



OYA AI WORKFLOWS

PRODUCT & AUTOMATION ROADMAP

Purpose: Outline three AI-driven workflows to help OYA scale sales, design, and content production.

OYA is a soccer and lifestyle brand focused on direct-to-consumer sales today, with a long-term strategy of servicing **teams at scale** (Sunday leagues, amateur leagues, youth clubs, academies, and semi-pro teams). These AI workflows are designed to create **scalable growth systems** for outreach, customization, and marketing.

WORKFLOW 1: TEAM DATA SCRAPING + SALES AUTOMATION SYSTEM

Goal: Build a scalable, compliant, clean outreach engine to acquire team customers.

Business Problem

We need to directly target:

- Sunday League teams
- Amateur leagues
- Youth teams
- Academies
- Local competitive leagues
- Community football organizations

Currently, these teams are fragmented across:

- League websites
- Facebook pages
- Instagram profiles
- Local league directories
- Google Maps business listings
- Club websites
- Tournament sites

There is no centralized database.

Solution Concept

Build an AI-powered scraping + enrichment + outreach automation system that:

1) Data Collection (Scraping Layer)

Automatically collects:

- Team names
- League names
- Location
- Emails
- Phone numbers
- Social links
- Websites
- Contact forms
- Admin/manager names (if available)

Sources:

- League websites
- Google Maps
- Social platforms

- Tournament platforms
- Club websites
- Community directories

2) Data Cleaning & Validation

- Email validation
- Bounce prediction
- Domain health scoring
- Spam risk scoring
- Duplicate removal
- Contact enrichment

3) Segmentation AI

Auto-categorize leads by:

- Team type (youth, amateur, adult, academy)
- Competitive level
- Region
- League
- Buying potential
- Custom kit likelihood
- Team size estimate

4) Outreach Automation

Multi-channel workflow:

- Cold email
- Cold SMS
- WhatsApp (if compliant)
- Cold calling workflows

- Social DM workflows

5) Compliance + Sustainability

Critical focus on:

- Email warming
- Domain rotation
- Bounce prevention
- Blacklist protection
- Rate limiting
- AI content variation
- Compliance rules (CAN-SPAM, GDPR awareness, opt-out flows)

Output

A **scalable sales engine** that continuously feeds OYA qualified team leads and automates outreach without burning domains or damaging brand reputation.

WORKFLOW 2: AI JERSEY DESIGN & CUSTOMIZATION SYSTEM

Goal: Let teams design their own custom kits using AI + OYA templates.

Business Problem

Custom team kits require:

- Design labor
- Back-and-forth communication
- Long turnaround times
- Manual revisions
- Designer dependency
- High operational cost

We want **self-serve customization** while keeping OYA's brand quality high.

Solution Concept

Build an AI-assisted design platform that allows teams to generate designs using OYA's design language.

Core Components

1) Template Engine

Pre-built design system:

- Jersey patterns
- Collar styles
- Stripe layouts
- Panel structures
- Sleeve styles
- Font systems
- Logo placements
- Badge placements
- Number placements
- Color systems

2) AI Customization Layer

Users input:

- Team name
- Colors
- Mascot/identity
- City/location
- Vibe (aggressive, clean, classic, modern, minimal, bold)
- League type

- Cultural identity

AI generates:

- Colorways
- Layout variations
- Badge positioning
- Pattern designs
- Typography pairings
- Number styling
- Sponsor placements

3) Design Control System

Users can:

- Adjust colors
- Swap templates
- Change fonts
- Modify layouts
- Edit logos
- Preview variants
- Compare versions

4) Production Integration

Output-ready files:

- Print files
- Manufacturing formats
- Mockups
- Tech packs
- Design specs

Outcome

A **self-serve AI kit designer** that:

- Reduces human labor
 - Increases speed
 - Increases conversion
 - Scales custom orders
 - Preserves brand quality
 - Turns design into a product feature
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WORKFLOW 3: AI VIDEO GENERATION & MOCKUP PIPELINE

Goal: Automate high-quality content creation for marketing and sales.

Business Problem

High-quality videos are:

- Expensive
- Slow to produce
- Hard to scale
- Production-heavy
- Resource intensive

But they are critical for:

- Product launches
- Social media
- Ads
- Team pitches
- Brand storytelling
- Mockups

- Concept previews

Solution Concept

Build an AI-driven video generation pipeline.

Capabilities

1) Design-to-Video Pipeline

Input:

- Jersey designs
- Mockups
- Logos
- Brand assets
- Team colors

Output:

- Cinematic product videos
- Matchday-style visuals
- Lifestyle scenes
- Training scenes
- Tunnel walkouts
- Team huddles
- Crowd scenes
- Slow-motion detail shots
- Stadium environments

2) Scene Control System

Templates for:

- Urban soccer

- Street football
- Stadium scenes
- Training grounds
- Locker rooms
- Night matches
- Daylight matches
- Lifestyle environments
- Cultural scenes

3) AI Video Assembly

Workflow automation:

- Scene generation
- Motion graphics
- Transitions
- Branding overlays
- Music syncing
- Caption generation
- Format resizing (TikTok, IG, YT, web)

Output

A **content engine** that automatically creates:

- Ad creatives
- Social content
- Website videos
- Product launch content
- Team proposal videos
- Sales pitch visuals

- Mockup demos
 - Concept previews
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SYSTEM ARCHITECTURE VISION (HIGH LEVEL)

Central AI Platform

All three workflows connect into one ecosystem:

1. Lead System → Sales Automation
2. Design System → Custom Kit Platform
3. Video System → Marketing Engine

Data Flow Example:

Scraper → CRM → AI segmentation → Outreach

Customer signs → AI design tool → Custom kit

Design output → AI video system → Marketing + sales content

STRATEGIC VALUE

This creates:

- Automated sales
- Automated design
- Automated marketing
- Scalable operations
- Low marginal cost growth
- High brand differentiation
- Platform business model
- Infrastructure moat