

HoopSquad

Basketball community platform: mobile app, landing page and e-commerce

COUNTRY United States Washington D.C.	INDUSTRY Sports & Community	DEVELOPMENT TIMEFRAME 3 months	LAUNCH DATE March 2025
WHAT WAS DONE Branding, Landing page and Native App			BUDGET < \$50K

SCOPE

Full-stack basketball community ecosystem built with no-code tools. Includes a mobile app for game discovery, player ratings and live scouting; a Webflow landing page; and a Shopify e-commerce store for basketball-culture apparel. Launched alongside a Virginia high school tournament, currently active in the DC/Maryland/Virginia region.

APP SCREENS



Branding



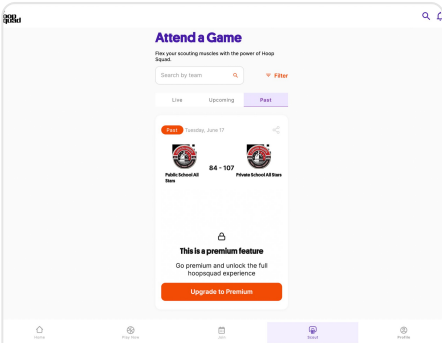
Branding



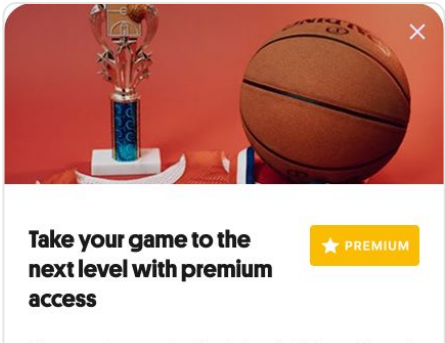
Branding



Home / onboarding



Scout a game



Premium access











"WE DO NOT QUIT PLAYING BECAUSE WE GROW OLD. WE GROW OLD BECAUSE WE QUIT PLAYING."

• GEORGE BERNARD SHAW

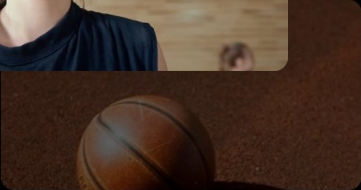












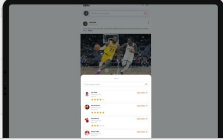
hoopsquad.com

Visit

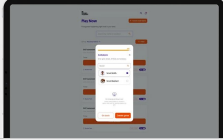
 Google Play

JuegosAplicacionesPelículasLibrosNiños

Look through our database for games and players that match your skill level.



Build a game. Build a team. Use our roster to fill out yours.



Application information →

Google Play

Visit

 hoopsquad

Sports

Free · Designed for iPad

[View in Mac App Store](#)

2 RATINGS

5.0

AGES

13+
In-App Controls

CATEGORY

Sports

DEVELOPER

Randy Wellington

LANGUAGE

EN
English

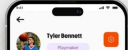
SIZE

69.8 MB

Sign up for a new basketball experience.



Build your profile in the hoopsquad universe. Record your stats. Post your highlights.



Look through our database for games and players that match your skill level.



Build a game. Build a team. Use our roster to fill out yours.



App Store

Visit

E-COMMERCE STORE

hoopsquad

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MEET THE COMMUNITY

Join the Squad

Exclusive app for true basketball fans. Represent your passion.

Discover more

Store homepage

Visit

Bestsellers



1960 Carroll DC High School Basketball Team (John Thompson front and center)
\$29.55



Drazen
\$40.00



Howard Nathan 1991 Illinois Mr Basketball
\$40.00



Skip Wise
\$20.00



Vince Evans
\$29.55

Bestsellers

KEY FEATURES

- Location-based pickup game discovery within 10-mile radius
- Crowdsourced player rating system: skill, experience, physical condition
- Live in-game player evaluation and Player of the Game voting
- High school game scouting with real-time roster and stat management
- Premium subscription (\$39.99/season): Stripe, Apple Pay and Google Pay
- Shopify apparel store with basketball-culture collections

RESULTS

13

US regions supported at launch

3

Platforms: app, web and e-commerce

Live

App Store and Google Play

TOOLS & TECHNOLOGIES

Webflow

FlutterFlow

Shopify

Stripe

Figma

Firebase

Google Maps API

LINKS

hoopsquad.com

shop.hoopsquad.com

App Store

Google Play