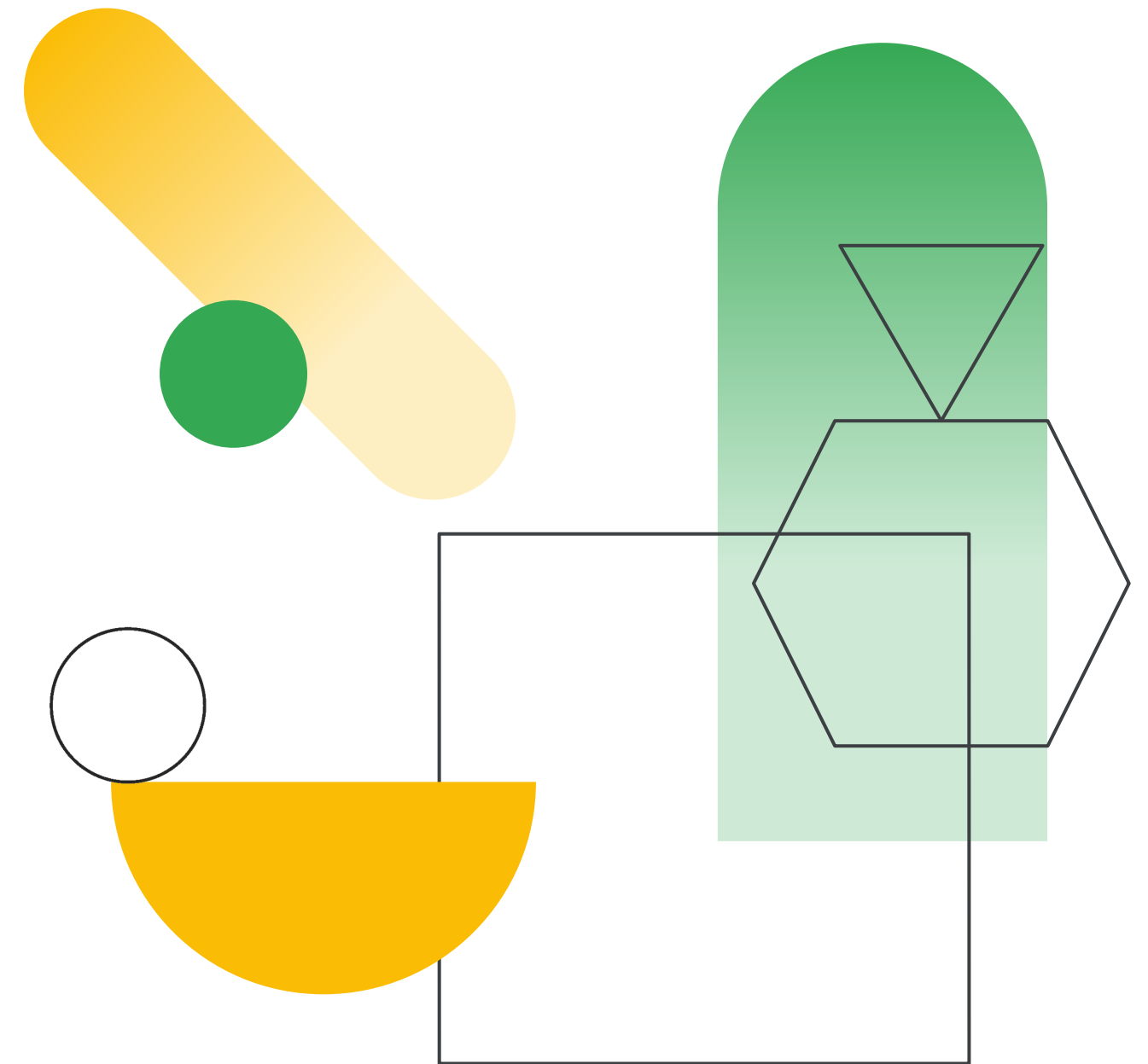


Google Cloud x MLB

Personalized fan highlights

My MLB powered by Vertex AI Gemini 2.0 ✨

Nishidh Singh Shekhawat



1a. User stories

Fan 1: *Staying up to date on my games, Quick Recaps for My Busy Life*

***As a** MLB fan, **I want to** receive personalised Highlights when i missed watching a game, **so that** I am always up to date while discussing with my MLB friends.*


Fan 2: *Game Day Recaps in My Native Language, News Just for Me*

***As an** international soccer fan, **I want** personalized highlights in my preferred language and tailored to me, **so I can** quickly catch up on the match I missed*



Gemini can do all this and more!

1b. Functionality based on User Journeys

1. **Subscribe and Receive Digests:** *Ability to select favourite players and teams .* ✨ 
2. **“Personalisation” of Digests:** *Every individual fan is different, tailored content for each persona* ✨
3. **MLB Rule AI Search:** *Allows new fans to search for MLB Rules* ✨
4. **Multi Language Support:** *Should support English, Japanese, Spanish.* ✨

2. Demo

My MLB powered by Vertex AI Gemini 2.0 ✨

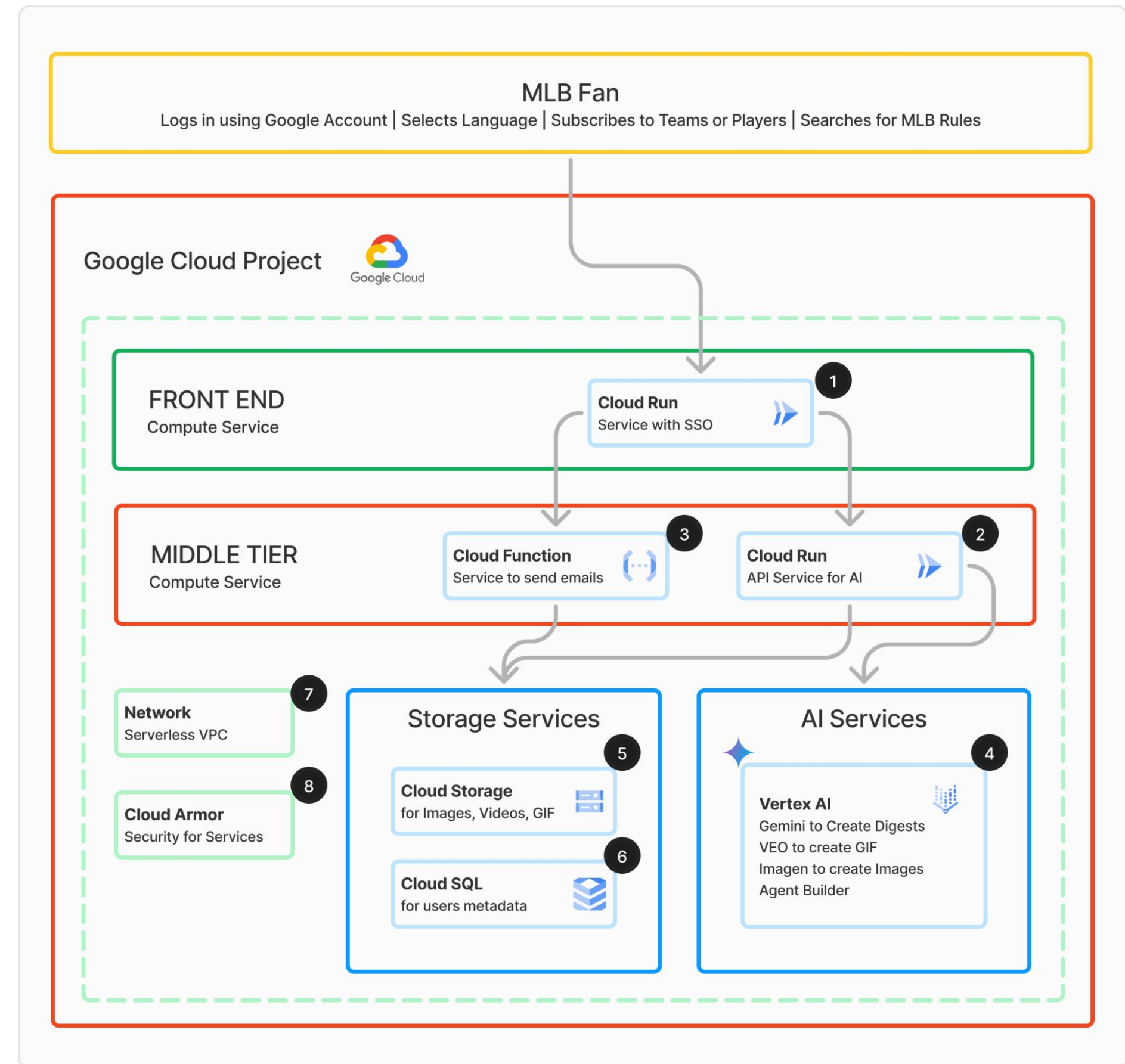


<https://mlb-frontend-service-513391239750.asia-south1.run.app/>

3a. Designing the Google Cloud Architecture

Microservice Architecture:

- **Service 1:** Handles all MLB Fan Interactions
- **Service 2:** Handles all Gen AI Requests
- **Service 3:** Sending Gmail Digests



3b. Designing the Google Cloud Architecture

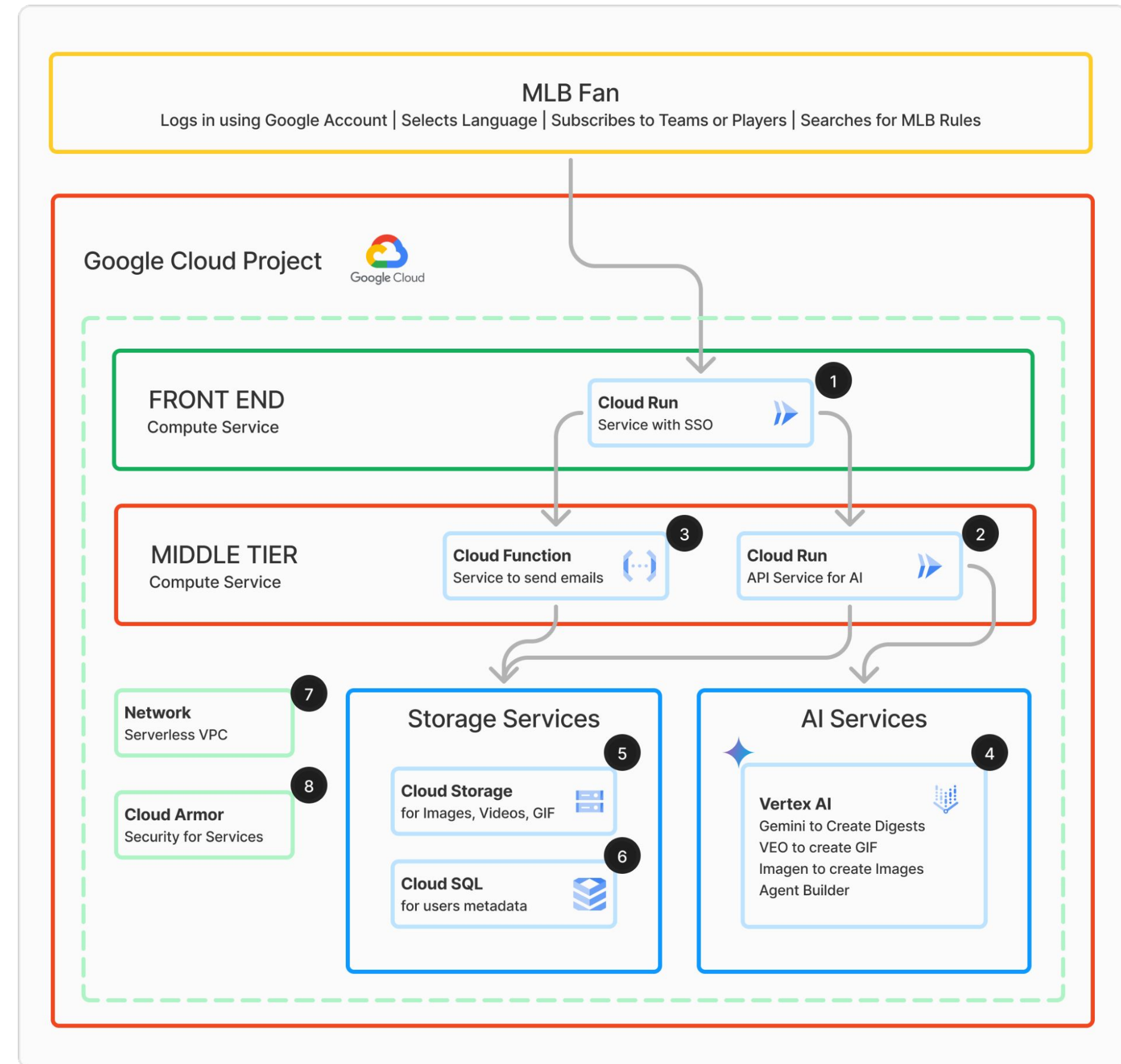
Selecting the “Right” tools and Google Cloud services.

Compute:

- Cloud Run Service:** Flexible and Serverless
 - Cloud Run Functions:** Perfect to trigger from Pub/Sub for real time MLB events
- 2nd Gen Cloud Run has lot more flexibility.

AI:

- Vertex AI:** Many Models and Client libraries available
- Gemini 2.0:** Personalized digests and is very fast.
- Agent Builder:** No code to build MLB Rule Search



3b. Designing the Google Cloud Architecture

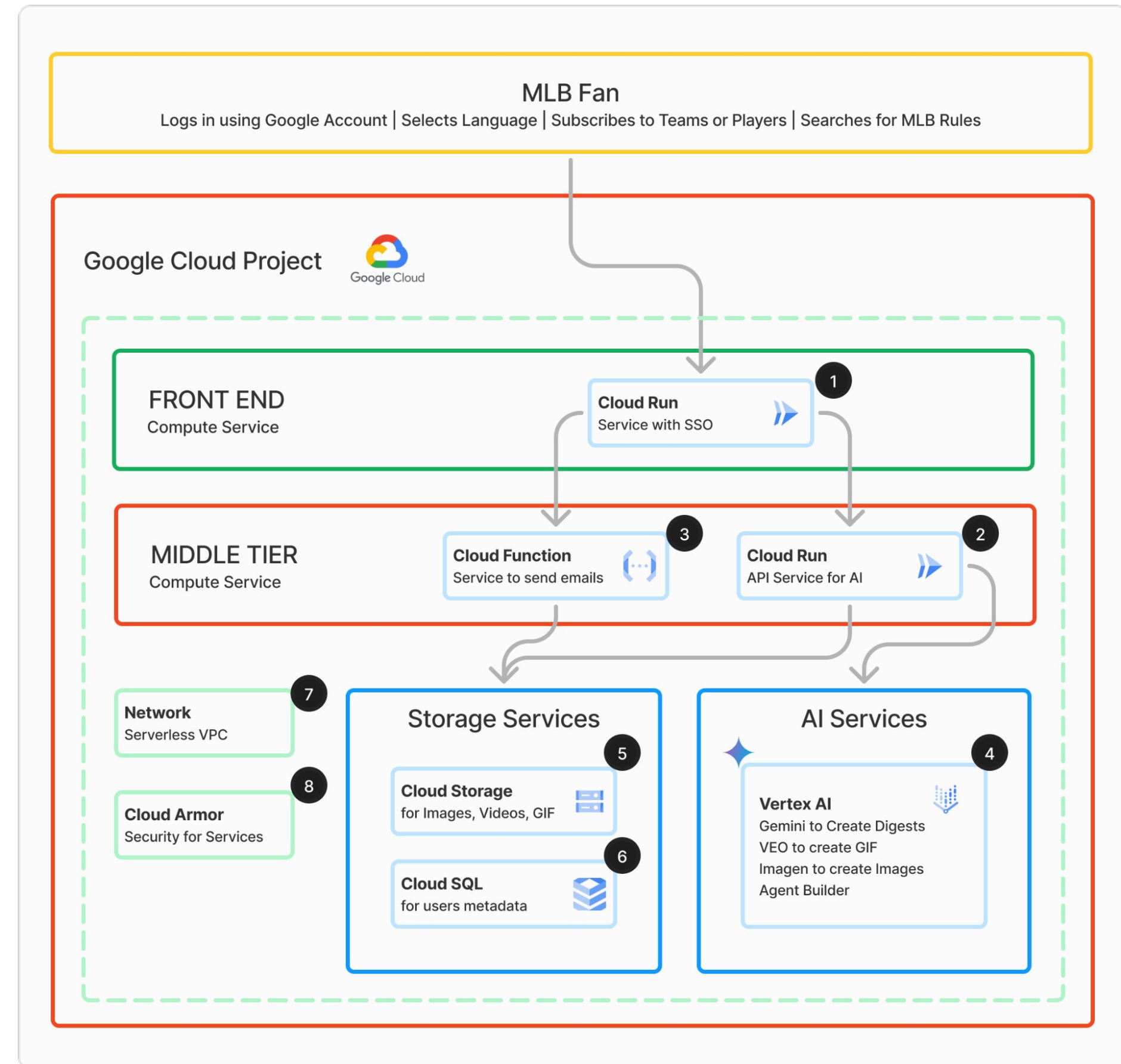
Selecting the “Right” tools and Google Cloud services:

Database and Storage:

- Cloud SQL:** Flexible and Serverless
- Cloud Storage:** Store Images videos and digests

Network and Security:

- Google OAuth 2.0 SSO Login**
- Secret Manager:** Credentials, secrets storage
- Serverless VPC:** Connect to Private Cloud SQL
- Cloud Armor:** DDoS and ML based protections



4a. What's Next: Imagen and VEO



Imagen 3 and VEO 2 can further personalise the Image in the digest tailored to the user

VEO 2 in Vertex AI is in preview as of this date.

4b. Summary

1. Fans receive personalised digests for their players, teams and in their native languages (English, Spanish, Japanese) using Gemini 2.0
2. MLB data sources have been effectively integrated to the services.
3. Vertex AI Search Allows new fans to search for MLB Rules
4. Google Cloud Services are deployed in a reliable and scalable microservice architecture.



Google Cloud x MLB

Personalized fan highlights

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Nishidh Singh Shekhawat

Hey MLB Fan!

Scan the QR code



or

click the link to try My MLB

[https://mlb-frontend-service-513391239750.
asia-south1.run.app/](https://mlb-frontend-service-513391239750.asia-south1.run.app/)