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Data-Rich, Fan-Friendly New Hoopstuff.com Crafted to Please College Basketball Fans

University of Dayton

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DATA-RICH, FAN-FRIENDLY NEW HOOPSTUFF.COM
CRAFTED TO PLEASE COLLEGE BASKETBALL FANS

DAYTON, Ohio — Want to know who coached the 1988 NCAA Tournament champion Kansas Jayhawks? Racking your brain to remember the Dayton Flyers’ top five three-point shooters? Ever wonder what kind of success Dick Vitale had as coach of the Detroit Titans? Hoopstuff.com has all the answers, or soon will.

The developers are still crafting this data-rich, fan-friendly, comprehensive college basketball site, located at http://www.hoopstuff.com. They hope it will become a one-stop shop for hoop statistics and data.

A sneak preview was launched Jan. 11. As of now, fans can find Division I college basketball team’s records by school and conference. Fans can find career records for every NCAA Division I coach and team records by school and conference. Aficionados can track every NCAA Tournament and NIT as well as final season-ending rankings.

The site, targeted at fans, journalists and sports marketing professionals, grew from a partnership between Brett Hoover, a 1986 University of Dayton graduate, and University of Dayton Research Institute Web developer Clancy Cross.

Fans of the game, they each bring separate talents to the table. Cross is the tech-savvy Web development guide, Hoover the sports marketing guru who maintains an extensive college basketball database for his work on game programs and media guides.

“I see it being a worldwide draw,” Cross said, citing inquiries about the site from as far away as Europe. “The audience is huge. Just look at the subscription rates for Sports Illustrated or Street and Smith. You’ll see people read this stuff.”

When complete, the site will include a series of search tools for statistics and records. The basic database provides year-by-year team records, NCAA rankings and coaching records.

“There’s a lot of info in there — enough that it would compile a several-hundred page history book,” said Hoover, now the assistant commissioner of the Ivy League.

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Fans can also get top news stories from their favorite teams and shop for gifts and gear.

“We don’t see any limits to where this can go,” Cross said. “I’d like to see universities putting kiosks up in their arenas so that the fans can go out and look up data. I’d like to see an online trivia game. The people who use it will determine where it goes.”

Originally planned as a software product, Cross instead opted to build an immense Web-accessible basketball database. He said the immediacy of the Web would make the product more viable for the public.

“It eliminates a lot of the distribution problems. You put it out on the Web, and people have it instantly,” said Cross, who developed the site with Web development graduate assistant Balaji V. Maddali and UD visual communication design undergraduate Andy Limbert.

Cross and Hoover also received help from Dayton-Miami Valley Entrepreneur Center, a new Dayton-area consortium aimed at assisting technology companies get off the ground. The center leases affordable space and provides mentors for fledgling firms.

The center connected the hoopstuff.com developers with mentors John Muldowney of Clarity Marketing and Rick Wygant of Web Yoga. Muldowney and Wygant are now members of the hoopstuff.com team. Mentors from the center provide legal, marketing and business development assistance to the companies for free or at a reduced cost.

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