* their team won
    ii. This completely flips the conversation at the end of a game/match

Who we are

Jeff Wanek

Serial Entrepreneur and a tenured Sales Leader with a background in Hyper Growth companies.

Johannes Booy

UX / UI for startups, institutions and corporations since 2006. Less bearded.

Michael Witwicki

Web application developer with a focus in content management and API development with 20 years of experience.

Marc Amos

Detail oriented front-end web developer since 2002.
Cool since 1978.

What is Losers League?

a. **First intended purpose**
   i. Losers League was built out of a desire to watch more football while on paternity leave. By creating a platform to focus on teams that are *losing*, the engagement of participation increases. For literal sales, I watched more football to make sure that my teams lost more often.
b. **Progress**
   i. Over a period of 3 NFL seasons, we played Losers League via text message and Google Sheets. After a period of time, automation was needed to engage more people that wanted to play the game we all bragged to our friends about being part of.
c. **Additions**
   i. Automation allows for more people to play
   ii. Automation allows for more features to be added
d. **What's next**
   i. Our goal is to be in most sports by the end of the year
      1. This allows people to participate in the sports they know and love.
      2. This allows our team to engage with the leagues to participate in other sports once they understand the ease of playing Losers League.

How to start a league
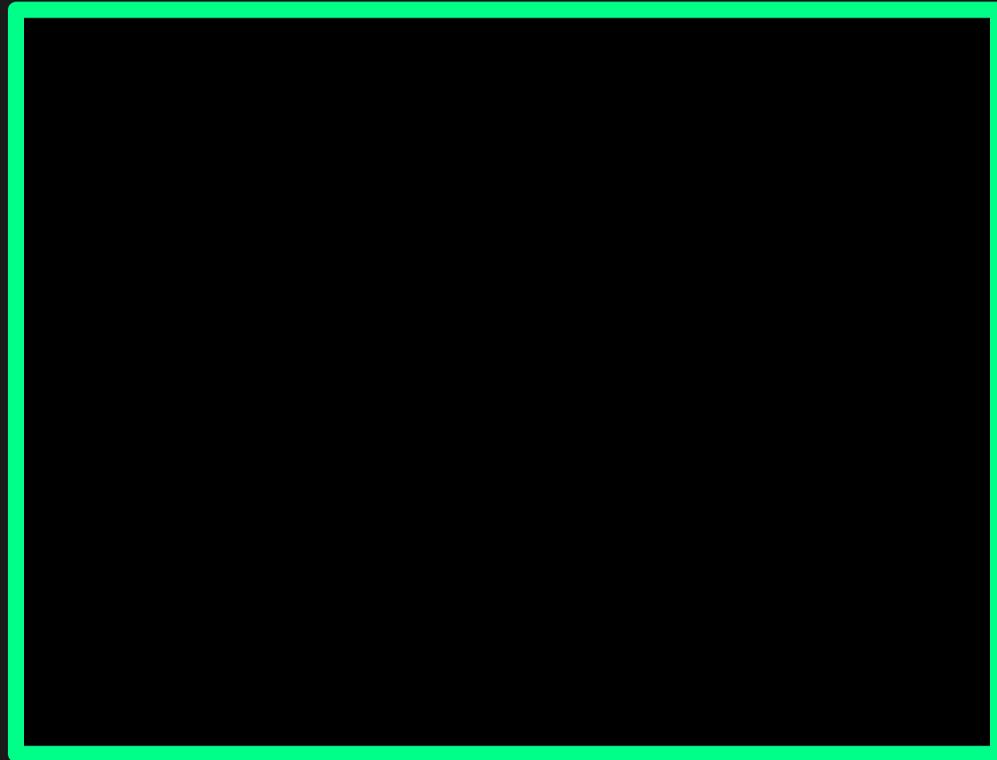
What a draft looks like

The "Double Down"
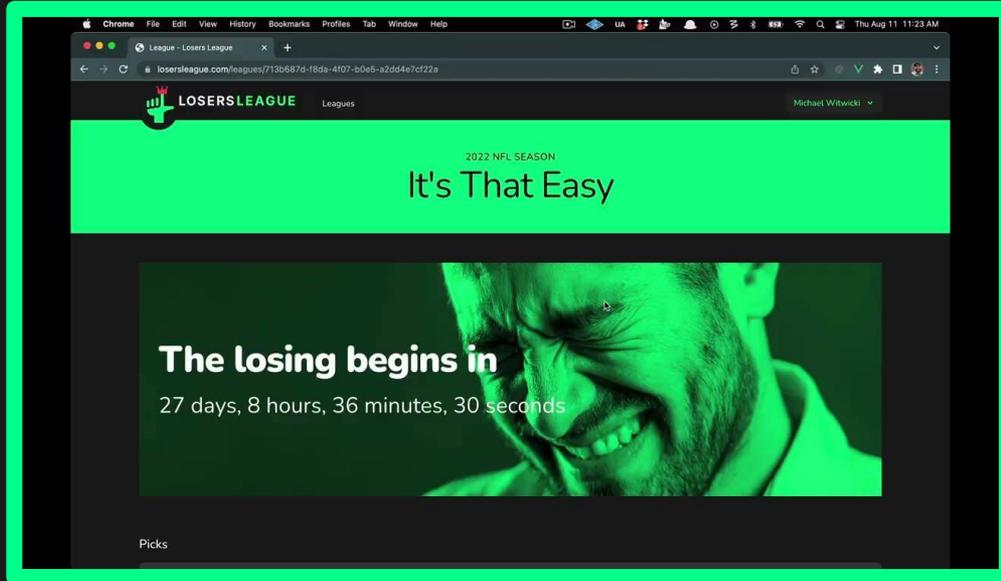
Backend overview

Technology

Losers League is an auto-scaling, serverless application hosted on Amazon AWS Lambda.

It uses the Laravel PHP framework as a backend with a Vue.js frontend.

It is built as a Single Page Application (does not require page reloads) using Inertia.js to tie the frontend to the backend.

The CSS is developed on Tailwind CSS.

Amazon AWS
Laravel PHP
Inertia.js
Vue.js
Tailwind CSS

Other sports on the roadmap

What's next for Losers League

a. **Investment/Partnership**
   i. Accelerate the expansion of the brand
b. **Licensing/White label**
   i. Further the brand's reach

Let the losing begin