

THROTTLE

Startup Plan



Colin van Klinken
Entrepreneurship

Table of Contents

Introduction	2
Problem Statement	3
Summary	3
Customer problems.....	3
Business problems	4
Pain vs Frequency	4
Pre-Throttle Market Matrix.....	4
Pain vs Frequency Summary	5
Post-Throttle Market Matrix	7
Solution & Core Mechanics.....	8
Core Concept.....	8
Technical Simplicity and Accessibility.....	8
Gameplay Loop	8
The Guessing Categories	9
How it will be Viral: Shareability	10
Why it solves problems	10
Target Audience	11
Profiles	11
Demographic Insights and Reach	12
A rapidly expanding, young fanbase	12
Digital Engagement	12
Global Footprint	13
Demand for Gamification.....	13
Minimum Viable Product	14
Lean Startup	14
UI and UX Flow.....	14
Data Architecture	14
Success Metrics (KPI)	15
Virality (Growth).....	15
Engagement (Product Health).....	15
Retention (Long-Term Playing).....	15
Monetization Strategy (Financial Plan)	16
Roadmap and Future Plans	17
Networking and Market Validation	18

Introduction

MotoGP – one of the fastest growing motorsports out of all. With a global fanbase of 632 million as of 2025, a 12% increase from 2024. There are 22 race weekends this season with an average of 166,000 fans going to the circuits to see the races live.

Outside of these race weekends, there's almost nothing to do for these MotoGP fans. Luckily, we have the solution for these fans:

Throttle.

Throttle is a daily guessing game with MotoGP stats, based on Wordle. By guessing a random MotoGP rider, the site gives feedback if the guess is in the right direction or not.

The idea for Throttle emerged from the fact that I am also a huge MotoGP fan and found that there is nothing 'casual' to do when there is no race weekend. With only a competitive racing game on consoles, I wanted something that was a bit more relaxing, bite-sized and playable for anyone. Also having contact with many fans within the motorsport scene – I quickly found out that they are also looking for a simple game like this. To connect, to compete, to share.

The idea for Throttle very quickly landed on its feet. From the initial idea – to the pitched product, almost nothing changed. Taking inspiration from other games like Stewardle (a Formula 1 Wordle game) and Wordle itself, it was already very clear what to do with the puzzle format.

Throttle is an easily accessible site-based app that can be used on any modern web browser and on almost any device. Players fill in the name of a MotoGP rider and the game gives feedback on three ways: Green = Correct, Yellow = Higher/Lower, Gray = Wrong. Players can share their daily scores online to compete with others.

Problem Statement

Summary

Staying connected to the sport between race weekends is a common issue faced by motorsport enthusiasts. Taking for example fans who follow multiple motorsports at the same time, having to skip one race to see the other. This issue often results in a drop in fan engagement during the weekdays, significantly draining the continuous excitement of a MotoGP season.



Unlike other mainstream sports that are well-supported by daily fantasy leagues, apps and videogames, MotoGP fan engagement relies mostly on social media, new articles and inconsistent off-weekend content (which mostly still consists of social media posts). Platforms like X, Instagram and Reddit are commonly used, but they require manual searching for MotoGP content or following specific pages. This makes the experience passive, not active.

The main problem lies in the lack of a quick-to-play platform specifically targeted towards MotoGP fans and daily trivia. Due to the lack of this; fans lose that daily touchpoint with the sport they love.

Customer problems

MotoGP fans have nothing to do between the race weekends.

- The only official solution for this problem is the MotoGP game for consoles and social media. No other official games.
- There is a MotoGP fantasy league, but this is only during the race weekends.

There are no games like Wordle for MotoGP, but there are for other sports.

- Formula 1 has a Wordle clone which is played regularly, but MotoGP has none. This leaves out MotoGP fans who would rather guess about their favourite sport.

Current engagement methods (scrolling social media, reading news) are passive rather than active.

- Social media can be tiring and has no call to action, a casual game about MotoGP would be more active.

Business problems

Apart from social media, MotoGP does not have any other outlets for sponsoring and advertising.

- All the marketing goes through social media; there are no other outlets. This limits their marketing potential.
- A separate site and/or app where fans go to play something gives more space for sponsorships.

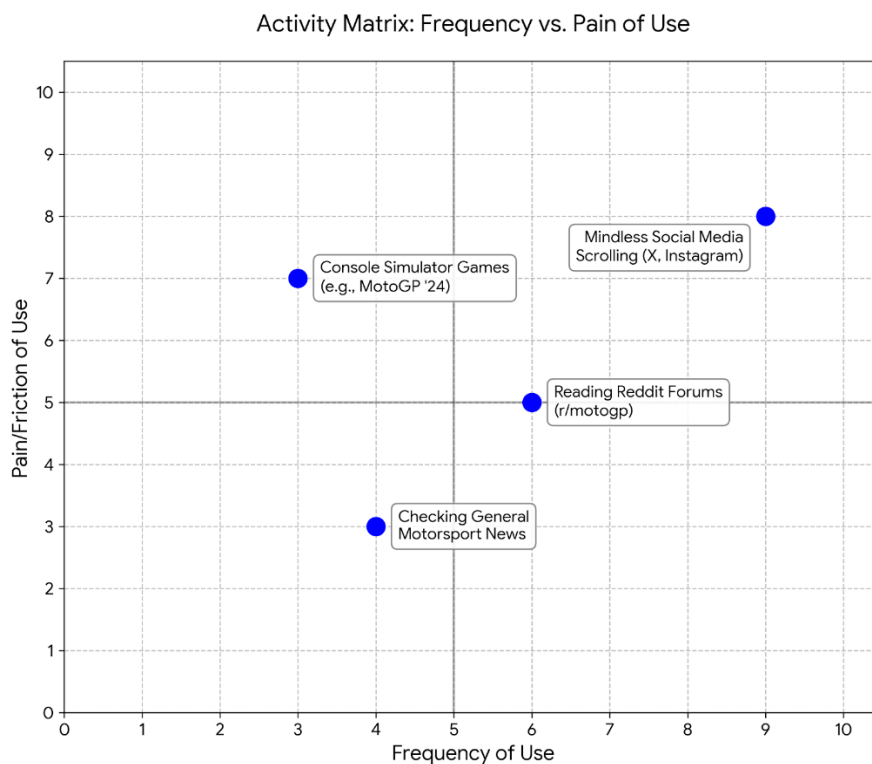
Capturing user attention in a fast, repeatable, and shareable format is highly challenging in the current digital landscape.

- A daily, short game with high competition would work well. With the current 'low attention span' of online users.

Pain vs Frequency

Pre-Throttle Market Matrix

This is a matrix of all the current solutions to this problem – without the introduction of our product: Throttle.



Mindless Social Media Scrolling (X, Instagram): [Frequency: 9 / Pain: 8]

Console Simulator Games (e.g., MotoGP '24): [Frequency: 3 / Pain: 7]

Reading Reddit Forums (r/MotoGP): [Frequency: 6 / Pain: 5]

Checking General Motorsport News: [Frequency: 4 / Pain: 3]

Pain vs Frequency Summary

Most MotoGP fans looking for content between the race weekends rely on activities that require a massive time commitment or offer an unrewarding experience.

These current methods fall short.

MotoGP Official Games (*High Pain, Low Frequency*)

The MotoGP video game is incredibly immersive, but it requires a gaming console or pc, a €70 upfront cost, and at least 30 to 60 dedicated time. This means zero distractions, ever tried playing a competitive racing game while chilling, having other people around or laying in bed? Impossible. The games are fantastic for the weekends with free time but are way too “Heavy” to be a quick daily habit while travelling, waiting in line or during a bathroom break.



Checking General Motorsport News (*Low pain, low frequency*)

Reading articles is easy, but almost nothing happens between Monday and Thursday in the MotoGP world. There may be some contract changes that get posted, but this only gives a short burst of hype and then it gets pushed back to when the contract goes in. Fans might check their favourite sites, but without breaking news, there’s nothing to interact with. And breaking news doesn’t happen daily.



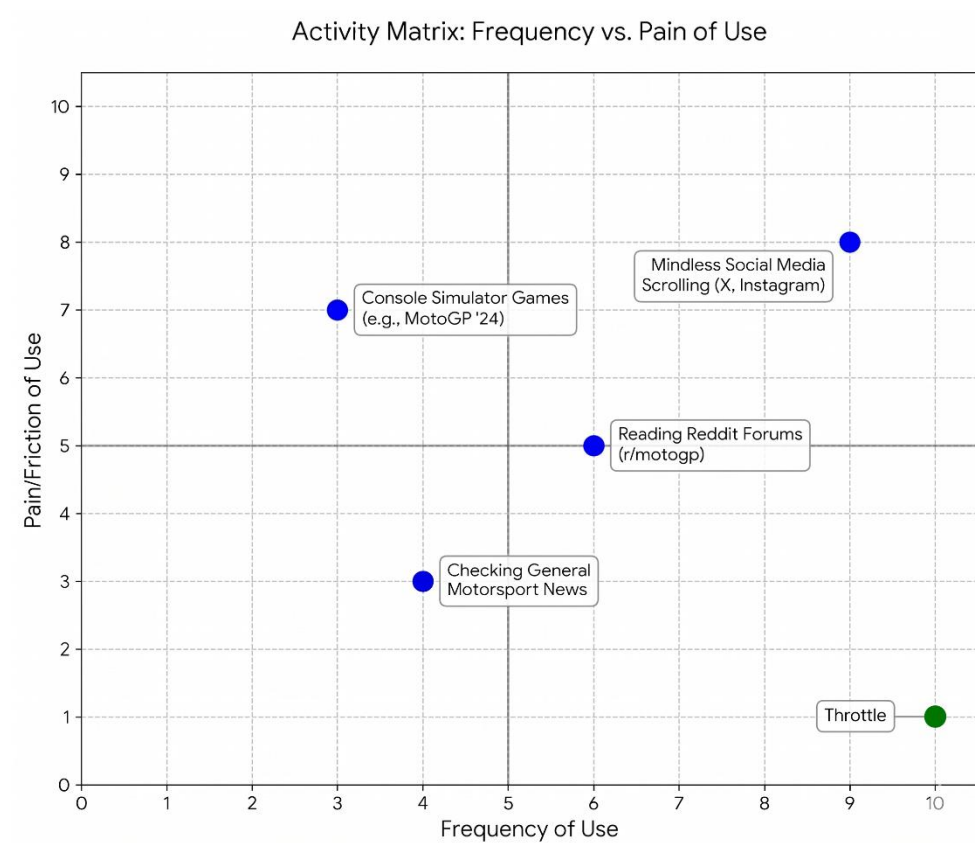
Reddit Forums and Communities (*Medium pain, medium frequency*)

Places like r/MotoGP (Reddit) are great for deep dives, but they require the user to shift through low-effort posts to find good discussions. It's still reading – not playing.

Mindless Social Media Scrolling (*High pain, high frequency*)

This is the most common, but also the most frustrating method. Fans continuously scroll social media apps/sites hoping to catch a cool highlight or post. It takes time, energy and still has no interaction. It's still just reading, maybe replying – but still no playing. Especially with people wanting to move away from social media, we want to offer a playful social solution what does not involve an algorithm trying to steal people's information.

Post-Throttle Market Matrix



Throttle (Low pain, high frequency)

The gap in the market – Throttle. The other solutions kill the momentum of MotoGP during the week. Fans want engagement, but the effort to find something active and fun is either too high or too low.

That's exactly where Throttle fits. We cut through the noise, offering a fast, accessible and highly competitive puzzle that takes less than two minutes a day.

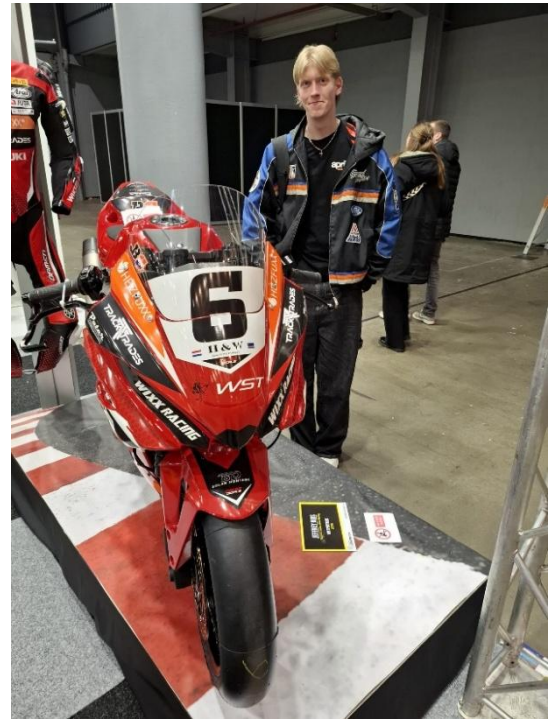
Solution & Core Mechanics

Core Concept

Throttle is a daily, web-based puzzle game designed to test a fan's MotoGP knowledge in less than two minutes. Inspired by games like Wordle and F1's Stewardle, Throttle challenges players to identify a MotoGP rider (either from the current grid (easy mode) or historic riders (hard mode)) using a limited number of guesses.

Technical Simplicity and Accessibility

To eliminate the extra step of downloading another new app, Throttle is built as an easily accessible, responsive web application. This means it will be able to run on almost any device with a modern web browser. (PC, Mobile, Tablet). This ensures that fans can play it instantly from a link shared on social media or bookmark the site as their favourite. This increases ease of access instead of hitting an 'Install Now' wall.



Gameplay Loop

a

Rider Name	Nationality	Rider Number	Manufacturer	Birth Year
Marc Marquez	Spain	93 -	Ducati	1,993 +
Francesco Bagnaia	Italy	72 +	Aprilia	1,998
Johann Zarco	Spain	42 +	Yamaha	1,995 +
Toprak Razgatlioglu				
Luca Marini				
Diogo Moreira				
Maverick Vinales				
Fabio Quartararo				
Franco Morbidelli				
Enea Bastianini				

a

1. The first guess:

The player starts with a blank board and enters the name of any MotoGP rider; this will be their first guess. To prevent the player becoming frustrated with spelling, the search bar has an autocomplete dropdown and will suggest names when typed in.

2. Feedback on their guess:

After submitting a guess, the game reveals a row of coloured tiles pointing to specific rider attributes, this gives the player a clear direction what rider it should be.

3. Results

The player has a maximum of 6 attempts to narrow down the different attributes and guess the correct rider. The lesser attempts, the better.

The Guessing Categories

Instead of guessing letters, players guess the mystery rider based on career and biographical stats. With each guess, the tiles provide the player visual feedback*.

**(Green = Correct, Yellow = Higher or Lower, Gray = Incorrect)*



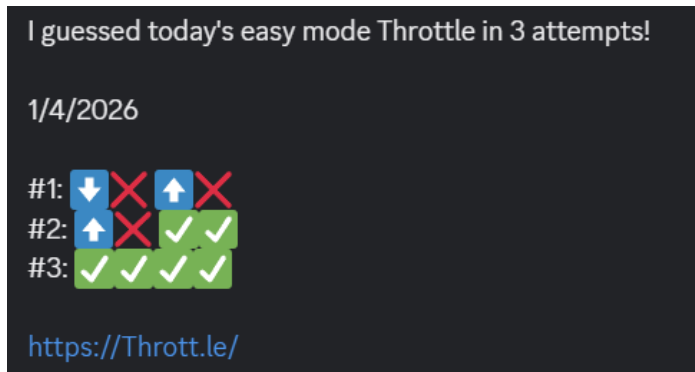
The different attributes include:

- **Rider Name:** The win condition. green if correct, gray if wrong.
- **Nationality:** Green for an exact country match, gray if the country does not match.
- **Rider Number:** Green if correct, yellow and an 'Up' or 'Down' arrow if the rider's number is higher or lower.
- **Manufacturer:** Green if correct, gray if wrong.
- **Birth Year:** Green if correct, yellow and an 'Up' or 'Down' arrow if the rider's birth year is higher or lower.

How it will be Viral: Shareability

The true growth engine of Throttle is built purely on its built-in shareability. With a plug-in on our site, the player can share their complete score after a daily puzzle online. The user is presented with a "Copy to Clipboard" Button. This generates a spoiler free, visual emoji grid representing their path to victory.

Example Output:



This grid taps into the competitive nature of MotoGP fans, turning every player of our site into a free automatic marketing machine. They will want to share and boast their scores on social media platforms like X and Instagram.

Why it solves problems

Like earlier mentioned in the problem statement, most off-weekend engagement requires long reading sessions or full-on dedication towards a heavy console game. Throttle centralizes daily, casual engagement into a fast, active, social and competitive burst. It gives fans something stable and exciting to look towards every morning, perfectly filling the boring void between each race weekend without requiring continues content creation from our development.



Target Audience

Throttle is designed for a highly engaged, competitive, digital motorsport audience. With MotoGP's global fanbase consisting of at least 632 million fans (as of 2025), the game targets two distinct segments within the fanbase: The dedicated "Hardcore" fan who watches every session, knowing everything about the sport, and the "Casual" fan who wants a quick, learning experience about the sport.

Profiles

1. Hardcore MotoGP Fan

Profile: These fans follow the sport like it's their lifestyle. Tracking every small change in the rider market, team manufacturer updates and rookie promotions. They are highly active on social media platforms about their favourite sport and know the most out of any fan.

The draw to our product: These fans want to test their deep knowledge, score high win streaks and show off their flawless games on social media to prove their expertise to their friends.

Value to our product: These fans are the automatic marketers of our product. They will be the first to adopt our game, share it online and challenge their friends.



2. Casual Motorsports Fan

Profile: These fans follow the sport casually and may watch other sports next to MotoGP and/or even prefer another sport. They watch the Sunday races but may not know every single rider or legend. They might also play other games already like the Formula 1 Stewardle.

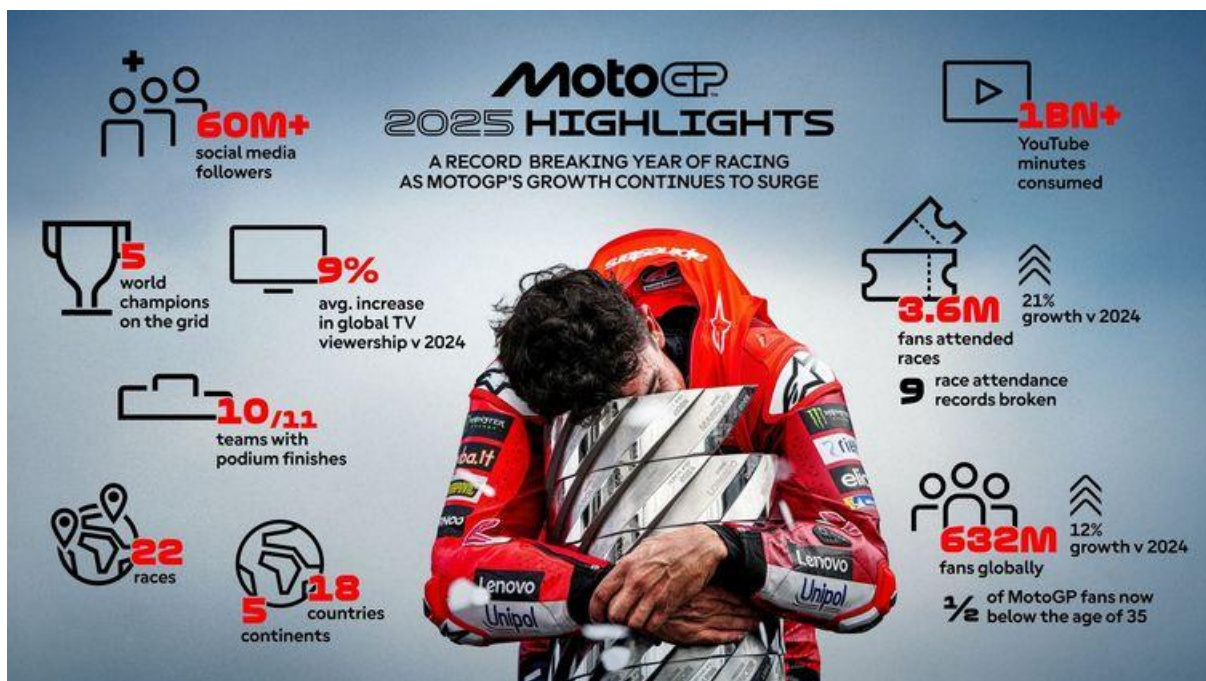
The draw to our product: These fans will find the autocomplete and color-coded hints very helpful and will be able to deduce the correct rider through sheer logic. With the addition of an 'Easy' mode consisting of only the current riders, making the game fun for players who don't know the answer instantly.

Value to our product: These fans are the players we want to keep on our platform at all cost. Having these players playing our game will mean it is accessible to the masses. These casual fans are our High-volume growth segment. Making sure it stays playable and can become a daily habit even for the non-fans.



Demographic Insights and Reach

To further highlight why a digital, mobile-friendly web app is the perfect format for Throttle, we need to perfectly understand the modern MotoGP fan. The sport is currently experiencing a massive growth in global popularity. Driven primarily by a young, tech-savvy demographic.



A rapidly expanding, young fanbase

The Numbers: MotoGP has recently announced that it's global fanbase has grown to 632 million, this being a 12% increase from 2024.

Under 35: Crucial to our product, MotoGP's research has confirmed that this is the fifth consecutive year that more than half of their fanbase is under the age of 35.

Why it matters to us: This young demographic is already driving engagement across digital platforms and social media, making them our prime target audience to a daily digital habit, and sharing their results on social media.

Digital Engagement

Social Reach: MotoGP is also blooming digitally, with its official social media channels surpassing 60 million followers. Furthermore, fans have watched more than 1 billion minutes of action on the official MotoGP YouTube channel.

Why it matters to us: Because this audience is already living online between race weekends, we do not have to convert offline fans to online users. This will simply be a more active competitive outlet for the fans already using their digital device.

Global Footprint

While Throttle will be a globally accessible web app, we must understand geographic density to help our initial marketing efforts. Thanks to research by MotoGP, we can narrow down our marketing.

Spread: The European audience of MotoGP makes up roughly 65% of the total fanbase. But the sport also has a good reach in Asia (19%) and the Americas (13%).

Netherlands: Taken from the official 2022 MotoGP Global Fan Survey, we can pinpoint that we have a huge advantage by basing in the Netherlands. Based on this Survey, fans in the Netherlands are the most active racegoers in the world. 73% of Dutch fans have attended a race in the past five years. With the Dutch GP in Assen being the most popular event, with 24% of the surveyed fans attending in the past five years. This makes the Dutch market the perfect testing ground for our product before going global.

Demand for Gamification

MotoGP is trying: Dorna (the rights-holder to MotoGP) has already proven that gamification works for this Audience. With product like MotoGP Fantasy and MotoGP Predictor capturing first-party fan data, but also the Official yearly MotoGP game coming to consoles and PC.

Throttle is better: While the Fantasy games and Predictor are successful, they are tied to the race weekends. No race weekend? No game. People can prepare a bit for the coming weekend, but this is not a daily ritual. By offering a fast, daily puzzle, Throttle compliments the existing weekend gamification by taking a small engagement every single day.

Minimum Viable Product

Lean Startup

The MVP for our product is built on the 'Lean Startup' principle. Maximizing validating learning while minimizing financial risk and engineering hours. Our primary objective is to prove that MotoGP fans will adopt our product as a daily habit. To achieve this, we will launch Throttle exclusively as a responsive browser-based app. Forcing users to download a native app day one will introduce friction. Our MVP removes all barriers to entry and makes our product approachable.

UI and UX Flow

The interface for our product is made to be easy to pick up for anyone who has ever played a game like Wordle, requiring zero tutorials, but also being so dead-simple that anyone without prior experience will be able to understand the game after at least one round.

Arrival: The user clicks a link shared on social media or searches our site and lands instantly on the puzzle. No menus, just the game.

Action: Next to an empty grid, the player can use a search bar. It has an autocomplete dropdown filter that eliminates any spelling errors and prevents users from wasting guesses on names not in our Database.

Feedback: After the player filled in the first rider, the rows start showing colours. The game instantly compares the guess to the "Rider of the Day" across five categories.

Reward: Upon winning or using all guesses, a clean screen appears displaying the current win streak, the guesses and a huge share button. Clicking the share button copies a spoiler free emoji grid to their clipboard.

Data Architecture

Our own database: We will be using our own database which has already been made consisting of all MotoGP and Historic 500cc riders. This JSON database requires no API integrations and is already implemented.

Daily Reset: A simple script that takes a random (but not the same as yesterday) rider. This resets globally at exactly 00:00 CET, making sure everyone has the exact same puzzle at the exact same time.

Device-Level Saving: Instead of having an expensive login system with servers, we save the stats in the local storage of the device.

Itch.io: we will be using Itch.io for the first version of our program due to its free hosting.

Success Metrics (KPI)

The MVP is a testing ground for our product. Within the first 30 days of a soft launch in online motorcycle communities, Throttle will track the following KPIs to validate if our product fits the market we aim for.

Virality (Growth)

Share Button: The percentage of users who click the share button after finishing a puzzle.

Target: More than 15 to 20% of active users.

Why it matters to us: This is the main key to our organic growth. If this number is low, we will need to redesign or re-evaluate the end screen and the sharing mechanic.

Engagement (Product Health)

Puzzle Completion Rate: The percentage of users who just make their first guess vs. The users who complete the puzzle (either by winning or using all guesses.)

Target: At least 80% of games played.

Why it matters to us: A low completion rate indicates that the player isn't enjoying the game or has problems with the UI.

Win/Loss Ratio: The percentage of players who guess the rider correctly.

Target: Between 75%- and 80%-win rate

Why it matters to us: if the win rate is too high, it indicates that the game is too easy. If it's too low, it indicates that the game is way too hard.

Retention (Long-Term Playing)

Retention Rate: The percentage of players who come back after playing the day before.

Target: More than 30%.

Why it matters to us: We need players to come back to our game for it to become a daily habit. If players don't do this automatically, we would need to delve in a reward system or other mechanics.

Monetization Strategy (Financial Plan)

Throttle's financial target is highly moving onto user acquisition first, and monetization second. We want to earn the trust of our users, and we want to keep our product cheap to host in the start, so we do not need to aggressively monetize on Day 1. Instead, we will gradually scale alongside our daily active user count across three phases.

Phase 1: User Acquisition

Our game will start out completely free-to-play, as our goal will be to maximize the "Share" loop, establishing throttle as a daily habit within communities and try to build a massive returning user base.

Costs: near zero, with free web hosting and a static database.

Phase 2: Passive Advertising

Once our game reaches a consistent threshold of Daily Active Users, we will introduce advertising. A simple banner ad that does not block any gameplay but giving us an easy source of income.

Costs: 10-20 euro per month for web hosting for our advertisements.

Phase 3: Throttle Pro + Sponsorships

Once we have moved on even further, we will introduce a freemium model to our site. Throttle Pro will remove all banner ads, unlocks a free play mode and personal statistics for our site.

We will also seek sponsorship with other MotoGP brand, like Alpinestars, Red Bull, Assen TT, MotoGP.

Costs: 100+ euro per month.

Roadmap and Future Plans

Phase 1: MVP Development and Soft Launch (Month 1)

Build the MVP, test our core loop and validate our market.

Milestones:

Develop a responsive web app.

Launch our site on a free hosting site.

Soft launch our site by seeding the link in a MotoGP community

Monitor initial KPIs

Phase 2: Growth and Optimization (Months 2 – 6)

Grow the userbase through organic marketing and build a stable platform

Milestones:

Reach at least 5000+ Daily Active Users

Partner with MotoGP influencers to play Throttle

Adjust the difficulty of our game

Introduce banner ads to cover costs

Phase 3: Premium Tier and Expansion (Months 7 – 12)

Launch our recurring revenue stream

Milestones:

Launch Throttle Pro

Introduce new game modes

Evaluate the viability of making a native app

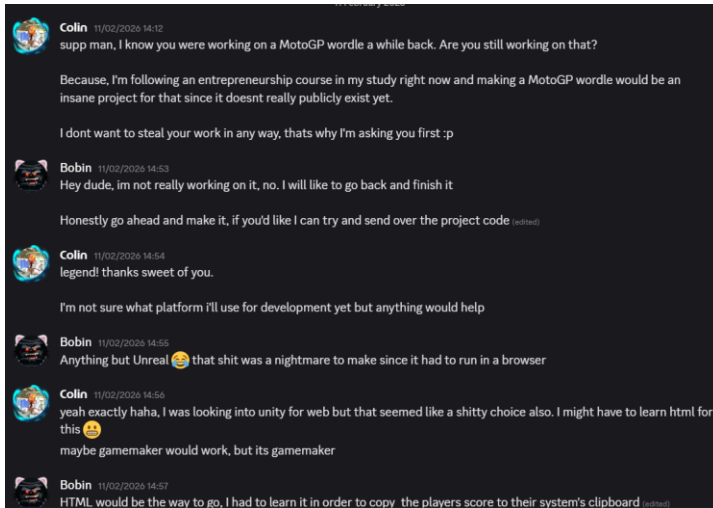
Secure sponsorship for a race weekend

Networking and Market Validation

To ensure Throttle isn't just a fun concept but feasible and desired product, we actively sought if there was a need for this product.

Consultation: Developer (Bobin)

I talked through Discord with a game development student who already worked on the idea of Throttle. He made a wordle game based on MotoGP and was willing to hand the game over to me for this project.



Consultation: Database (everythingmotoracing)

I talked through Discord with a well-known Instagram MotoGP influencer and he handed me the database with MotoGP riders for our game. Hand-collected data.

<https://docs.google.com/spreadsheets/d/12qs3cSYAGBj649wNfuJcJW5rI0eNL-RevWDT6j-Fcw/edit?gid=637495501#gid=637495501>

Motorbeurs Utrecht

I also went to Motorbeurs Utrecht to look around for motorcycles and do fly on the wall research on playability in the motorcycle scene.



I already quickly found out that there was a severe lack of playable experiences at the fair. There were many motorcycles to see, but there was nothing to DO.

The real-world chatter really confirmed the mid-week boredom of MotoGP fans. It was clear that there was a big love for the sport, but that there's nothing during the weekdays. Most highlights were only about the race weekends. I saw historic motorcycles and actual MotoGP bikes, these pulled big crowds compared to the other bikes. This showed me the clear interest to MotoGP from motorcycle fans.



This also impacted the research of Throttle, including historic MotoGP riders to our database is a key move to pull these fans over the line.