

# The Spin Coach™\*

A. Terry Bahill

The Spin Coach is a product of Bahill Intelligent Computer Systems® (BICS). Its purpose is to help teach baseball and softball batters to recognize the spin on the pitch and predict the ball's movement.

## The System Synopsis

### System Synopsis Template

For	(target customer)
who	(statement of need or opportunity)
the (system name)	is a (system category)
that	(provides key benefits or problem solving capability)
unlike	(primary competitive alternative)
(our system)	(statement of primary differentiation)

Put your system specific information inside the parentheses ( ).

A System Synopsis is called an *elevator speech*, because of the following scenario. You step into the elevator and see your Vice President. You realize that you will have about one minute alone with her. You want to spark her interest, so that she will read your concept of operations when it shows up on her desk. So, you blurt out your system synopsis.

For	the softball batter
who	needs to predict the trajectory of the pitch
the Spin Coach	is a training system
that	helps her to recognize the spin on the pitch and predict the ball's spin-induced movement
unlike	present coaches and books
the Spin Coach	shows the batter how each pitch spins and helps her to recognize this spin.

The System Synopsis can be written as two sentences, like this:

For the softball batter who needs to predict the trajectory of the pitch, the Spin Coach is a training system that helps her to recognize the spin on the pitch and predict the ball's spin-induced movement. Unlike present coaches and books, the Spin Coach shows the batter how each pitch spins and helps her to recognize this spin.

---

\* Spin Coach is a trademark of Bahill Intelligent Computer Systems.