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Case Study: WhichMat.com for Jiu-Jitsu Events

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Client Overview

WhichMat.com is a free SaaS platform designed for Brazilian Jiu-Jitsu competitors and coaches. It helps users track their mat assignments and match schedules in real time during tournaments - a pain point that previously required juggling multiple event apps, PDFs, or haphazard text chains.

The Challenge

Jiu-Jitsu events often use proprietary or outdated platforms for managing matches and competitor flow. This created a huge information gap for competitors, coaches, and spectators - especially at high-stakes events with multiple mats and divisions running concurrently.

Our Solution

Basebuild designed and scaled WhichMat as a full SaaS product, capable of:

- Pulling live match assignment data including mat times, locations, fighter details and much more from multiple tournament provider APIs across the globe.
- Normalizing and organizing that data into a clean, fast, mobile-optimized user experience.

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- Handling real-time updates so users could follow matches without refreshing.
- Maintaining server performance under heavy traffic (especially during major IBJJF events).
- Offering a platform that is both intuitive for first-timers and powerful enough for elite coaching teams.

What Makes it Work?

- Seamless, custom built API integrations with multiple event platforms across different regions and formats.
- A custom-built Laravel backend that supports thousands of concurrent users.
- A custom-built VueJs based frontend.
- Usage of automation tools to sync mat data with real-time display logic - no manual updates or sync delays.
- Clear, clean front-end that works just as well in the bleachers as it does mat-side.

Results

- Over 12,000 registered users and 2,000–3,000 monthly active users and growing.
- Used by top-tier competition teams and solo competitors alike.
- Reliable performance across hundreds of tournament weekends.
- Built-in sponsor functionality for monetization and partner visibility.

Why it matters

This case study shows how Basebuild can take a community pain point, translate it into a purpose-built SaaS, and integrate multiple APIs to create a seamless experience. The automation and syncing logic behind WhichMat is exactly the kind of solution we specialize in - scalable, dependable, and custom-fit.

URL: https://www.whichmat.com

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