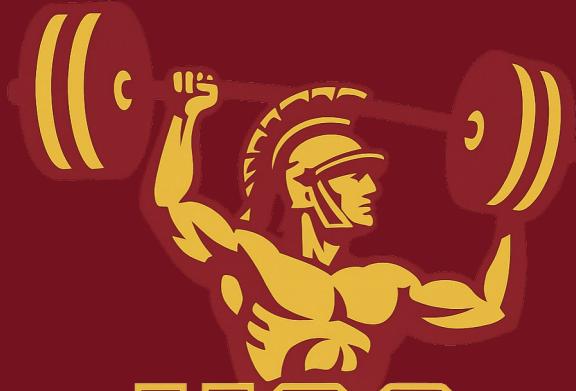


× × × ×



USC

TrojanFit

Kailyn T., Brinda S., Kevin M., Jaycie L., Milo Z., Ruoyu L., Jipeng L., Trevor
S.

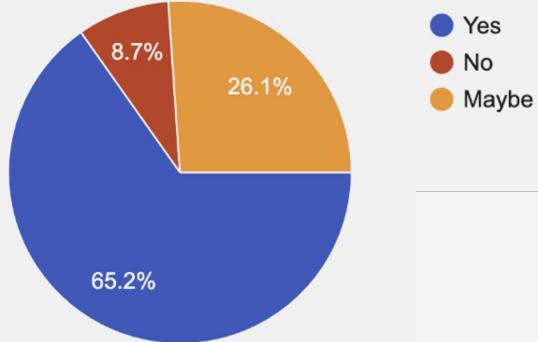


TrojanFit

- **Why?**

55%

Avg. Stress 4/5
High/Very High



- **What?**

**Community and
AI-Driven
Fitness Platform**

**Personalized
Experience**

1. Student Interest



2. The Barriers

Struggle with time
and energy



83%



3. Activation

Are activated with
social partners

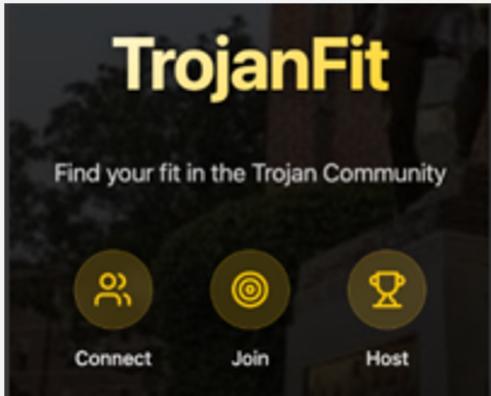
73.9%



**The TrojanFit
Opportunity**

App Onboarding

- **Personal information**
 - Demographic/ Professional
- **Skills Level**
 - Beginner, Intermediate, and Advanced



Professional Info
Optional - help us connect you better

Program
MSBA

Year
2025

Career Interests
Data Science

[Link LinkedIn](#)

[Sync Calendar](#)

Create Your Profile
Tell us about yourself

Upload Profile Picture

USC email

[Back](#) [Continue](#)

Your Interests
Select your hobbies and activities

Basketball

Tennis

Yoga

Running

Swimming

Golf

Hiking

Cycling

Soccer

Volleyball

Climbing

Dance

Baseball

Badminton

Boxing

Didn't see yours?
 [Add](#)

Set Your Skill Levels

Golf
[Beginner](#) [Intermediate](#) [Advanced](#)

Basketball
[Beginner](#) [Intermediate](#) [Advanced](#)

Boxing
[Beginner](#) [Intermediate](#) [Advanced](#)

[Back](#) [Continue](#)

Intelligent Home Feed

The home screen is a dynamic, personalized feed that acts as the user's mission control. It's designed to eliminate searching and maximize doing

The image shows the Intelligent Home Feed application interface. On the left, the main feed displays a user profile for Greg Patton, statistics (12 Events Hosted, 28 Events Joined, 45 Connections), and interest levels for Yoga (Advanced), Tennis (Beginner), Dance (Advanced), and Golf (Intermediate). It also shows a list of events: 'Basketball Pickup Game' (upcoming, Dec 15, 2024, Galen Center Court 2, 8/10 attendees) and 'Morning Running Group' (completed, Dec 12, 2024, Alumni Park Loop, 6/8 attendees). A red callout box labeled 'AI-powered natural language search' points to the search bar at the top. Another red callout box labeled 'AI Recommendations based on calendar' points to the event list. A red callout box labeled 'Real time discovery of trending activities' points to the event list. A red callout box labeled 'Contextual query understanding' points to the search results page. A red callout box labeled 'Smart Availability Check' points to the event details. The bottom navigation bar includes icons for Feed, Calendar, Map, and Profile, with a central red '+' button.

AI-powered natural language search

AI Recommendations based on calendar

Real time discovery of trending activities

Contextual query understanding

Smart Availability Check

Profile

Greg Patton
MSBA 2026
Data Science, Business Analytics

12 Events Hosted 28 Events Joined 45 Connections

Interests & Skill Levels

Yoga Advanced Tennis Beginner

Dance Advanced Golf Intermediate

Your Events Chat

Basketball Pickup Game upcoming
Dec 15, 2024 · 6:00 PM
Galen Center Court 2
8/10 attendees Manage Event

Morning Running Group completed
Dec 12, 2024 · 7:00 AM
Alumni Park Loop
6/8 attendees View Results

Feed Calendar Map Profile

Search Results

You searched for:
"Tennis tournaments near me when my calendar is relatively free"

Recommended based on your search

Found 3 tennis tournaments matching your criteria

Marshall Tennis Open

Weekly tennis tournament for USC students

USC Tennis Courts Next Wednesday
8/1 joined 9:00 AM - 11:00 AM
0.3 miles away 50% full

Your calendar is free

Join Event

Downtown Tennis Championship

Competitive tennis tournament with prizes

LA Tennis Center Next Thursday
24/32 joined 10:00 AM - 2:00 PM
2.1 miles away 75% full

Your calendar is free

Feed Calendar Map Profile

AI-Powered Event Recommendations & Interactive Map

Personalized, AI-driven fitness networking experience

Sync Calendar with external calendar apps and TrojanFit's events

AI-powered event recommendations tailored to your schedule

Professional Info
Optional - help us connect you better

Program
e.g., MSBA, MBA

Year
e.g., 2024, 2025

Career Interests
e.g., FinTech, Consulting, Data Science

Link LinkedIn

Sync Calendar



Calendar

This Week

M 22 T 23 W 24 T 25 F 26

AI Smart Suggestions Based on Your Availability

Group Run Thursday 95% match @ 5 PM?
The Trojan Runners Club meets then.

Yoga To AM?
Morning I perfect st.

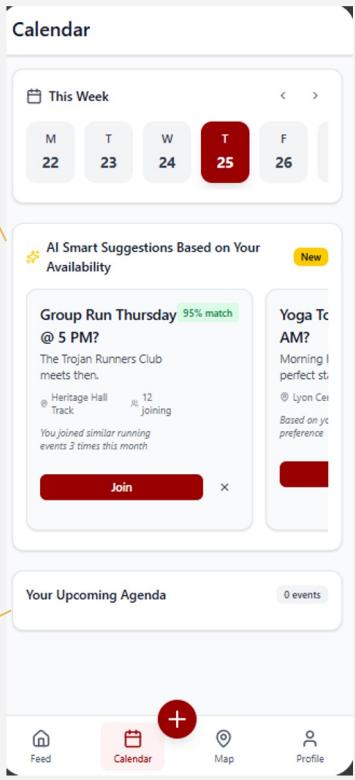
Heritage Hall Track 12 joining

You joined similar running events 3 times this month

Join

Your Upcoming Agenda 0 events

Feed Calendar Map Profile



Calendar

Search events or places...

All Basketball Tennis Yoga

Session on Recreation Center Recently viewed

Tennis Group Session 3.3 miles away

Legend Events Facilities

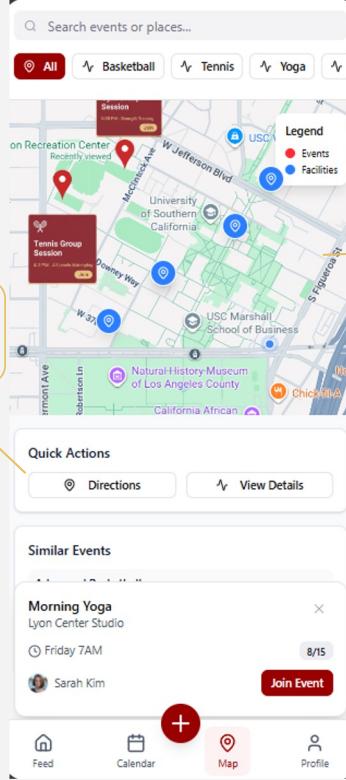
USC University of Southern California USC Marshall School of Business Natural History Museum of Los Angeles County California African

Directions View Details

Similar Events

Morning Yoga Lyon Center Studio Friday 7AM 8/15 Join Event

Feed Calendar Map Profile



Map

View nearby events and locations on an interactive Map

Easy access to event details

Join map icons for easy navigation

Event Setup

Networking Event

Sports Event

Hi Greg Patton! 🙌

What are we feeling like today?

Tennis tournaments near me that Search

Popular Near You

Basketball Pickup Game
Basketball - Competitive
Lyon Center Courts • Now - 6:00 PM
0.2 miles 12 going

Group Run
Running - Social Networking
Tommy Trojan • 7:00 PM - 9:00 PM
0.3 miles 8 going

Recommended for You

Basketball Soccer Tennis + More

Pickup Basketball Game
Galen Center • Tomorrow 3:00 PM
0.4 miles 150 interested Basketball

Feed Calendar Map Profile

- Date & Time
- Venue
- proximity
- Attendees

Event Setup Key

Profile / Chat Box

Profile Information

Profile

Greg Patton
MSBA 2026
Data Science,
Business
Analytics

12 Events Hosted 28 Events Joined 45 Connections

Interests & Skill Levels

Yoga Advanced Tennis Beginner

Dance Advanced Golf Intermediate

Your Events Chat

Basketball Pickup Game upcoming
Dec 15, 2024 · 6:00 PM
Galen Center Court 2
8/10 attendees Manage Event

Morning Running Group completed
Dec 12, 2024 · 7:00 AM
Alumni Park Loop
6/8 attendees View Results

Events / Networking Data

9:41 USC Events 100%

Hi Greg Patton! 🙌

What are we feeling like today?

Search Tennis tournaments near me that are h

Chat Box Icon on the Landing page

Skills Level

Created Events / Events Info / Status

Your Events Chat

MSBA Rec Sports 2 2
Sarah Kim: Hey team! Anyone up for a ...
Dec 11, 2024 · 8:17 AM

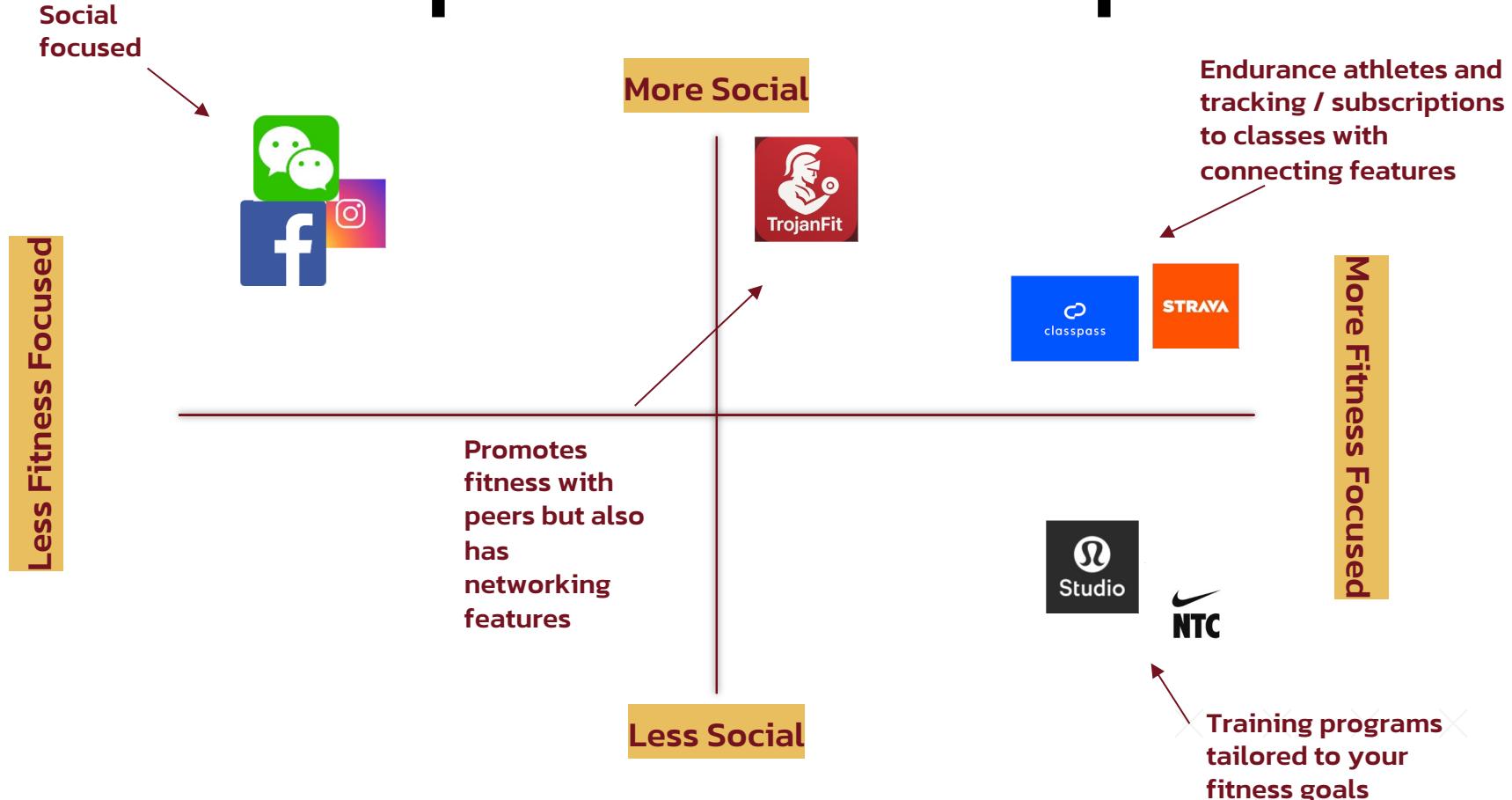
Basketball Pickup – Court 2 Read
Jordan Li: We have 8 confirmed. Need tw...
Dec 14, 2024 · 5:02 PM

Weekend Tennis Doubles 1 1
Kate Chen: Court booked for 10 AM. B...
Dec 7, 2024 · 6:31 PM

Feed Calendar Map Profile

Chatting History (Event groups / Individuals)

Competitor Landscape



SWOT Analysis



Strengths

- **Trojan Centric**
- **We know our community**
- **Geographic advantage**

Weaknesses

- **Emerging platform**
 - **Limited features, small user base**
- **App visibility**
- **Long term engagement**

Opportunities

- **Bridging the market gap need for social fitness**
- **Launch trial through the MSBA Community**
- **Expand into Trojan Network**

Threats

- **Existing social media platforms**
- **Limited time / Student Burnout**
 - **83 % of MSBA professionals mentioned that they are impacted by this**



Marketing Strategy

Phase 1: Pre-launch

4 WEEK

- Goal: Build seed-user base & gather insights
- Recruit 60 seed users (50 regular + 10 influencers)
- Target: Fitness-focused students, club leaders, well-connected students, professors
- Conduct beta testing & iterate based on feedback



Phase 2: Official Launch

8 WEEK

- Goal: Drive mass adoption within MSBA community
- Launch free app on iOS & Android stores
- Influencer campaign: social buzz + referral codes
- Email ads via MSBA student loop
- Host engaging offline launch events



Phase 3: Scaling Up

1 YEAR

- Goal: Expand reach & explore revenue streams
- Refine product using launch data
- Partner with MSBA alumni, Marshall, USC community
- Pilot revenue stream: sponsorships from gyms, health brands, event hosts



Photos

