

Team Tech-JoKeZ Presents:

An app that lets Calgarians create ad-hoc, pop-up physical activity events on a map and invite their besties/randos to join.

Inspiration/Catalyst:

We were interested in recreation activities and social engagement, and would like to promote physical activity.

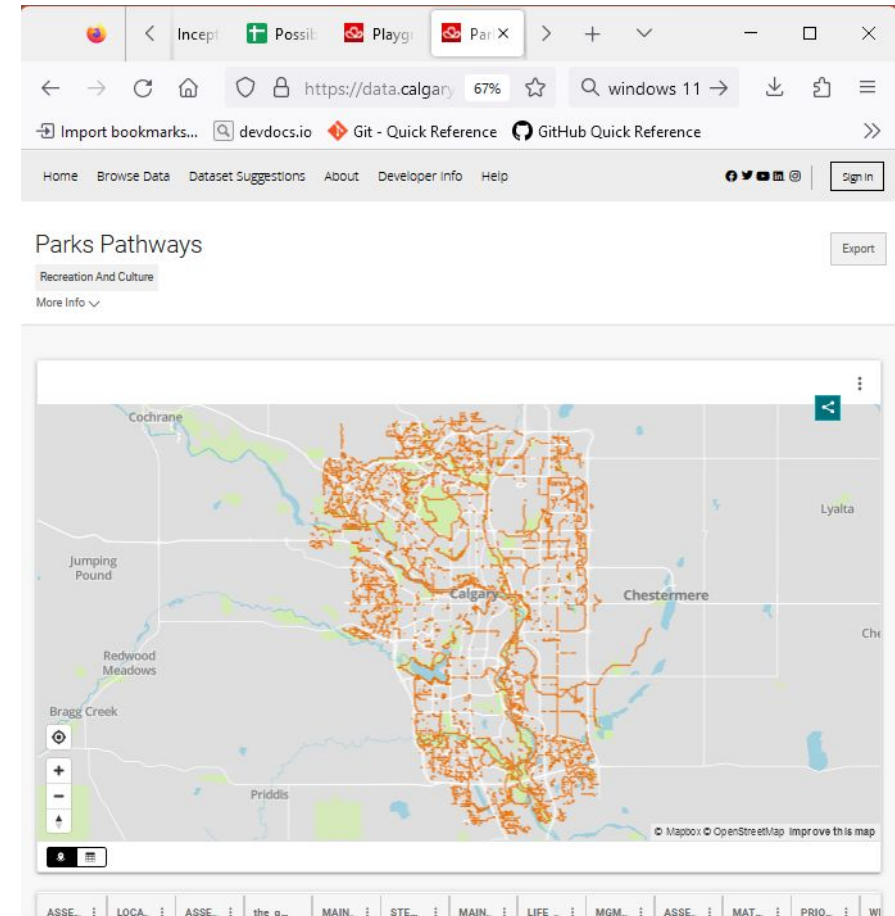
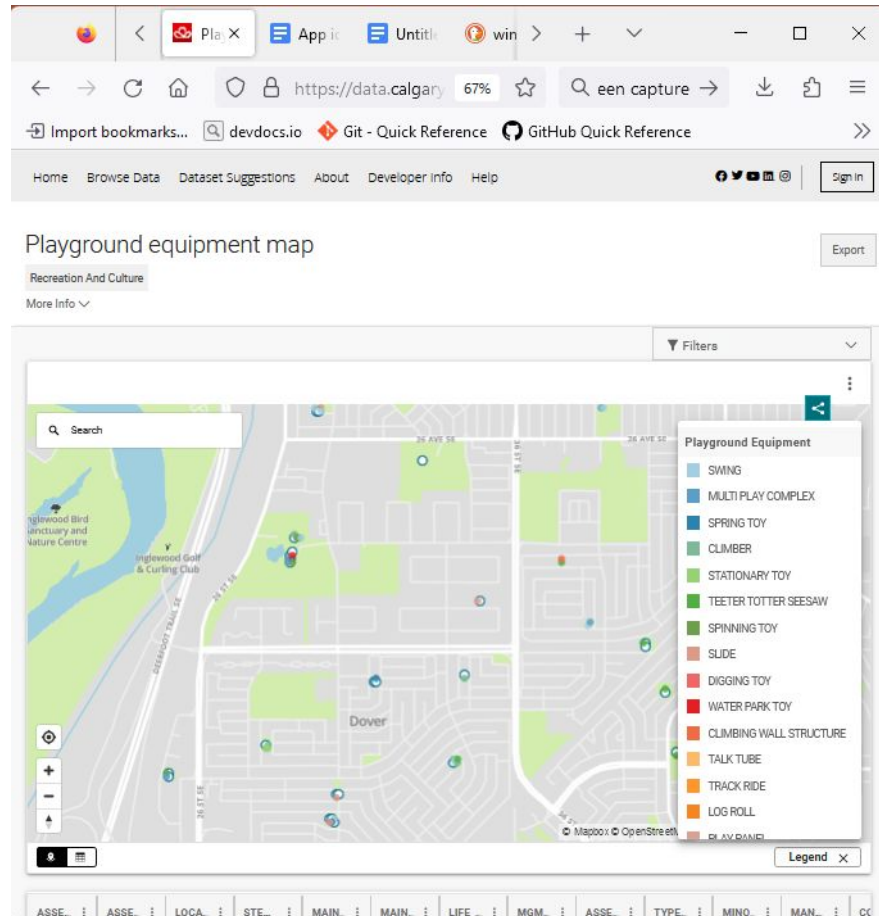
Target Audience:

Calgarians looking for others to play with or exercise with.

Market Research:

Calgary Sports & Social Club – our app will be free or ad-supported and less structured (more for smaller groups than teams and leagues)

Data Sources: City of Calgary Open Data



It's revolutionary – it's going to change
Calgary!

Life isn't free – we'd like to make life a little
more accessible

Anything fun costs at least \$12