

GROWTH & TECHNOLOGY PLAN: SUPERNOVA SPORTS ARENA

4 Official Locations: Keshavnagar • Kothrud • Magarpatta City • Baner

IN-PERSON BRIEF

Core Objective: Help Supernova scale across all 4 venues by **filling empty weekday slots (11 AM – 5 PM)**, **eliminating aggregator commissions** (saving 10–20% on Playo/KheloMore), and **automating bookings directly with each branch manager on WhatsApp**.

1 Digital Marketing & Local Ads (Filling Every Location)

Targeting players around each specific branch

Pinpoint Radius Ads (Instagram & Meta):

Target sports players within 4–5 km of each individual branch (e.g., Kothrud ads target West Pune; Keshavnagar & Magarpatta ads target Cybercity, Kharadi & Amanora; Baner ads target Hinjewadi & Balewadi).

Fixing Slow Hours at Weaker Branches:

If Keshavnagar is fully booked but Magarpatta City has empty afternoon slots, ad spend shifts automatically to Magarpatta with exclusive daytime offers.

Smart WhatsApp Inbound Bot:

Players messaging on WhatsApp tap 1 button to pick their branch, instantly receiving slot availability, pricing, and directions without staff picking up the phone.

Google Maps (GMB) Local Dominance:

Optimize Google listings for all 4 branches to rank top 3 when players search "badminton court near me" or "box cricket turf Pune".

2 Website & Technology (Your Own Direct Booking System)

Keep 100% of revenue & manage all 4 branches from phone

Central Booking Website (0% Commission):

Players choose: Branch → Sport → Slot → Pay via UPI (GPay/PhonePe). 100% of match fees land straight in your bank with zero middleman deductions.

Master Owner Phone Dashboard:

Real-time view of court occupancy, staff schedules, and daily collections across all 4 venues on a single screen. Eliminates double-booking.

Automated WhatsApp Re-Booking:

System automatically pings past teams: "Hey team, your usual Friday 8 PM slot at [Branch] is open—click to reserve before it's taken!"

Direct Branch WhatsApp Routing:

Every booking pass routes directly to that specific ground manager's WhatsApp with customer name, timing, and GPS directions.

3 What Supernova Gains (Direct Financial Impact)

Measurable business returns

Save Lakhs Monthly

Stop paying 10–20% commission on every booking to third-party apps.

Balanced Occupancy

Consistent cash flow across all 4 branches across all 7 days of the week.

Permanent Player Database

You own verified phone numbers of every player for direct WhatsApp remarketing.

4 On-Ground BTL Activities & Tournaments (Bringing Bulk Crowds)

Community events & weekend tournament revenue

The "Supernova Corporate Cup":

Weekend box cricket / badminton league inviting IT companies from Cybercity, Kharadi, Magarpatta, Baner & Hinjewadi. Brings high registration revenue and bulk company bookings.

Township Activations ("Society Champions"):

Partner with large residential townships within 3 km of each branch (Amanora, Megapolis, Magarpatta) to host an *Inter-Society Turf Championship*.

College "Happy Hours" (Fills 12 PM – 5 PM):

Student discount passes to fill normally quiet afternoon hours with college crowds during weekdays.

On-Ground QR Code Database Machine:

Standeers placed at turf dugouts: "Scan this QR code to get ₹200 off your next direct booking." Captures every visiting player into your marketing database.

Key Discussion Points for Today's In-Person Meeting at the Turf:

- Which of your 4 branches (Keshavnagar, Kothrud, Magarpatta City, Baner) currently has the lowest daytime weekday occupancy?
- What percentage of your current bookings are losing 10–20% commission to aggregator apps like Playo?
- Interactive Demo:** Review the live mobile website & WhatsApp booking flow on my phone.