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SILICON VALLEY / SAN JOSE **Business JOURNAL**

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A to Z Sports bringing the crowds into local sports broadcasting

Silicon Valley / San Jose Business Journal

THE BUSINESS: A to Z Sports Inc. says it has a new business model for sports broadcasting that it calls “crowd-funding.” Using its **YourSports.com** Web site, teams and leagues can set up to have their games streamed online. Fans pledge to buy tickets for the broadcast. Local businesses and boosters can also become sponsors. If at least \$250 in tickets is pledged before a deadline (teams can set their own prices) the game is broadcast. If not, ticket buyers pay nothing.

HOW IT MAKES MONEY: YourSports shares 50 percent of all crowd funding and pay-per-view sales with the teams, leagues and tournaments that use its platform.

BUSINESS, TECHNOLOGY IT COULD DISRUPT: YourSports targets the more than 99.9 percent of the games played in America that have no chance of getting covered by traditional sports TV networks because their audiences are too small to profitably broadcast.

MANAGEMENT TEAM: Founder Chris McCoy built and sold an \$80,000-a-year digital media baseball business from his dorm room while at the **University of Washington**. Marketing Director Jeremy Meyer received an MBA from the **University of Oregon's** Warsaw School of Sports Marketing.

BOARD OF ADVISERS: Ketan Shah, former chief technology officer at **Spot Runner Inc.** and **YellowPages.com**; Tom Kohn, former chief revenue officer at **USAToday.com** and TV producer at **Major League Baseball**; Jeff Siegel, former senior vice president of advanced sales/marketing at **ESPN**; David Eckoff, founder at **Spitter.com** — a Twitter for sports teams; Clay Loges, founder at **Yodio.com**; and Drake Pruitt, senior vice president at **Ascent Media Group** in Hollywood.

MONEY BEING SOUGHT: \$250,000 bridge into a Series A round.

PARTNERSHIPS: YourSports says it has a growing network of commission-based freelance videographers reselling its platform to high school, college and semi-pro teams in the Bay Area and Northwest markets.

MARKET POTENTIAL: The company estimates that more people attend high school sports games each year than attend the **NFL**, **NBA**, **MLB** and **NHL** combined — but less than 0.01 percent of those games are broadcast on TV. At \$250 in “basic demand,” YourSports says crowd-funding games not on TV has the potential to become a multibillion-dollar industry.

LIKELY COMPETITORS: Full-game sports streaming services such as the **Wazoo Sports Network**, stats and video highlights networks such as **CBS MaxPreps Inc.**, and traditional sports networks such as **Comcast SportsNet**.

At-a-glance

A to Z Sports Inc. (YourSports.com)
 Headquarters: Sunnyvale
 CEO: Chris McCoy
 Founded: 2006
 Employees: 4
 Web: www.yoursports.com
 Phone: 800.477.5103



Vicki Thompson

CEO Chris McCoy moved his business from Washington state to Plug and Play Tech Center in Sunnyvale.

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