

The Umpire's Assistant

A. Terry Bahill

The Umpire's Assistant is a product of Bahill Intelligent Computer Systems™ (BICS). Its purpose is to help the umpire determine balls and strikes in a baseball game.

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 baseball umpire
who	needs to call balls and strikes
the Umpire's Assistant	is an intelligent decision system
that	helps him to call balls and strikes accurately, consistently and in real-time
unlike	unassisted human umpires
the Umpire's Assistant	uses the same strike-zone standards for all leagues, parks, umpires, batters and pitchers.

The System Synopsis can be written as two sentences.

For the baseball umpire who needs to call balls and strikes, the Umpire's Assistant is an intelligent decision system that helps him to call balls and strikes accurately, consistently and in real-time. Unlike unassisted human umpires, the Umpire's Assistant uses the same strike-zone standards for all leagues, parks, umpires, batters and pitchers.