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Mr. Speice

Independent Study & Mentorship

21 December 2018

Old Mentor, New Partner

Assessment 11 - Interview

Name of Professional: Kevin Thompson

Title: CEO

Company: Interactive Sports Group Inc.

Date of Interview: December 14, 2018

Works Cited:

Swaminathan, Shashi, and Kevin Thompson. "Establishing Marketing efforts and Partnerships." 20 Nov. 2018

Assessment

While knowing Mr. Kevin Thompson as my former teacher in the Young Entrepreneurs Academy, my fascination was actually with Mr. Thompson's new company Interactive Sports Group Inc., that creates specialized equipment to teach kids the fundamentals football. This fascination was the main factor behind finding how such a creative company is currently marketing to the public. While this question was met with an unexpected answer how ISG is currently a startup and marketing efforts are at the moment quiet. This then shifted the conversation towards the plan to reach the target market, going forward along with a potential partnership for my original work, Catches for Cubs. This potential partnership thus shifts the

marketing strategy going forward as now there is an opportunity to incorporate a more vast audience with the incorporation of both audiences of Catches for Cubs and ISG. I anticipate that this incorporation shall lead to greater attendance. Additionally this partnership will allow me to assess the objectives of ISG,a key task that many sports marketing professionals such as Mr. Simler and Mr. Kastner do.

Mr. Thompson detailed how currently marketing is “quiet” which is key takeaway from the interview that seems to hold great implications for the future. Through YEA, the plan was to essentially learn how to build a company. Therefore with this new information that marketing efforts in startups is slow ,or in some cases non-existent, changes my perspective going forward. If the cards play out, and I am able to become an entrepreneur it shifts my financial strategy as I look to expect little to no advertising, partnerships, or outreach. Additionally, the new aim for Catches for Cubs is to build the word of mouth first, rather than immediately springing into advertising. The information relayed by Mr. Thompson influences my immediate future in that it allows me to treat Catches for Cubs essentially as a startup from the marketing standpoint.

More specifically in the topic of Catches for Cubs, the marketing strategy also incorporates the discussed idea that the market needs to understand and be well informed. This comes from building the word of mouth, as the more people know what Catches for Cubs is or in Mr. Thompson’s case what ISG is, then this increases the market allowing for higher participation. Therefore this information can also be applied to future endeavors if there is ever an opportunity that allows for informing the public on what the product is. Additionally much of the information regarding how to educate the public allows me to prepare on a potential

presentation that informs the target market. This presentation will require an incorporation of ISM public speaking skills, and also the past research on how to pitch.

In summary while past interviews have focused and directed towards simple job analysis and mentor scouting, the interview with Mr. Kevin Thompson of ISG focused more around the knowledge that would go into successfully executing Catches for Cubs. This information opens up many future opportunities in the vastness of Sports Marketing, as there is potential for event coordination, corporate partnerships, and management all through the application of information learned and through its usage in Catches for Cubs. The interview turned out to be a great success as I was able to utilize past research on gaining partners along with potentially securing a partnership for Catches for Cubs. It's exciting to see everything unfold for Catches for Cubs, as my focus now is directed to building the market for a smooth and successful execution.