ITM
BUILDATHON 3.0

EVERYTHING YOU NEED TO KNOW

TRACK 1

Team name :- Pixel Architects

Team Members:- Chaitanya Dalvi

Jeevan Naidu

Github :-
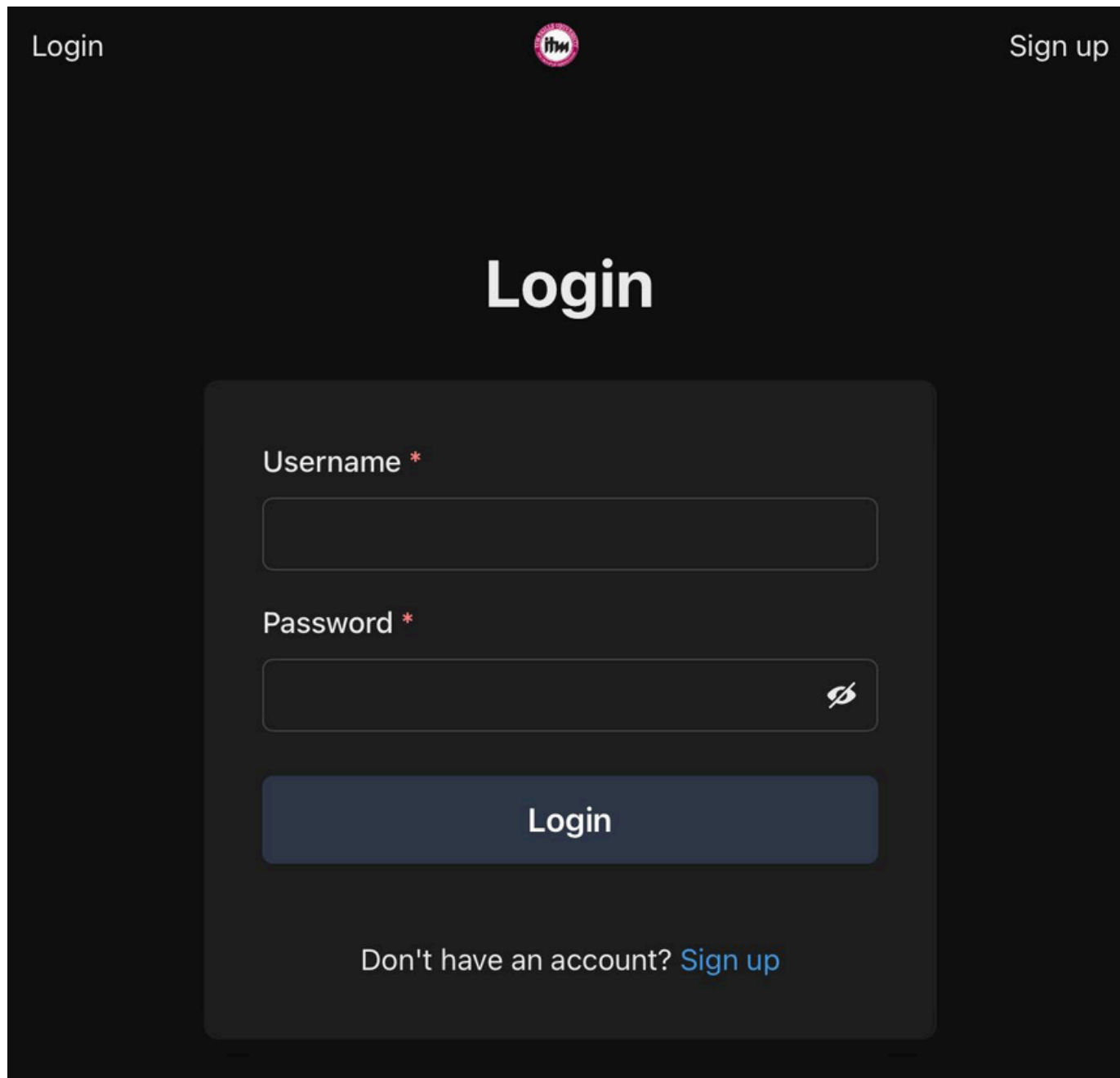https://github.com/ChaitanyDalvi06/MyITM_Buildathon

TRACK 1

Problem Statement :- Smart Community Engagement Platform

We have created the MyITM social media app, which categorizes users into students and faculty at the login stage. Students can engage in community discussions, have one-on-one conversations with peers, and post their thoughts and images. Additionally, students will receive notifications about events conducted by the college, ensuring they stay informed and connected.

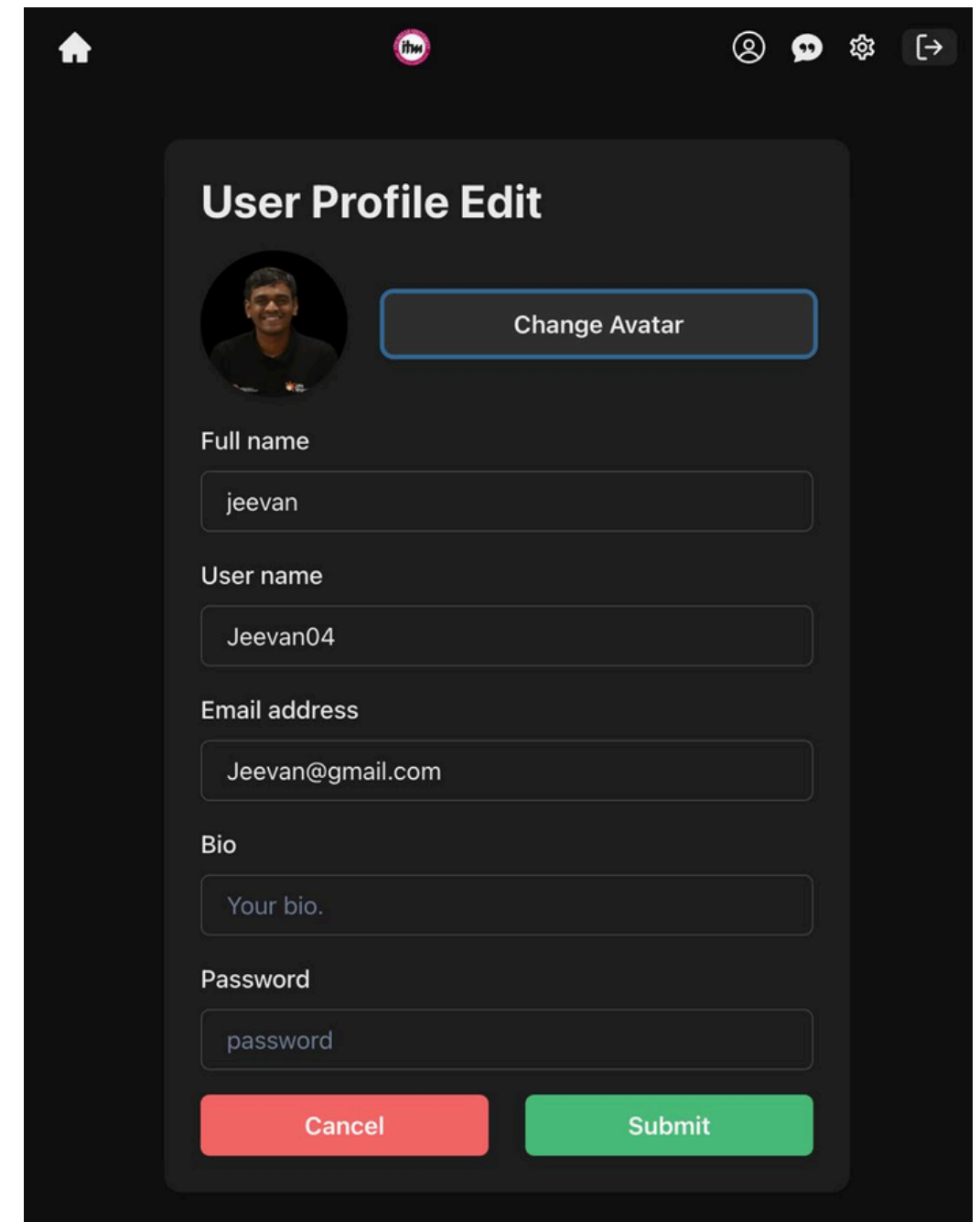# Functionality

TRACK 1

You can log in or sign up on the MyITM app.

You can edit your profile and add a profile picture to it.

Functionality

You can communicate one-on-one with your friends or classmates through messages and also by sharing images.
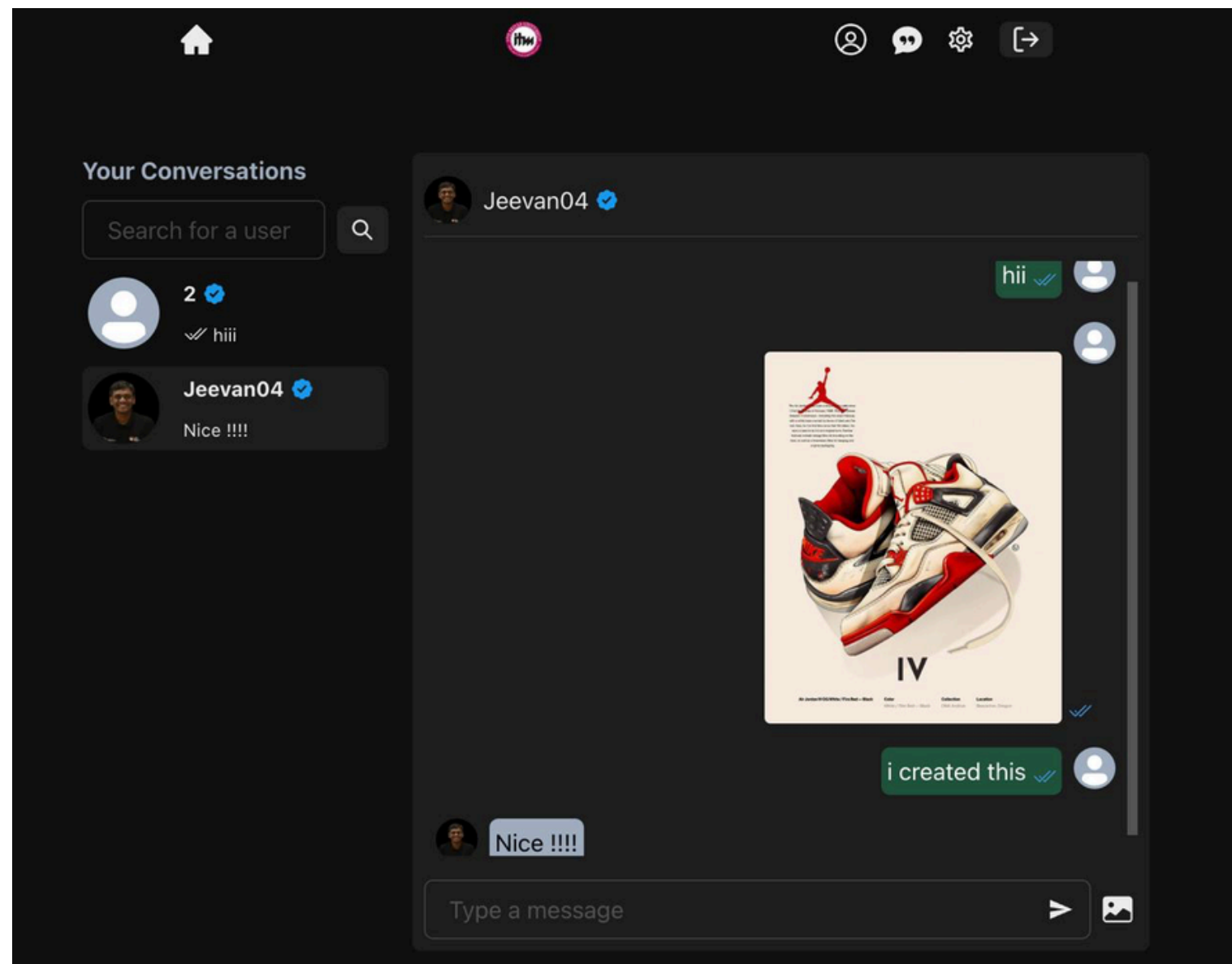
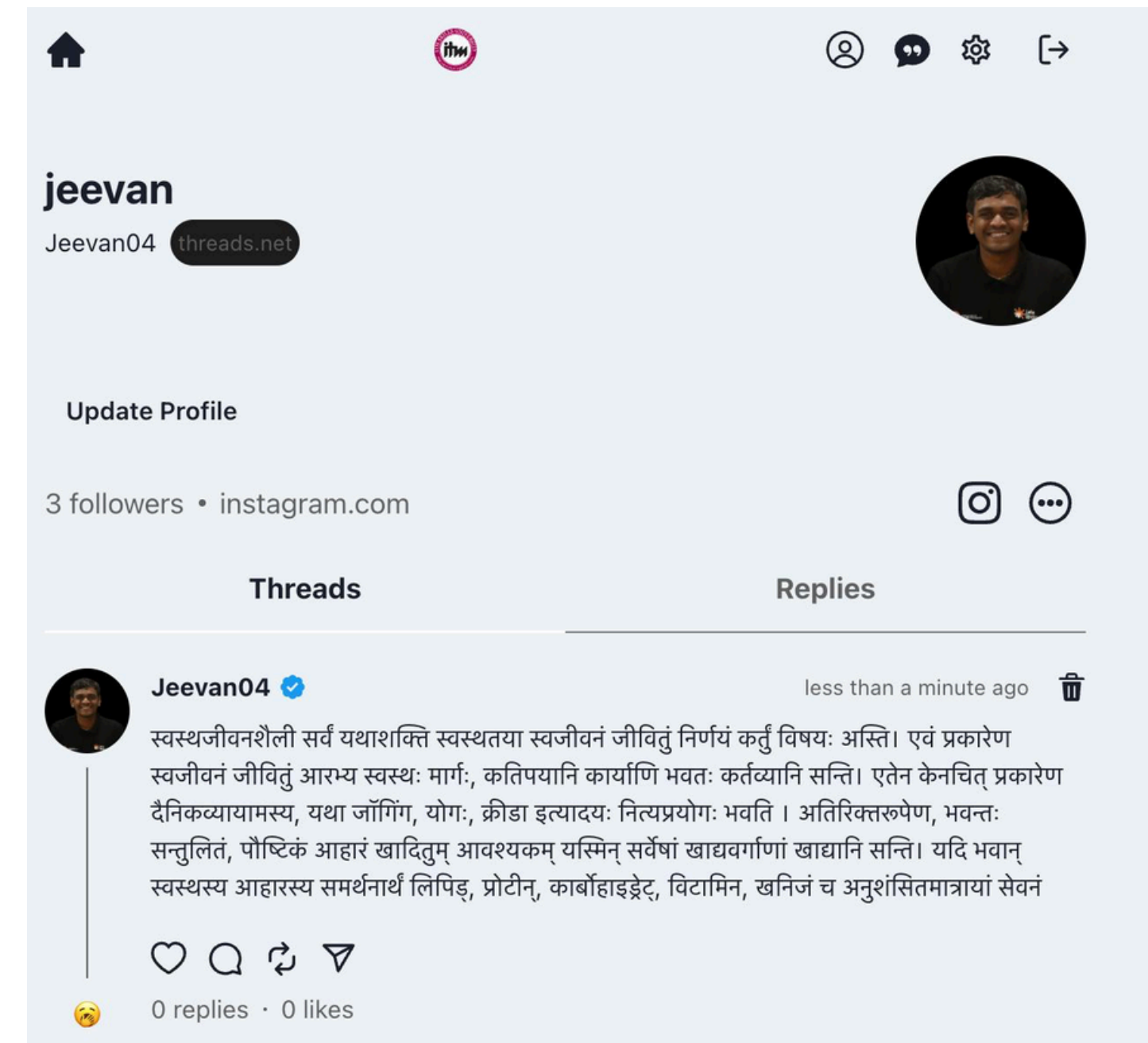You can post your thoughts and images, and the app can be set to either dark mode or light mode.

TRACK 1

Innovation

- We have integrated AR into the app, allowing users to scan a code and experience augmented reality features, such as wearing a virtual convocation hat or drawing in the air using hand gestures.
- This feature helps users quickly find Snap lenses and experience augmented reality.
- **Additionally, colleges can create their own Snap lenses and share them on the platform.**

Link   Link

TRACK 1

Business Model

- Colleges can subscribe to premium plans for hosting events, sharing notes, and managing student engagement.

- Colleges can pay to run advertisements for upcoming admissions, programs, and events.

- Partner with educational institutions and offer discounts or commission-based collaborations for successful referrals.

- Tiered pricing based on features and student base (e.g., Basic, Standard, Advanced).

TRACK 1

Tech Stack:- MERN stack , Cloudinary

- **MongoDB**: As the database for storing user data, posts, and other app-related information.

- **React**: For building a dynamic and responsive frontend interface.

- **Express**: To manage the backend logic and APIs.

- **Node.js**: To handle the server-side operations efficiently.

- **Cloudinary** for seamless image storage and management, ensuring fast and reliable delivery of media content.