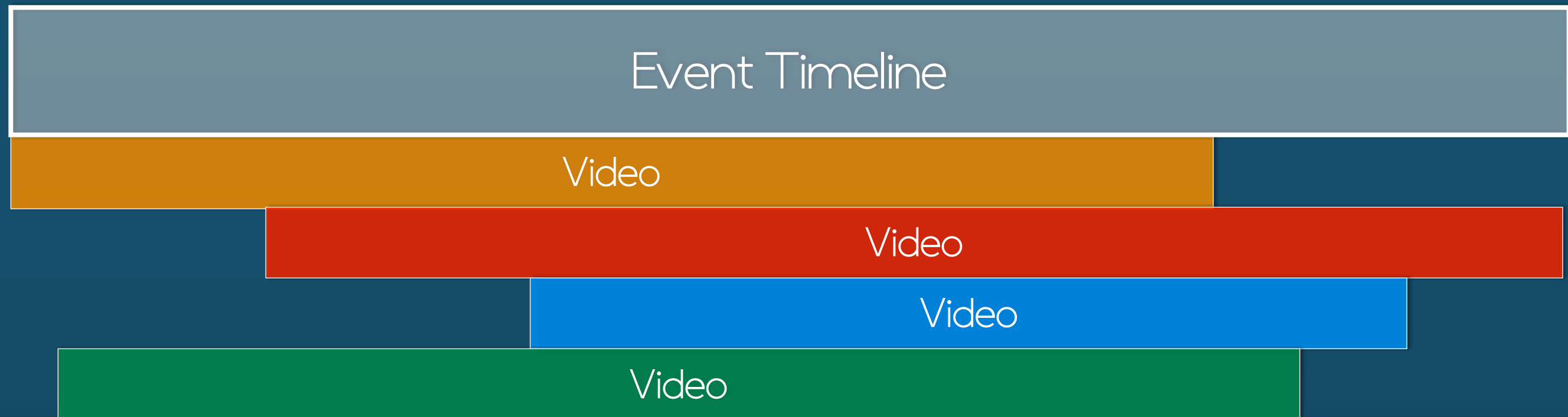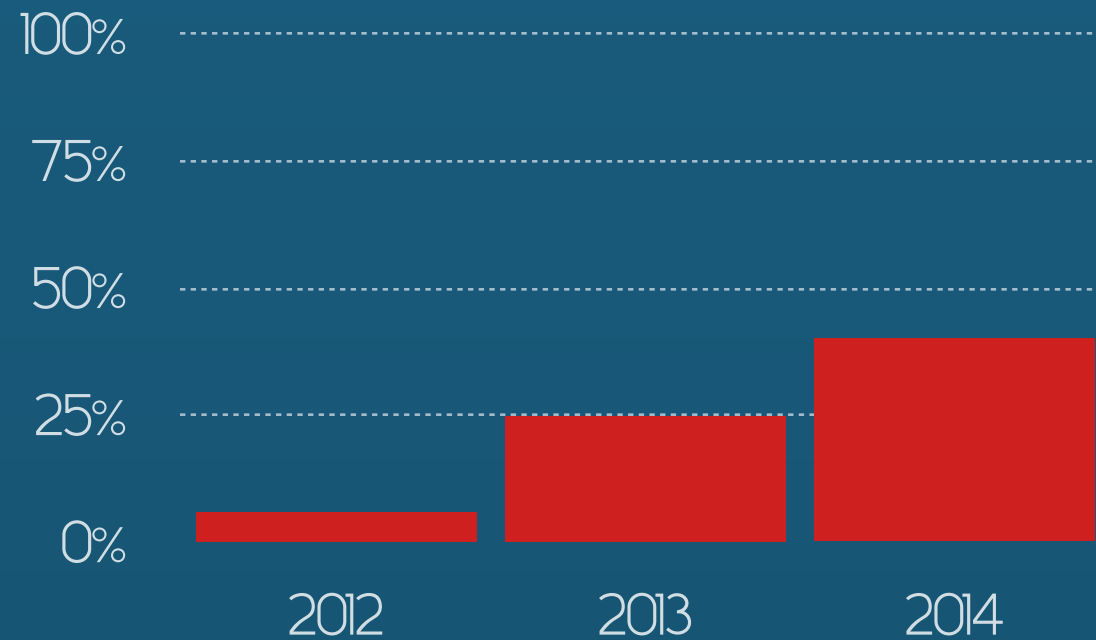# Mashup

One camera, many angles.

Mashup is an iOS app that provides a way for multiple people to take a video of the same event and combine their videos into a multi–camera shot.
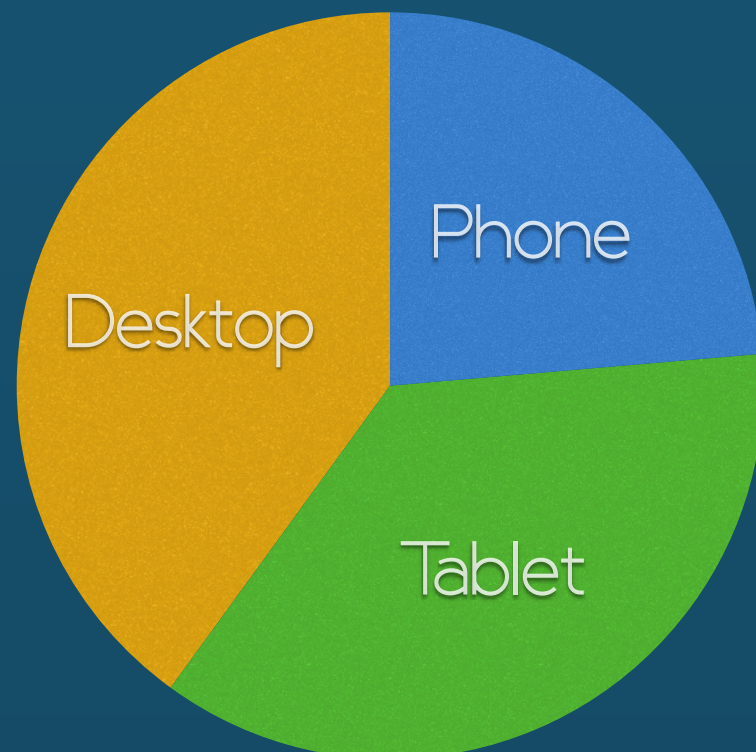
An audio fingerprinting algorithm developed by Phillips Research analyzes videos for each event and syncs videos quickly and seamlessly.

Event Timeline

Video

Video

Video

Video

Competitors

How much of YouTube's traffic is mobile?

100%
75%
50%
25%
0%

2012   2013   2014

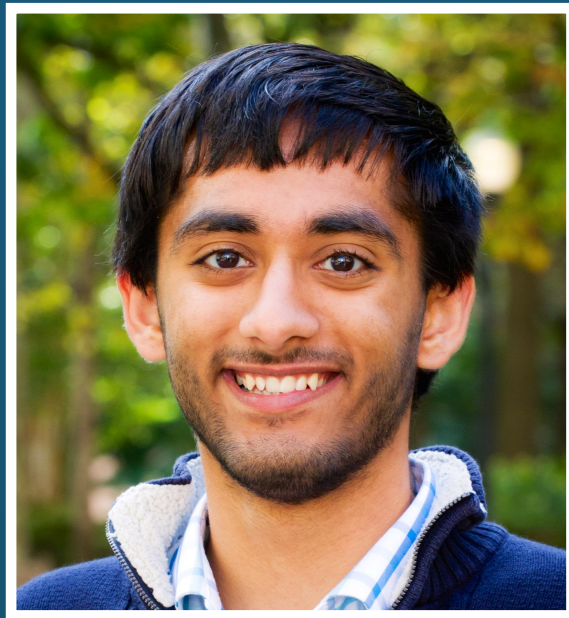## What are people watching videos on?

Phone
Desktop
Tablet

- YouTube's competitive advantage: volume
- Snapchat's competitive advantage: mobile user-base

Development Plan

Task	Time Period	Budget
Implement/Write Phillips Research algorithm to merge videos from different sources	Completed	–
Write Parse back-end with AWS support for storing video files	4 Weeks	$500
First beta of application with working front-end	15 Weeks	$50
Beta test on close friends, family, self-testing	2 Weeks	–
Repeat cycle of beta update and testing until satisfactory state	?	–
Market app to college community; partner w/ concerts, campus events, etc.	Summer 2015	$500
Public release	Start of Fall 2015	–

Team

Kashish Hora

Wharton, SEAS '17

Role: mobile programmer

Bio: From Glastonbury, CT, he has always had a passion for coding and starting something new. His hobbies include singing, playing the guitar, and eating carrot cake.

Looking for Partner

Role: mobile programmer