

USC

TrojanFit

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S.

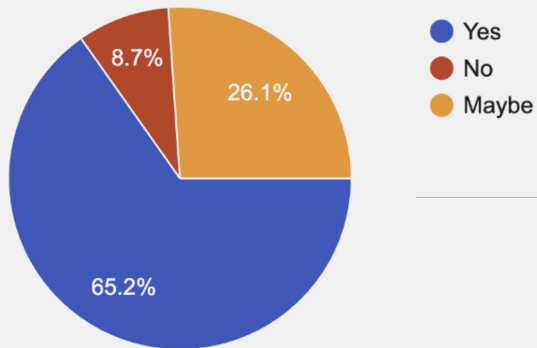


TrojanFit

- Why?

55%

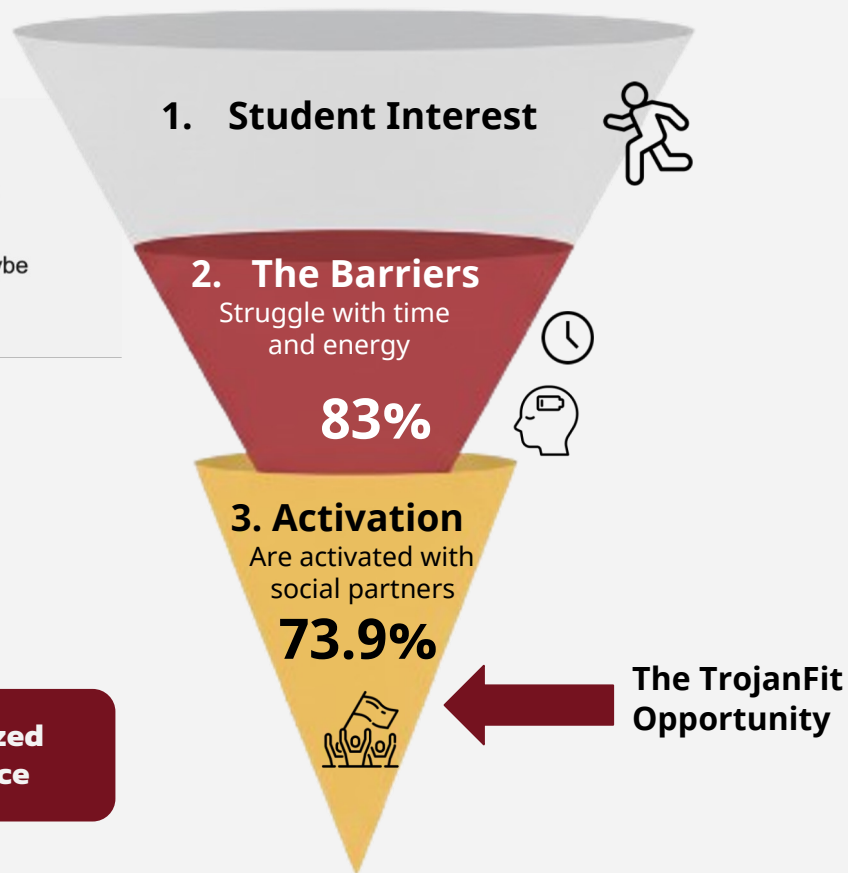
**Avg. Stress 4/5
High/Very High**



- What?

**Community and
AI-Driven
Fitness Platform**

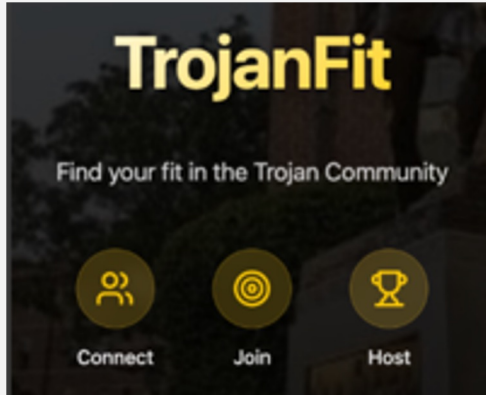
**Personalized
Experience**



(Data based on survey collected from USC MSBA students (N=46))

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

U

Upload Profile Picture

USC email
Enter your 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?
Type your hobby and press Enter (e) [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

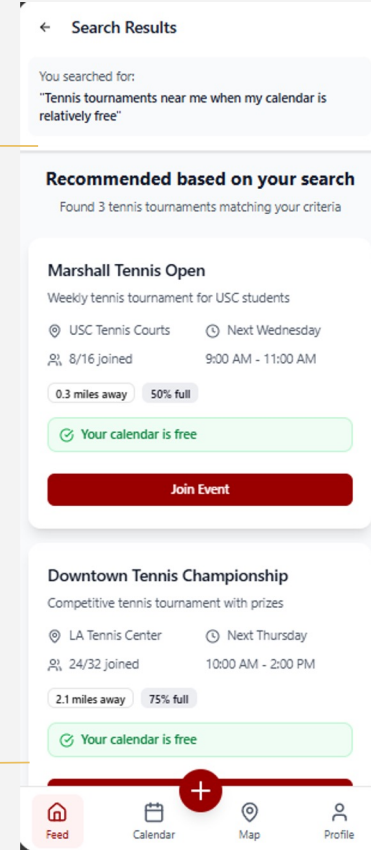
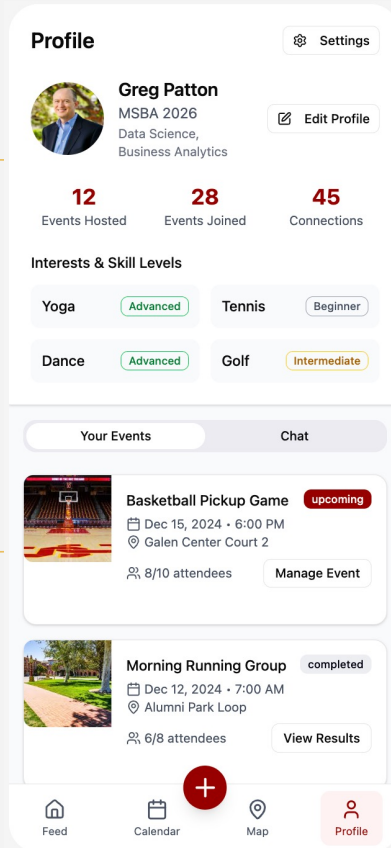
AI-powered
natural
language search

Contextual
query
understanding

Real time
discovery of
trending
activities

AI
Recommendations
based on calendar

Smart
Availability
Check



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

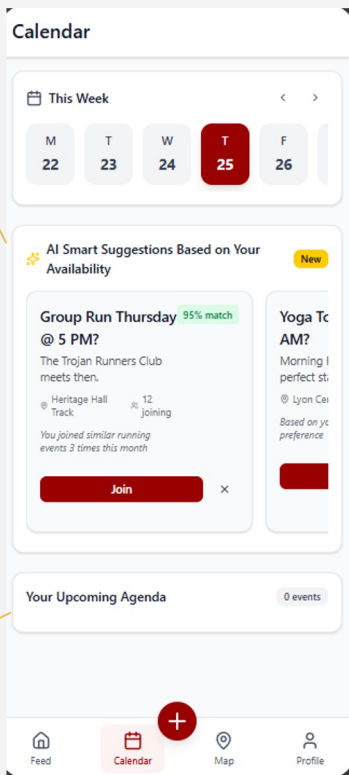
e.g., 2024, 2025

Career Interests

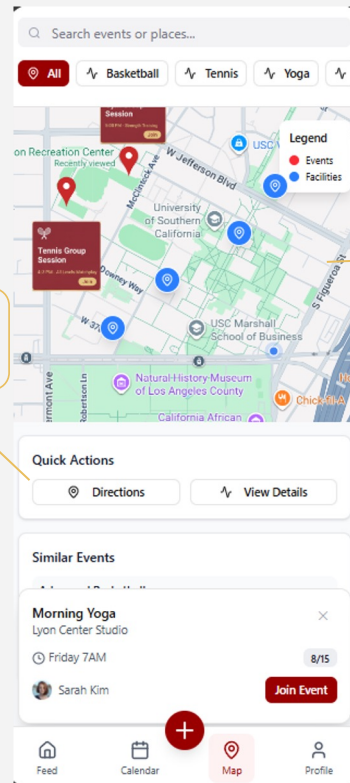
e.g., FinTech, Consulting, Data Science

[Link LinkedIn](#)

[Sync Calendar](#)



Calendar



Map

View nearby events and locations on an interactive Map

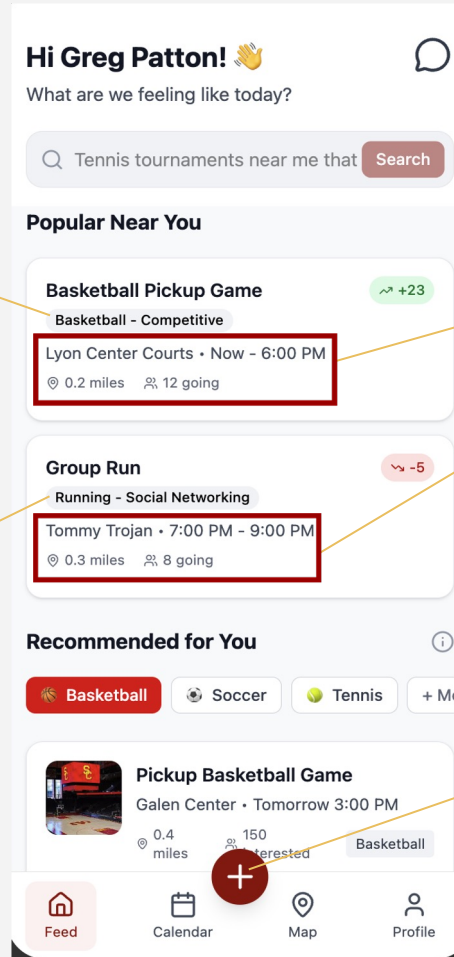
Easy access to event details

Join map icons for easy navigation

Event Setup

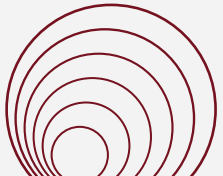
Networking
Event

Sports
Event



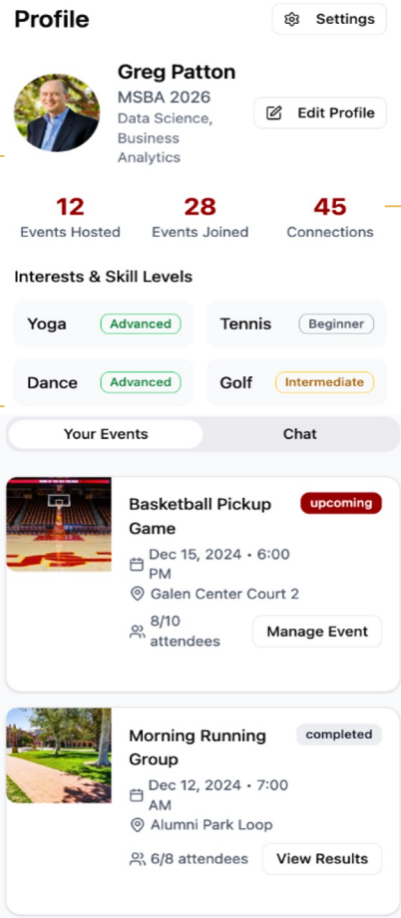
- Date & Time
- Venue
- proximity
- Attendees

Event Setup Key




Profile / Chat Box

Profile
Information



Profile Settings

 **Greg Patton**
MSBA 2026
Data Science,
Business
Analytics Edit Profile


12 Events Hosted **28** Events Joined **45** Connections

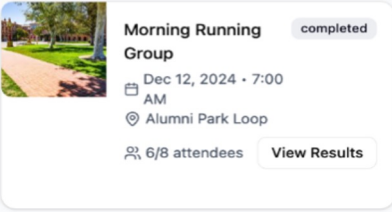
Interests & Skill Levels

Yoga Advanced Tennis Beginner

Dance Advanced Golf Intermediate

Your Events Chat

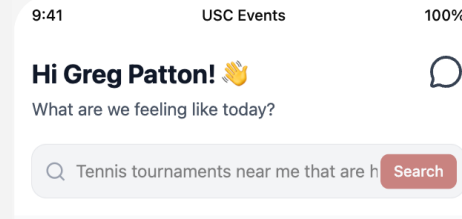
 **Basketball Pickup Game** upcoming
Dec 15, 2024 • 6:00 PM
Galen Center Court 2
8/10 attendees Manage Event

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



Skills Level

Events /
Networking
Data

Created
Events /
Events Info /
Status



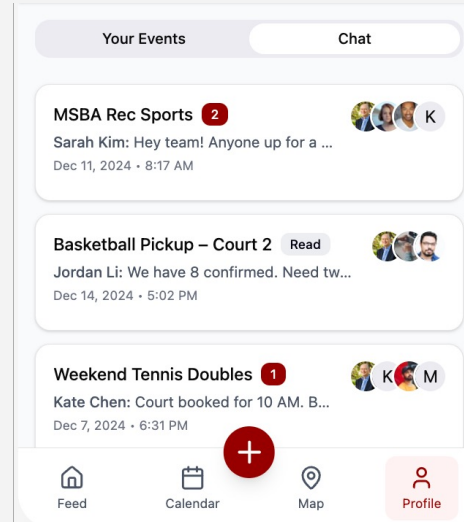
9:41 USC Events 100%

Hi Greg Patton!  


What are we feeling like today?


Search


Chat Box Icon
on the
Landing page








Your Events **Chat**

MSBA Rec Sports 2  K
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

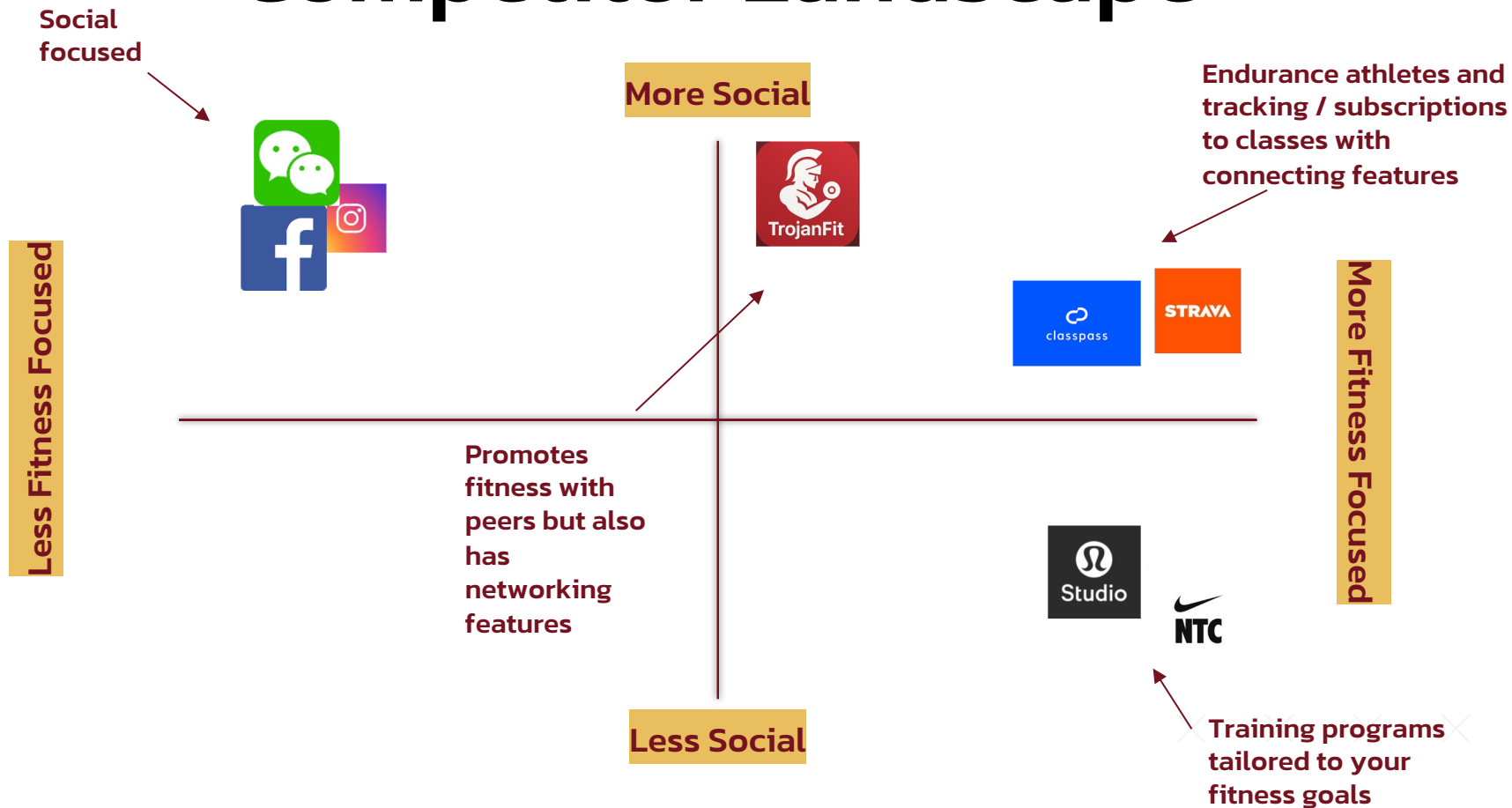
Weekend Tennis Doubles 1  K M
Kate Chen: Court booked for 10 AM. B...
Dec 7, 2024 • 6:31 PM

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

