
Yahoo Fantasy Sports

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Mission

Yahoo builds **connections** through our fans
passion for Sports



Strategy

Develop a personalized platform that cultivates deeper **connections** through:

Fantasy: drive additional value from our most engaged users

Betting: build engaged betting audience and become leaders in conversions

Community: own the connection between fans and their favorite players/team(s)

Values

1. Diversity

- a. All fans welcome
- b. We have a diverse team that represents our audience

2. Collaboration

- a. This is a team sport and we trust each other to do their job
- b. Success for the team above individuals

3. Competitive

- a. We want to be the best and play to win
4. And always remember Sports are **FUN!!**



Accessibility + Yahoo Fantasy

Audit



Partnership



ABFL Focus Group

"I am glad that the standing glitch was fixed. I am now able to see where I stand in the waiver order."

- Pookie's Bandits

"I've been on both sides; from perfect vision as a Division 1 athlete and business owner to losing it all. For a lot of people, it gets dark and lonely; this here Fantasy really helps people out. So having a company that is global like you all to think of the minority, is a nice thing."

- Guerrero Strong

"I lost a lot of my vision and really didn't like sports anymore but now, Yahoo has pulled me back in and given me a new lease on enjoying sports in a different way."

- Montreal Beavers

"Thank you for creating an app that is participant friendly for a blind person or anyone with a disability to compete with other people who are not disabled."

- So Cal Stallions

"There are so many apps on my iPhone that frustrate me to no end...it is so refreshing to have an app like Yahoo Fantasy on my iPhone where maybe it's not 100% accessible but its close and it's easy to use."

- FC Tunguska 08

"I was a sports guy before I lost my vision and I'm a sports guy now so blind people should not be excluded in the product development process just because they have a disability."

- Floral Park Pug Posse

Questions?
