



Team B3 - BornToChange

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(In order of presentation)

[Morgan Stanley - B3 presentation video \(vimeo.com\)](https://vimeo.com/123456789)

The Agenda

2. The Solution

FitSpirit Go, a complimentary web/app platform

4. Costs and Social Impact

Expenses and benefits



1. The Challenges

Obstacles from the 3 groups



3. Implementation

Features & Results



5. Next Step

Transition to Phase 2

Research and Survey

Gender role beliefs
32%

- 32% of girls who report that sometimes boys make fun of them or make them feel **uncomfortable** when they practice sports. (Zarrett, Cooky, & Veliz, 2019)

Lack of financial support
73%

- 73% of female leaders who said the greatest concern regarding girls' participation in sport **was the ability of their parents to afford participation fees.** (Female Leaders in Sport Survey, 2019)-

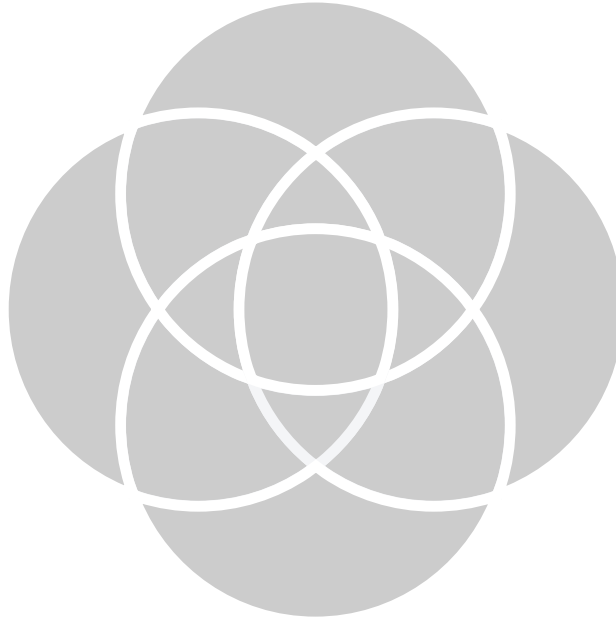
1. The Challenges

A. FitSpirit's vision of inclusivity

"Wanted to create an inclusive playground with no pressure and competition" by Audrey, the ambassador

B. School needs

"Challenging to organize activities and to attract girls to participate" from teacher



C. FitSpirit's outreach

"grow that percentage to 50% of schools in the next 2 years." from Elise, Director at FitSpirit

D. Student needs

"Lacking of an environment for girls to connect and empower each others" from Noah, high school student

2. The Solution: FitSpirit Go

A. FitSpirit's vision of inclusivity

A group based roadmap
with rewards
checkpoints

B. School needs

Activity generator based
on available equipments
to facilitate planning
Invite friends



C. FitSpirit's outreach

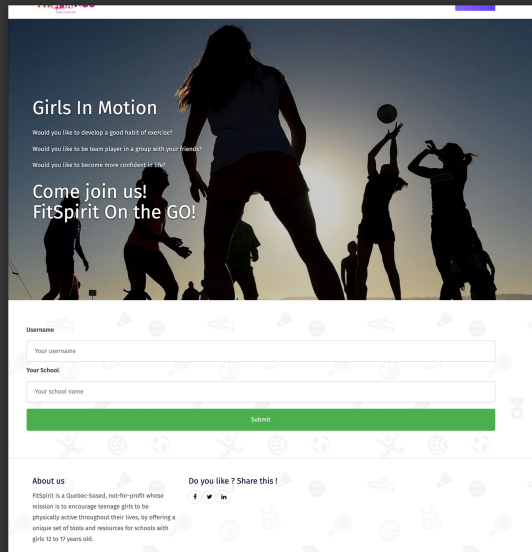
Reinforce connection with
the current users
& share features

D. Student needs

Inspire each girl to
become their own team
leader, being in control of
their activities

3. Implementation (Demo)

Stay tuned to see technical design in action!



The landing page features a hero image of girls playing basketball. The text 'Girls In Motion' is followed by three questions: 'Would you like to develop a good habit of exercise?', 'Would you like to be team player in a group with your friends?', and 'Would you like to become more confident in life?'. Below this is a call to action 'Come join us! FitSpirit On the GO!'. A registration form includes fields for 'Username', 'Your username', 'Your School', and 'Your school name', with a green 'Submit' button. At the bottom, there is an 'About us' section and a 'Do you like? Share this!' section with social media icons.

Girls In Motion

Would you like to develop a good habit of exercise?
Would you like to be team player in a group with your friends?
Would you like to become more confident in life?

Come join us!
FitSpirit On the GO!

Username

Your username

Your School

Your school name

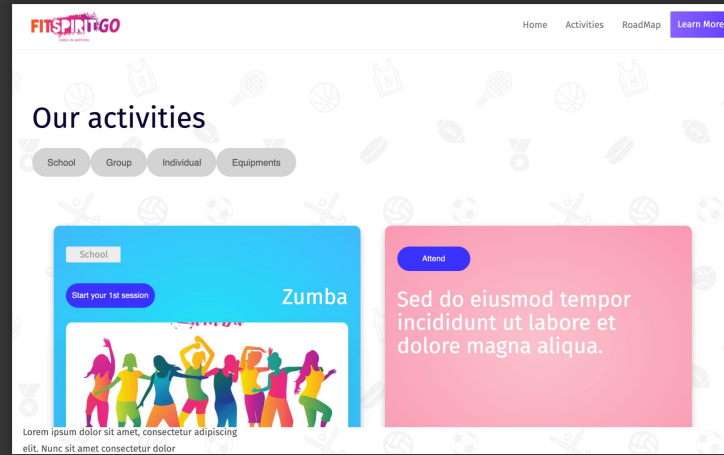
Submit

About us

FitSpirit is a Quebec-based, not-for-profit whose mission is to encourage teenage girls to be physically active throughout their lives, by offering a unique set of tools and resources for schools with girls 12 to 17 years old.

Do you like? Share this!

f t in



Please consult the full website in Github for greater details

<https://sunys1.github.io/FitSpirit-GO/>

4. Costs and Benefits



Social Impact

- Students' well being
- Enhance school's culture
- Motivate more girls to exercise
- Create a better habit for society



Environmental Impact

- Daily simple tasks
- More exercise like walking and cycling will reduce the use of cars



Additional Benefit

- Feel part of community with the school & FitSpirit
- Motivated to continue exercising



Cost

- 70\$/ year for website domain
- 100\$/year for Apple IOS app
- Rewards cost

5. Next Steps

Code the app

Added Features

Daily steps count,
personal and school
roadmap ...

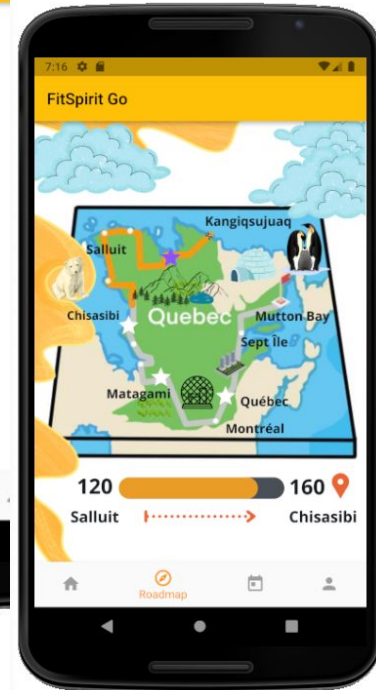
Deploy

Android and iOS
(Flutter)

Step 1

Step 2

Step 3



Thank you

Appendix

- Video link : [Morgan Stanley - B3 presentation video \(vimeo.com\)](#)
- GitHub link : [https://github.com/sunys1/FitSpirit-GO](#)
([https://github.com/ftirera/fitspirit_go_app](#))