

Final Demo Senior Design Team 305

MOUTHPIECE

Social Media Application- Athletic/Sport

Tuesday April 25th, 2023



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Engineering

Our Team



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Ian Tyrell
Computer Engineer (B.S)



Christian Robinson
Computer Engineer (B.S)



Julien Denis
Computer Engineer (B.S)



Peyton Smith
Computer Engineer (B.S)

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Front-End Engineer

Front-End Engineer

Back-End Engineer

Back-End Engineer



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Our Advisor



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Advisor

- Petru Andrei
 - Electrical and Computer
 - Professor
 - Monthly meetings



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Project Refresher



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- Mouthpiece is a social media app whose motivation is seamlessly sharing posts, pictures, and videos for a community of those interested in sports.
- This app connects athletes, sports fans, team members, etc.



Julien



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Project Objectives



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- Posting (Videos & Pictures both w/ and w/o camera)
- Comments
- Liking
- Searching
- Notifications (Following/Likes/Comments)
- Geolocation (working map, markers, crowd meter)
- Profile Editing (Name/Bio)
- Messaging
- Signing Up (Creating Account)
- Explore Posts (All posts, filtered posts w/ tags)
- Tournament (Seeing tournaments on map/panel & joining)

Peyton



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Met vs Not-Met Objectives



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Met

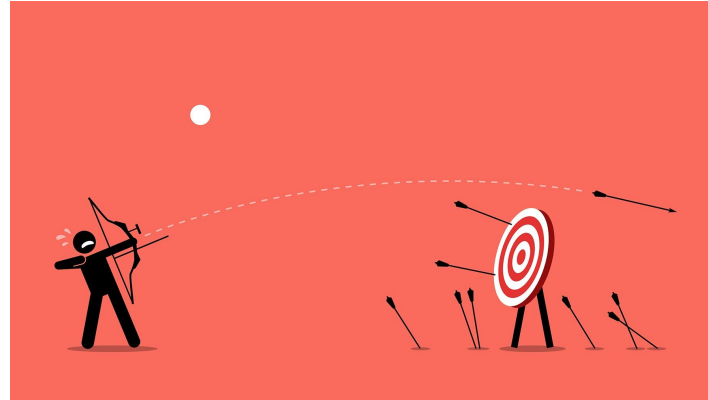
- Posting
- Comments
- Liking
- Searching
- Notifications
- Profile Editing
- Sign Up

Partial

- Geolocation
- Explore Posts

Not-Met

- Messaging
- Tournaments



Peyton



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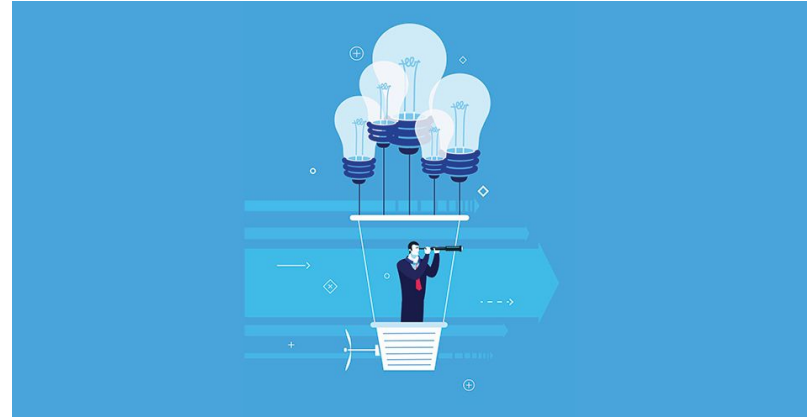
Suggestions for future work



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Technical Aspects

- Tournament Functionality
- User Capabilities within Geolocation
- Messaging
- Algorithms & Tags for Explore Page
- Fixing miniscule bugs



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Suggestions for future work



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Business Aspects

- Business Model Canvas
 - Schema of how we can effectively plan and pitch to investors.
- Financial Model
 - A financial table highlighting potential inflow and outflow.
- Marketing Plans
 - Find out avenues in which customer discovery and focus groups can be utilized.



Ian



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Business Model Canvas



Key Partners

- Developers and engineers
- Athletes and sports teams
- Advertisers
- Tournament organizers
- Payment processors who handle transactions within the app, such as team registration fees.
 - Google Pay
 - Apple Pay
 - Stripe
 - Square
- Social media platforms that may be integrated.
- Sports leagues
- Investors

Key Activities

- Marketing and promoting
- Providing customer support to users
- Analyzing user data and feedback
 - Improve the app's functionality and user experience.
- Managing payment processing
 - Team registration fees and other transactions within the app.
- Developing and implementing a monetization strategies
- Staying up to date on trends and changes in the sports industry
 - To ensure the app remains relevant and useful to its target audience.

Key Resources

- The Mouthpiece app
 - Firebase Server
 - Firebase Database
- A skilled development team
 - Expertise in app design, coding, and testing.
- Marketing team
- Customer support team.
- Data analytics tools
- Partnerships and collaborators
- Funding and investment to support ongoing development, marketing, and operations.
- Legal and regulatory compliance

Value Propositions

- A social media platform dedicated exclusively to the sports community where athletes can showcase their skills and connect with other athletes, teams, and fans.
- Opportunities for athletes to gain exposure and potentially get discovered by college recruiters, coaches, or even professional teams.
- A community where fans can follow their favorite athletes, teams, and events, and engage with other like-minded sports enthusiasts.

Customer Relationships

- Exposure/Recruitment
- User-friendly/Intuitive
- Targeted advertising/sponsorship opportunities
- Promote inclusivity/diversity
- Allowing for a wide range of sports and skill levels
- Providing stickers and badges to incentivize posting content
- Creating an entertaining and competitive environment.

Channels

- Social Media
- Kickstarter
- Sports Clubs
- AAU tournaments
- Schools
- Rec Teams
- Sports Complexes and Parks

Customer Segments

- Athletes
 - Underlooked athletes.
 - Athletes in underrepresented communities
 - Athletes who want to join teams in local areas.
- Coaches
 - Coaches who want to create/coach teams.
- Recruiters
 - Find talented people.
- Casual Viewers
 - People who enjoy watching sports but not necessarily play it.
- Trainers
 - Trainers who want to grow their brand and reach out to other athletes.
- Tournament Organizers
 - Allows them to find more teams to pay for tournaments and adds hype around their event.
- Teams
 - Creates a competitive factor for teams to grow in popularity and rankings to ultimately gain exposure.

Cost Structure

- iOS Subscription
 - Fixed \$99
 - Firebase Server
 - Deployment and Development: Server subscription \$70-\$340 a month
- App Development
 - iOS Development
 - Fixed-----\$82,800
 - Max Cost Estimate: ~\$92,239
- Marketing
 - costs for promoting the platform and attracting users could range from \$10,000 to \$50,000 or more, depending on the scope and scale of the marketing campaign.

Revenue Streams

- \$5-\$10 Cost per mille aka CPM
- Register tournaments via Mouthpiece
 - Global \$1000, State \$500, City \$250, Section \$125, Smaller Custom Price
- Yearly Team subscription \$7
- Sponsored content between 20 cents and \$2 per click (CPC)
- Advertising revenue
 - \$5-\$10 Cost per mille aka CPM, depending on the level of engagement.
- E-commerce revenue
 - \$0 to \$50 per transaction, depending on the types of products or services offered and the purchasing habits of the target market.
- Sponsorship revenue
 - could range from \$0 to \$10,000 or more per sponsorship deal, depending on the size and scope of the sponsorship.



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Cost and Revenue Breakdown



→ Assuming our goals of...

- 500,000 users
- 300 teams registered monthly
- 20 Global, 50 State, 50 City, 30 Sector Tournaments monthly

Expenses	Price	Incoming Revenue Sources	Revenue
App Development(Init) - Server included	→ \$92,239	Ad Revenue - \$5 CPM	\$ 75,000 a month
Marketing - Social Media Ads (\$25,000) - Flyers and Billboards(\$15,000) - Influencer Marketing (\$10,000)	→ \$50,000	Team Subscription - \$7 per month	\$ 2,100 a month
		Tournament Registrations - Global \$1000 - State \$500 - City \$250 - Section \$125 - Smaller Custom Price	\$95,000 a month
	\$142,239		\$172,100 monthly

Note: This does not include monthly expenses as that has to be scaled depending on the size, performance, traffic, and dependencies.



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Final Project Demonstration



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Questions?

