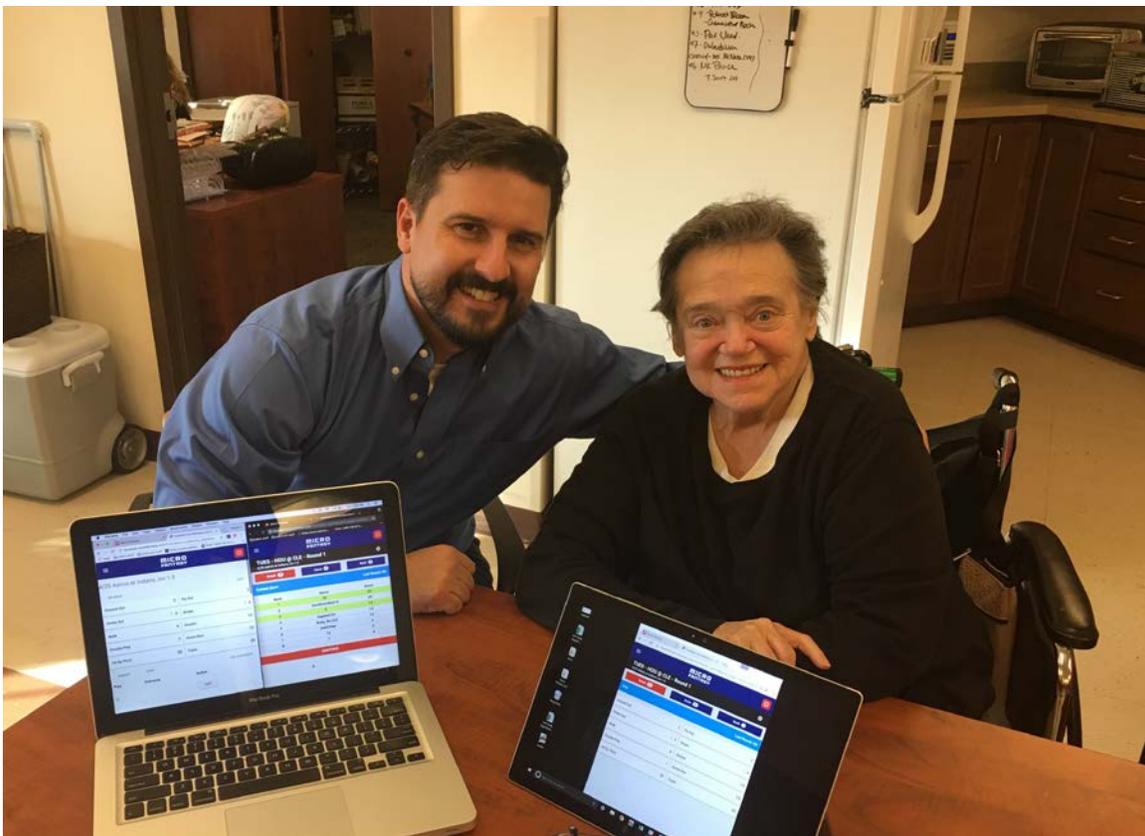


Micro Fantasy Brings Sports Prediction App to Health and Rehabilitation Center

by Hannah Predojev



Micro Fantasy Founder and CEO Joel Crites with Oaks of Brecksville resident Jeanne Kearney. Kearney's 23 points were the most in the facility's first Micro Fantasy contest.

A local company's new prediction app is changing the way individuals view sports, and residents at The Oaks of Brecksville were some of the first to try it.

CEO Joel Crites founded the Brecksville-based Micro Fantasy in 2015. He wanted to bring the company's prediction app – also named Micro Fantasy – to local

health and rehabilitation center The Oaks of Brecksville because he thought the seniors would appreciate something fresh and exciting.

The idea for the app was born when Crites attended a Cleveland Indians game with his son and found that it was difficult to keep his son actively engaged for the duration of the event. Crites thought it would be interesting to predict the game's events. He and his son kept score of their predictions, and this became the basis for the app.

The app covers a variety of sports teams, including the Akron Racers and the Akron Raiders, the Cleveland Indians, the Chicago Bandits, the Frontier League, the Lake Erie Crushers, the Florida Collegiate Summer League and the National Pro Fastpitch League.

"You do not have to know a lot about what you are watching, whether it is baseball, football, or basketball," said Kevin Oswald, chief marketing officer of Micro Fantasy. "Guessing is easy; anyone can [do it]."

When using the app, one is prompted to select the action they believe will occur next in the game. The family-friendly app offers 10 options to choose from, including outcomes such as a double or a home run. With each correct guess, points are awarded.

The Oaks of Brecksville has been testing the app for about three weeks, with individuals using Android phones, iPads and laptops to play. The residents piloted the app during the Cleveland Indians game versus the Tampa Bay Rays on May 15.

Jeanne Kearney, an Oaks of Brecksville resident for one year, won the contest, scoring a total of 23 points.

"I was a little bit nervous, because I had not participated in anything like it; [although] it was fun," Kearney said.

Helen Halmek, who has lived in the facility for six weeks, scored a total of eight points and said she found the app "very intriguing."

Both Halmek and Kearney are eager to use the app again, and Kearney is hopeful for more wins in the future.

"I think it is wonderful; it is a new diversion for our residents and it engages them on all different cognitive levels," said Marie Day, activities director of the Oaks of Brecksville.

This is the first senior facility Micro Fantasy has visited. Day said she felt honored to host the app, adding that it provided residents with lots of laughs, memories and fulfilling entertainment.

“Our residents have the opportunity to compete against participants outside the facility,” Day said. “So, they are not just competing against each other; they are integrated in the online community at the same time.”

The app has around 1,000 monthly active users, and 120,000 predictions have been made during Cleveland Indians games.

Micro Fantasy is free and available for download on the Apple Store and Google Play.

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