

MedalUp

Team 5: Data Rangers

What We Will Be Going Over Today

The Problem

Our Solution

Target Customer

Existing Solutions

The MedalUp Demo

Tech Stack

Proposed Project Timeline

Business Model

Revenue Projections

Legal Considerations

What are current audience's perspectives on the Olympics?

Average Olympic Primetime
Viewership
(on NBC all platforms)

Rio
2016
27M

Pyeong-
chang
2018
19.8M

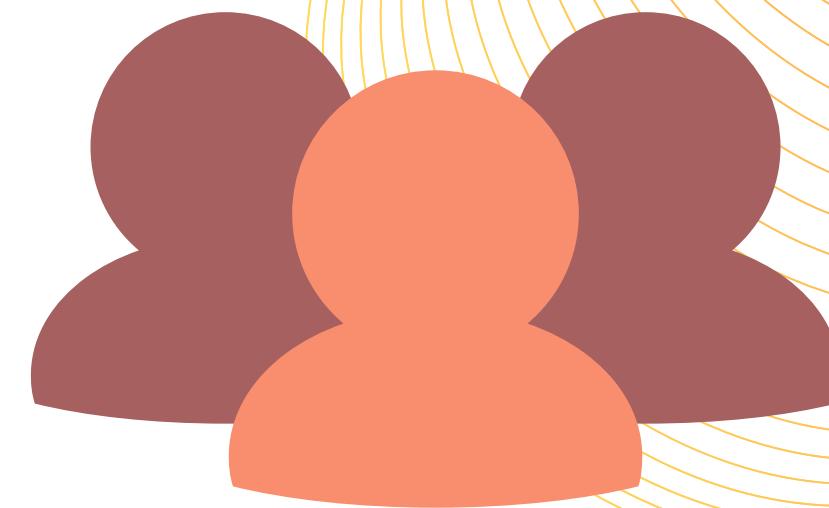
Tokyo 2020
15.6M

Beijing 2022
11.4M

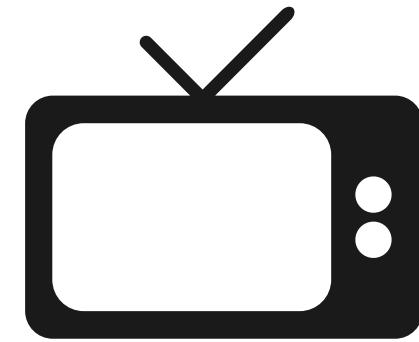
“Why would I watch
the games when I can
find the results on
Google? It’s simply
more convenient”

“I don’t need to watch sports
live to keep up with what’s
going on.”

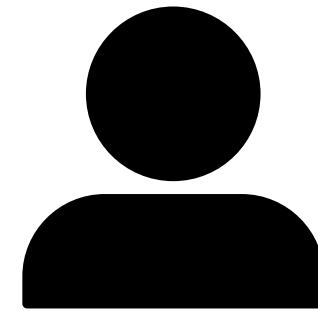
“I don’t watch the Olympics
because I am too busy.”



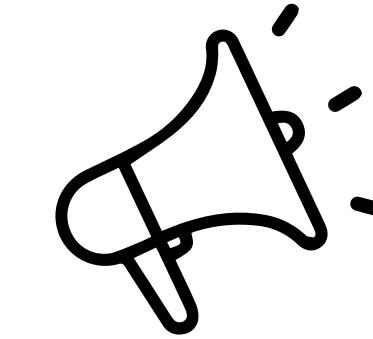
Current Problems



Audiences are **less interested** in watching the Olympics



The values of the Olympics are **not being received** by younger audiences

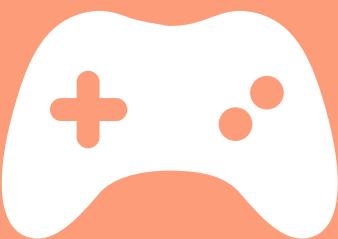


Decreased following is causing **lower sponsor engagement**

Both viewers and sponsors suffer from the lower interest in the Olympics.
How can we turn around this trend?

Our Solution

A gamified social media platform with competitions within close communities



Efficient exposure and interaction between fans from all around the world



Giving rewards from app usage to passively advertise sponsors



Ultimate Goal

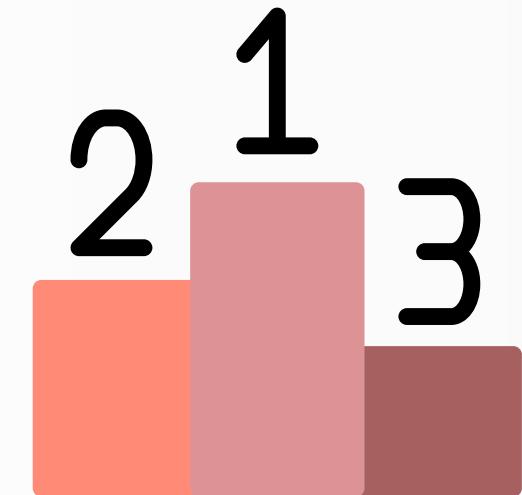
Renew interest in the Olympics for fans by driving nostalgia from past Olympics and excitement for the upcoming games in order to mirror the Olympic spirit of competition and unity.

Introducing MedalUp

User Side



Trivia and Activities



Leaderboard



Competition with friends
and people across the world



Sponsor Coupon Rewards

Advertiser Side



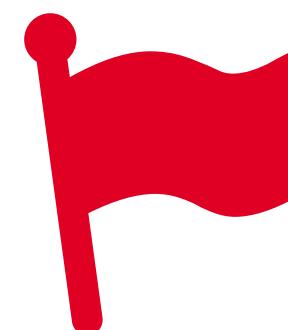
Reach Olympics Fans
who are not watching
primetime on cable

Market Sizing

Total Unique Viewers : 2.5B

Aged 15-25 : 300M

*Owns a phone and
uses social media :
180M*



*Interested in
Olympics :
90M*

User Persona

Target Customer



Demographics

Name: Garret Watts

Age: 18

Occupation:

College student

Hobbies

- Tennis, piano, watching TV and TikTok

Scenario

- Garret is in club tennis and his favorite players are going to the summer Olympics. Him and his teammates often share tennis memes on Instagram.

Goal

- Getting excited for tennis tournaments with his club friends.

Competitive Analysis

Existing Solutions

Social Networking Apps

- + Community-building
- + Personalized
- Too broad



Fantasy Sports Apps

- + Community-building
- Experienced Fans
- Too specific



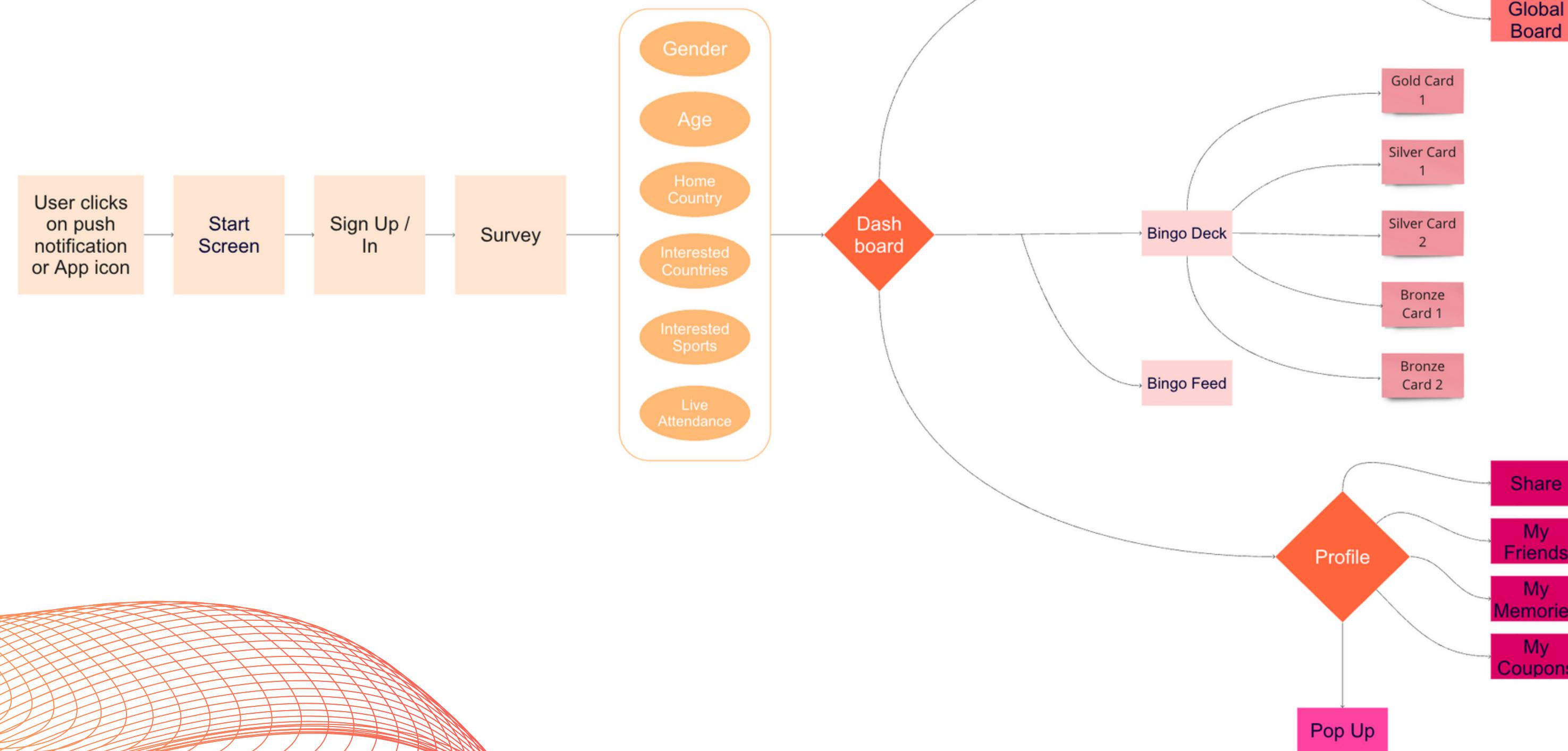
Olympics-themed Games

- + Community-building
- + Gameplay
- Not real-time

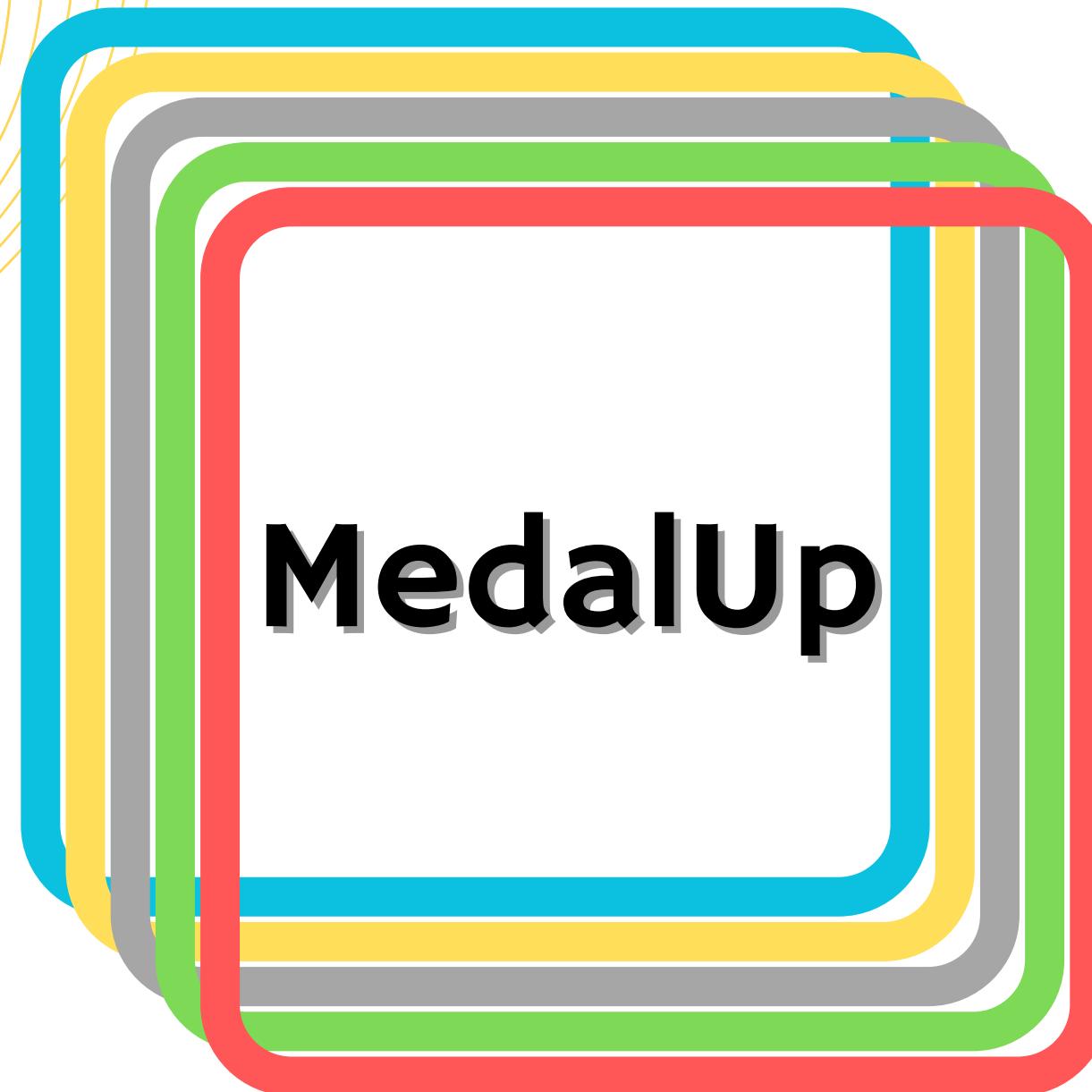


User Journey

The MedalUp Demo

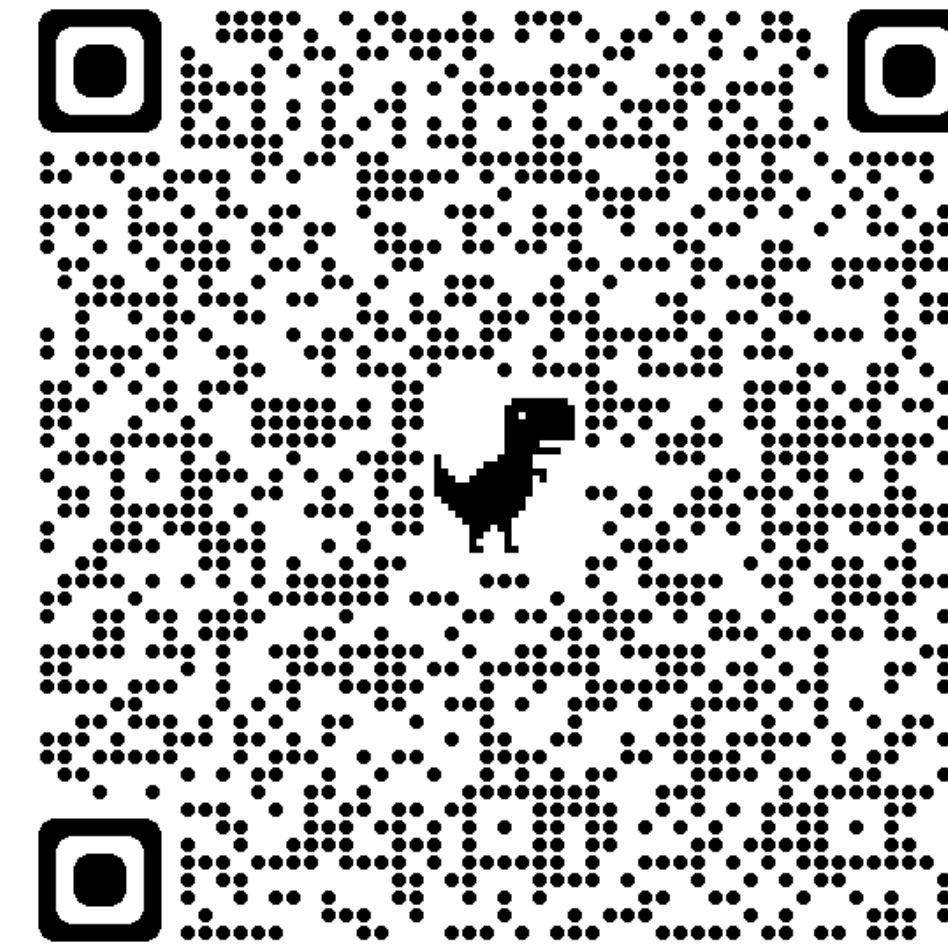


The MedalUp Demo

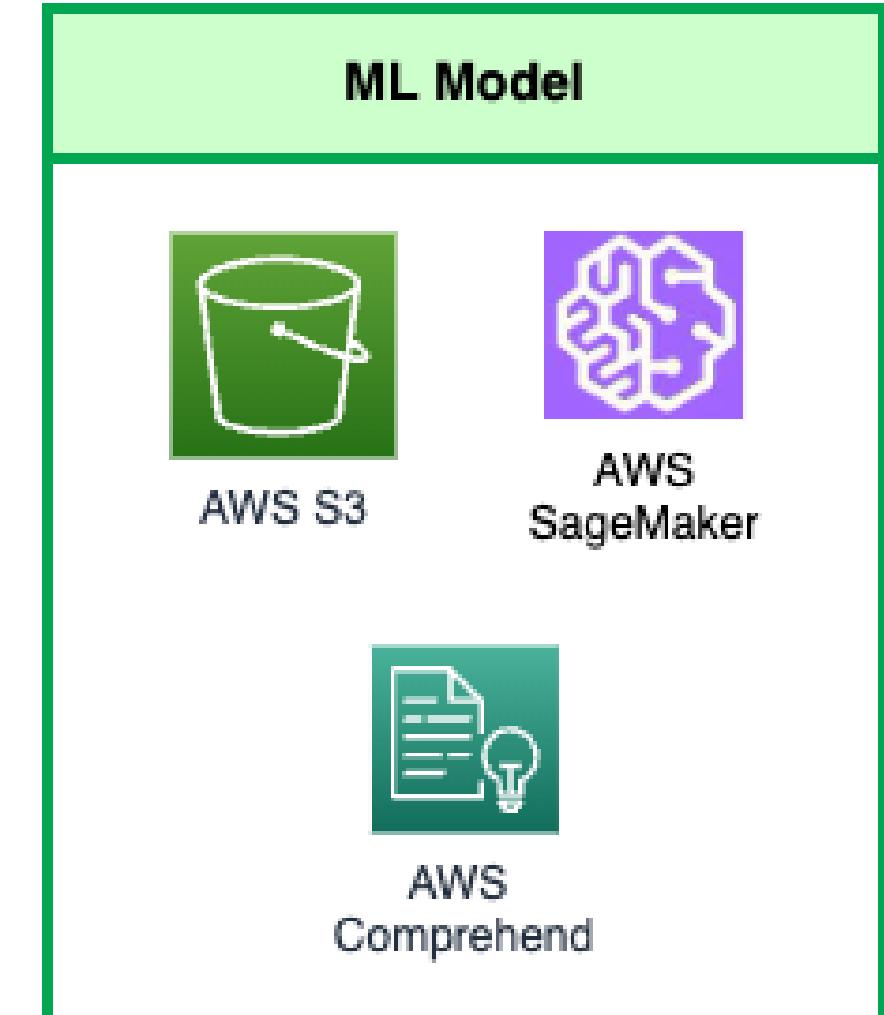
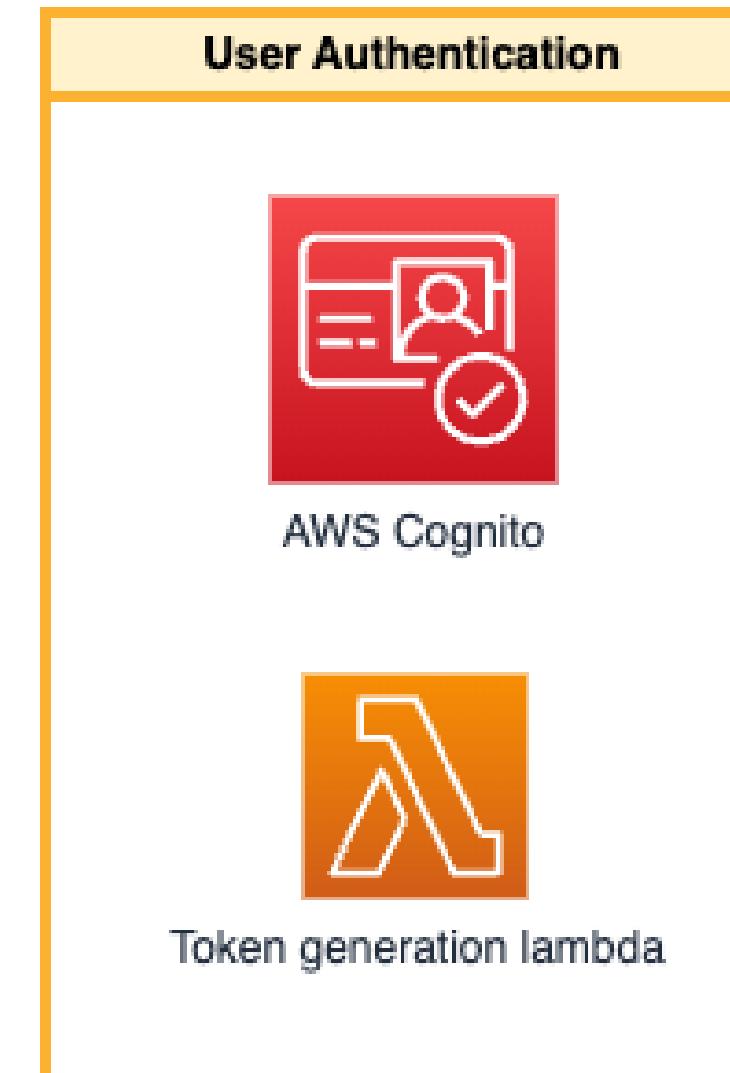
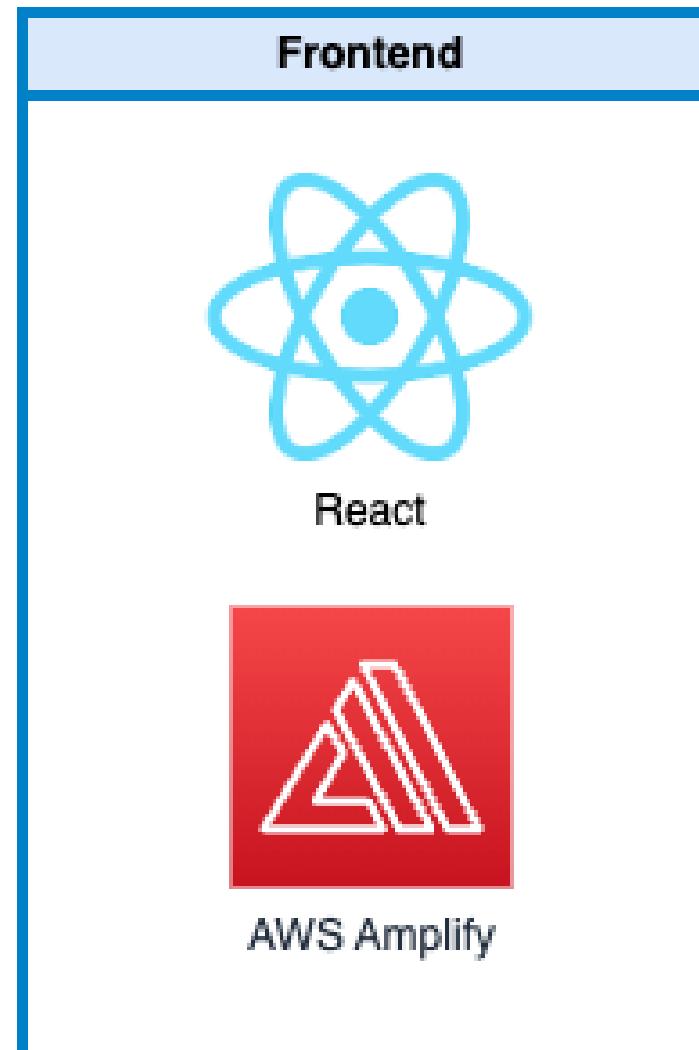


Prototype Link

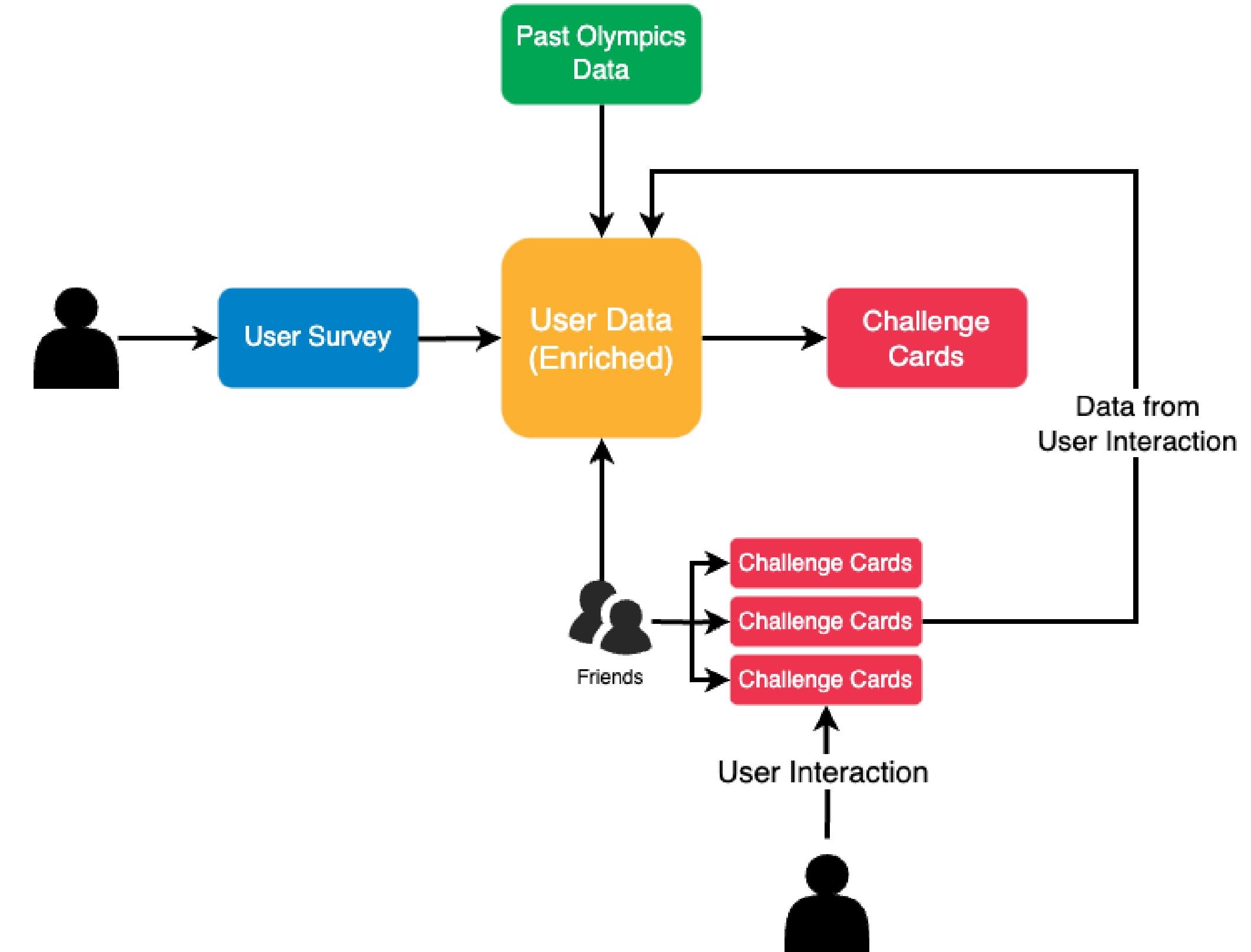
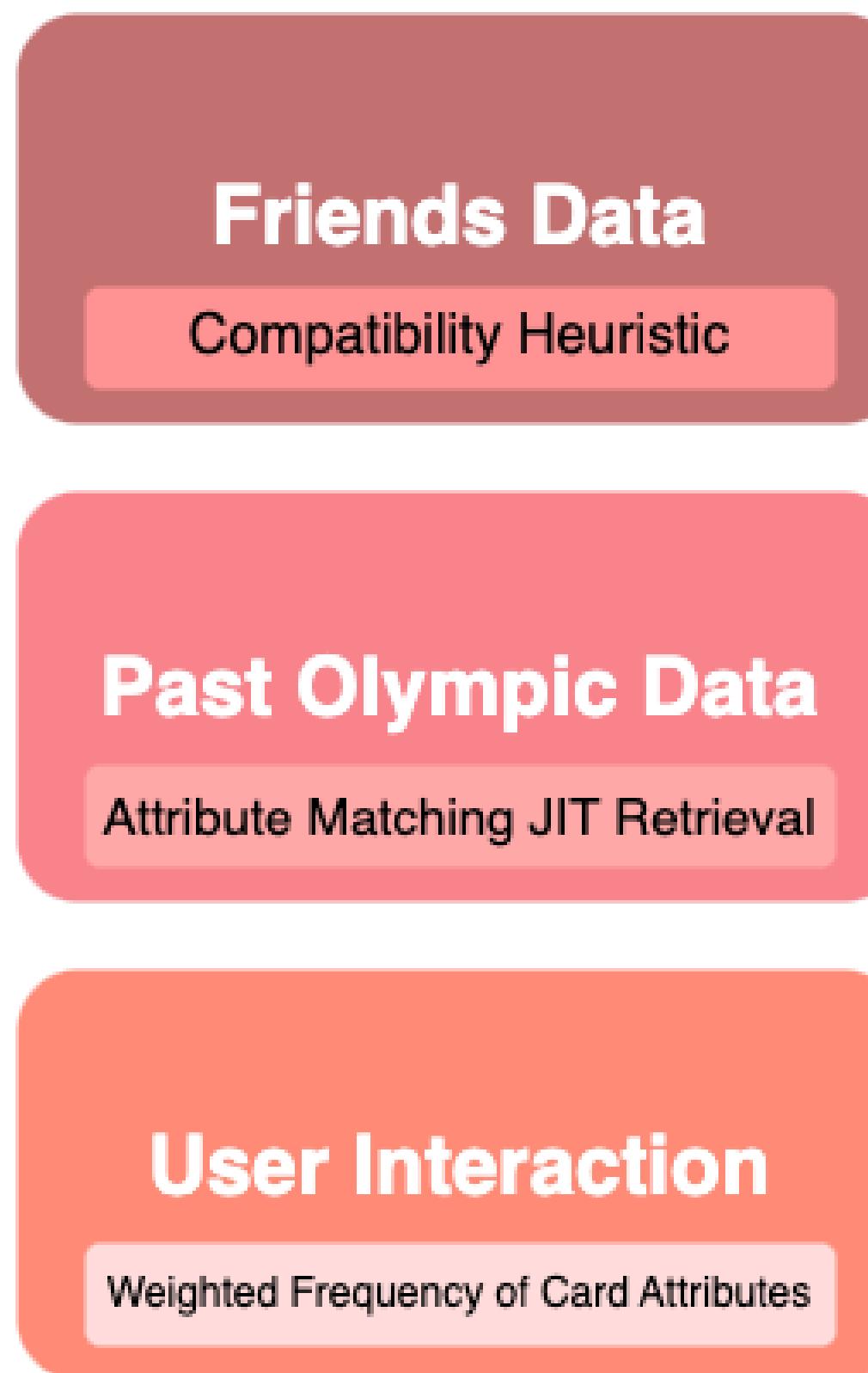
(<https://tinyurl.com/medalup>)



Our Tech Stack



Our Data Pipeline



Our Tech Pipeline

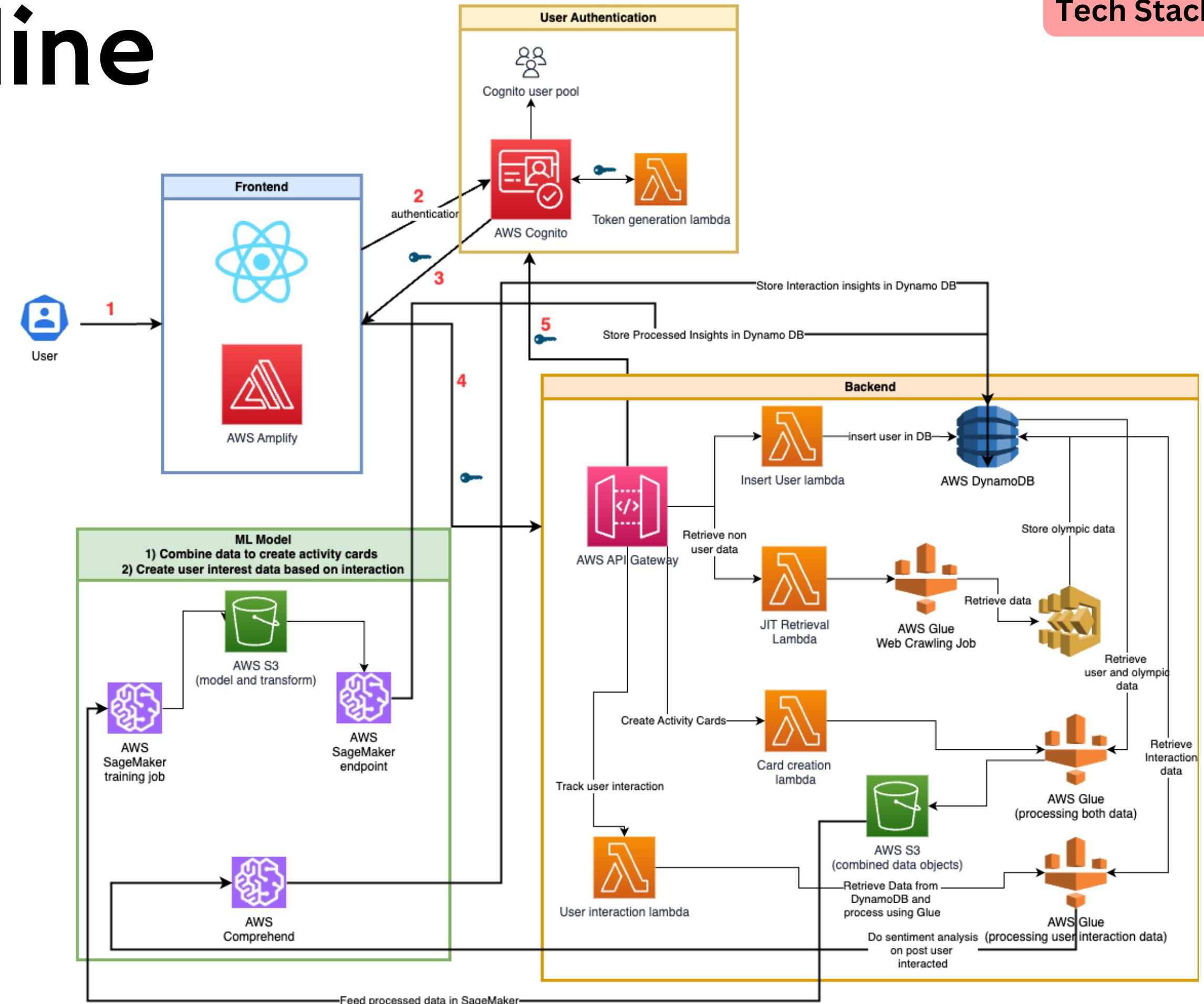
User Registration and Survey

Just In Time Data Fetching

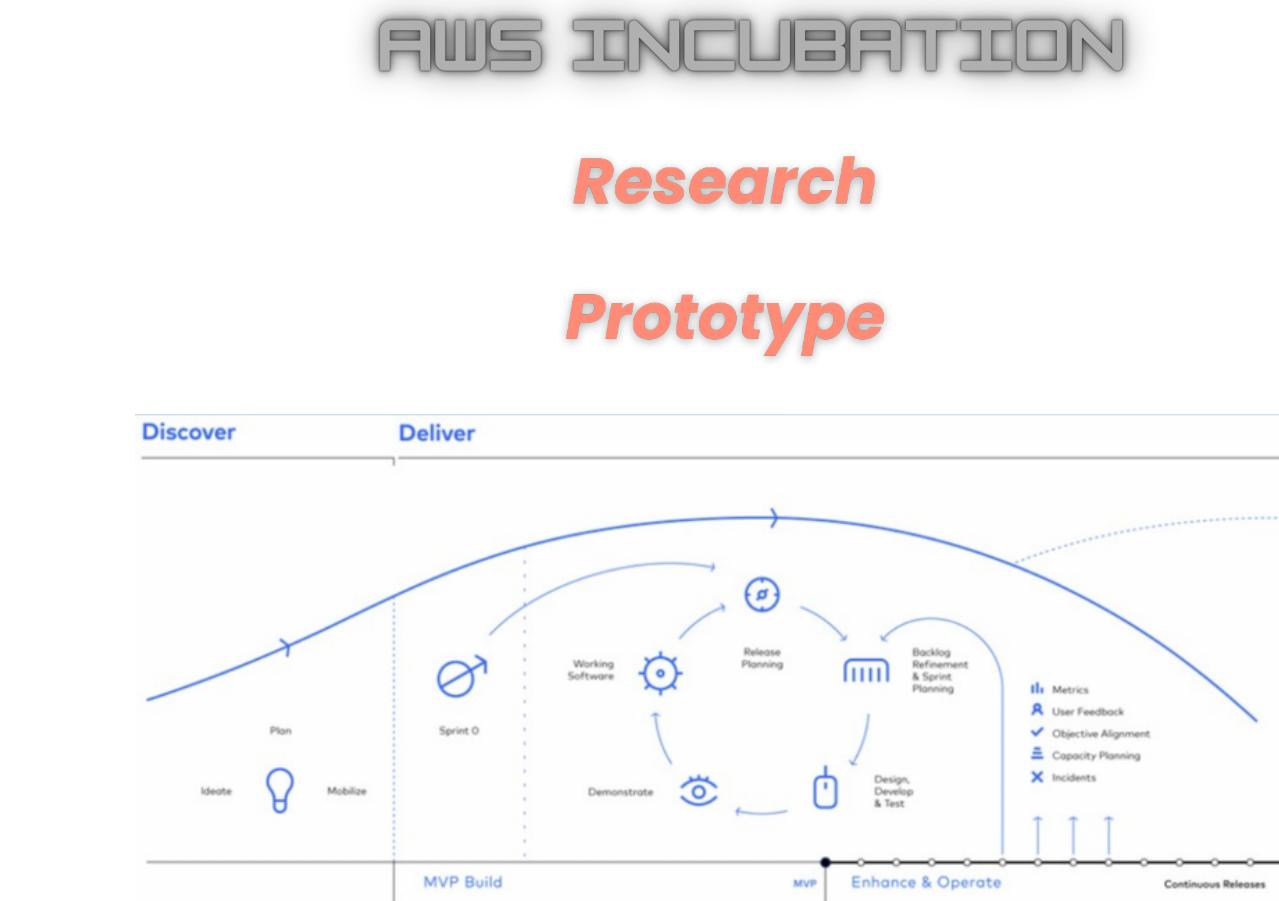
Machine Learning

Data Feedback Loop

CICD

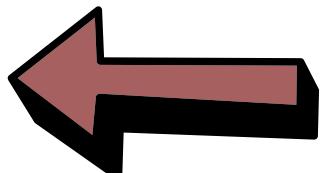


Proposed Project Timeline



Design and Development

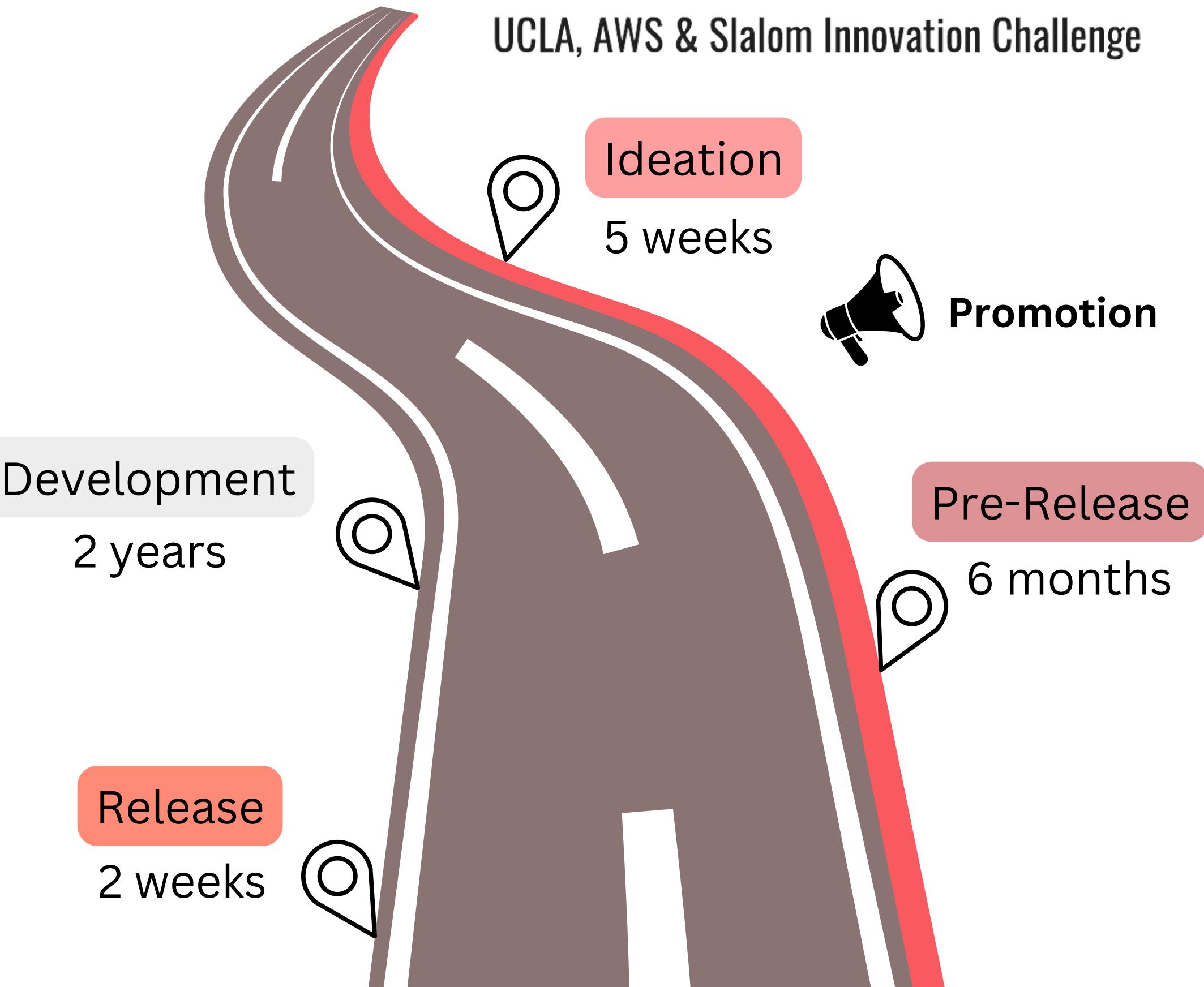
Test



L²⁸ 14th
July 2028

Development
2 years

Release
2 weeks



Go-To-Market Strategy

Proposed Project Timeline

1. Identify Platforms to Reach Target Users

- Social Networking Apps
- Ticketing Service
- Airlines
- Vendors



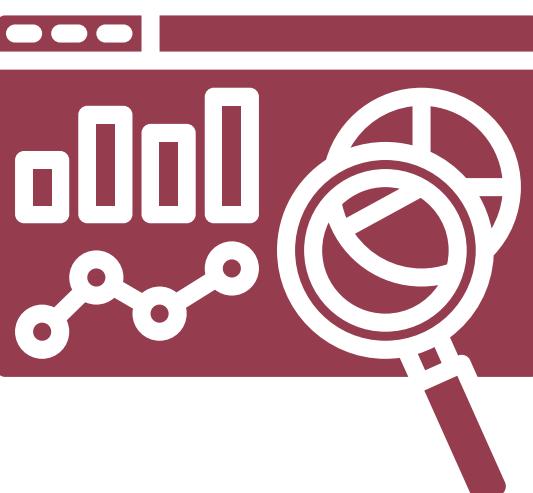
2. Advertise to Attract Users

- Social Media
 - Companies
 - Influencers
- Targeted Advertising
 - Sports Groups
 - Sports Clubs



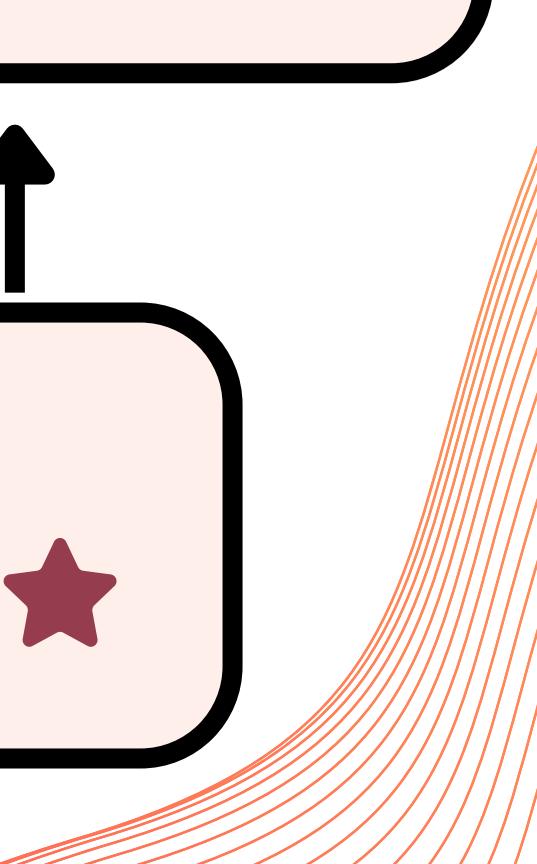
3. Launch Product with Referral Reward System

- Reward Initial Users who Promote to New Users
- Redeem Points for Coupons



4. Gather Feedback and Re-evaluate

- AI Chat services
- App traffic



Business Model

PASSIVE ADVERTISING

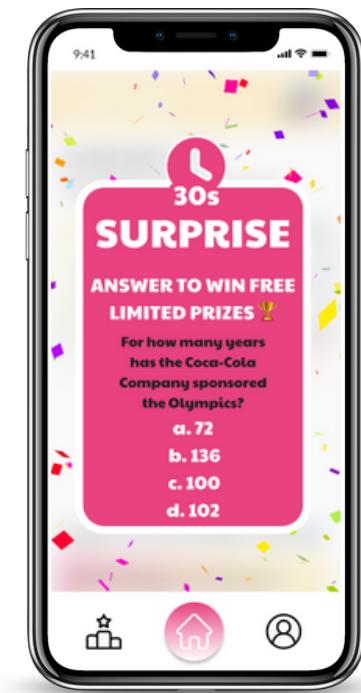
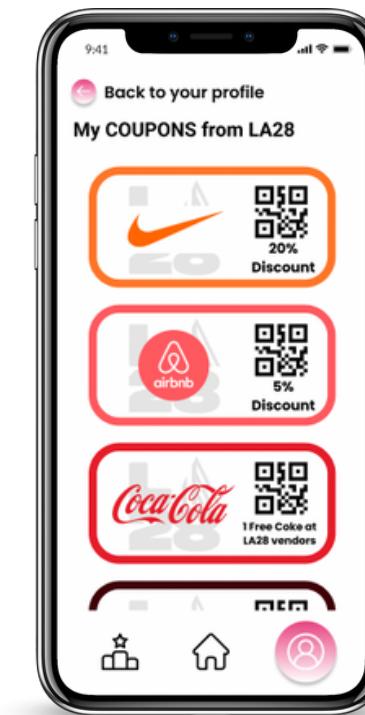
points

challenges

coupons

pop-up trivia

limited freebies



point based reward system

Business Model

coupons

**INCREASED
sales
FROM NEW CUSTOMERS**

freebies

**IN APP
*publicity***

**SHARE OF
profits
FROM DIRECTED CUSTOMERS**

**GRANTS FROM
*sponsors***

Revenue Projections

10M

downloads within the
first week of launch



Source: Gitnux

Number of Active
Users (2022)

3.59B

Revenue from
Advertising (2022)

113.64B

Meta

Source: Investing.com

150M

anticipated revenue from merchandise
*adjusted for COVID-19



Source: Inside the Games

	Number of Users	Revenue from Advertisements (per annum pro rata)	Revenue from In-App Purchases
2028	10M	250M	6.25M
2030	20M	500M	12.5M

Future Financial Projections

	1Q28	2Q28	3Q28	4Q28	1Q29	2Q29	3Q29	4Q29	1Q30	2Q30	3Q30	4Q30
Income statement												
Advertising Revenue	4,125.00	5,390.00	188,750.00	53,900.00	88,775.00	102,425.00	101,950.00	101,825.00	209,987.8	74,438	76,728.35	73,947.5
Revenue from In-App F	103.13	134.75	4,718.75	1,347.50	2,219.38	2,560.63	2,548.75	2,545.63	5,249.70	1,860.95	1,918.21	1,848.69
Total Revenue	4,228.13	5,524.75	193,468.75	55,247.50	90,994.38	104,985.63	104,498.75	104,370.63	215,237.50	76,298.95	78,646.56	75,796.19
Operating Cost	(639.72)	(835.89)	(29,271.82)	(8,358.95)	(13,767.45)	(15,884.33)	(15,810.66)	(15,791.28)	(32,565.43)	(11,544.03)	(11,899.22)	(11,467.96)
Gross Profit	3,588.41	4,688.86	164,196.93	46,888.55	77,226.93	89,101.30	88,688.09	88,579.35	182,672.06	64,754.92	66,747.33	64,328.22
SG&A	(1,057.03)	(835.34)	(29,252.48)	(8,353.42)	(13,758.35)	(15,873.83)	(15,800.21)	(15,780.84)	(32,543.91)	(11,536.40)	(11,891.36)	(11,460.38)
Research Development	(1,479.84)	(546.40)	(19,134.06)	(5,463.98)	(8,999.34)	(10,383.08)	(10,334.93)	(10,322.25)	(21,286.99)	(7,545.97)	(7,778.14)	(7,496.24)
Provision for Doubtful Accounts	(100.00)				80.00				(60.00)			
EBITDA	2,531.38	3,753.51	134,944.45	38,535.13	63,468.58	73,307.47	72,887.88	72,798.51	150,068.15	53,218.52	54,855.97	52,867.84
Depreciation	(308.00)	(106.00)	(132.00)	(113.00)	(156.00)	(135.00)	(129.00)	(118.00)	(145.00)	(137.00)	(124.00)	(102.00)
Amortization	(89.00)	(77.00)	(81.00)	(66.00)	(83.00)	(75.00)	(71.00)	(68.00)	(78.00)	(62.00)	(69.00)	(73.00)
Operating Income	2,134.38	3,570.51	134,731.45	38,356.13	63,229.58	73,097.47	72,687.88	72,612.51	149,845.15	53,019.52	54,662.97	52,692.84
Other Income/Expense	32.00	(11.00)	37.00	13.00	17.00	(39.00)	20.00	(23.00)	(14.00)	16.00	(7.00)	22.00
EBIT	2,166.38	3,559.51	134,768.45	38,369.13	63,246.58	73,058.47	72,707.88	72,589.51	149,831.15	53,035.52	54,655.97	52,714.84
Interest Expense	(1,332.00)	(1,208.00)	(1,202.00)	(1,178.00)	(1,188.00)	(1,013.00)	(1,038.00)	(1,137.00)	(1,132.00)	(1,218.00)	(1,164.00)	(1,201.00)
Pretax Net Income	834.38	2,351.51	133,566.45	37,191.13	62,058.58	72,045.47	71,669.88	71,452.51	148,699.15	51,817.52	53,491.97	51,513.84
Income Taxes	(73.76)	(207.87)	(11,807.27)	(3,287.70)	(5,485.98)	(6,368.82)	(6,335.62)	(6,316.40)	(13,145.01)	(4,580.67)	(4,728.69)	(4,553.82)
GAPP Net Income	760.62	2,143.64	121,759.18	33,903.44	56,572.60	65,676.65	65,334.26	65,136.11	135,554.15	47,236.85	48,763.28	46,960.02

based on extending the app model to obtain continued and sustainable revenue streams

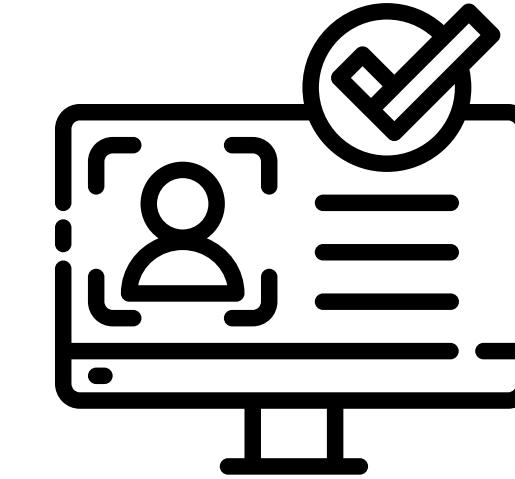
Data and Advertising Compliance

Fair and Truthful Advertising

- Ads are truthful and non-deceptive.
- Businesses must have evidence to back up their claims
- Ads will be fair and appropriate



Advertisement Laws



Data Privacy Laws

Privacy by Design and Default

- We don't sell any information to anyone
- Transparency of data shared with third parties
- Strict restrictions on how advertisers can use and disclose the data we provide

Our Team



Ashley Kim
App Designer



Shiyu Ye
App Designer



Srinjana Sriram
App Designer



**Imtranur
Rahman**
Coach



Sanchit Agarwal
App Developer



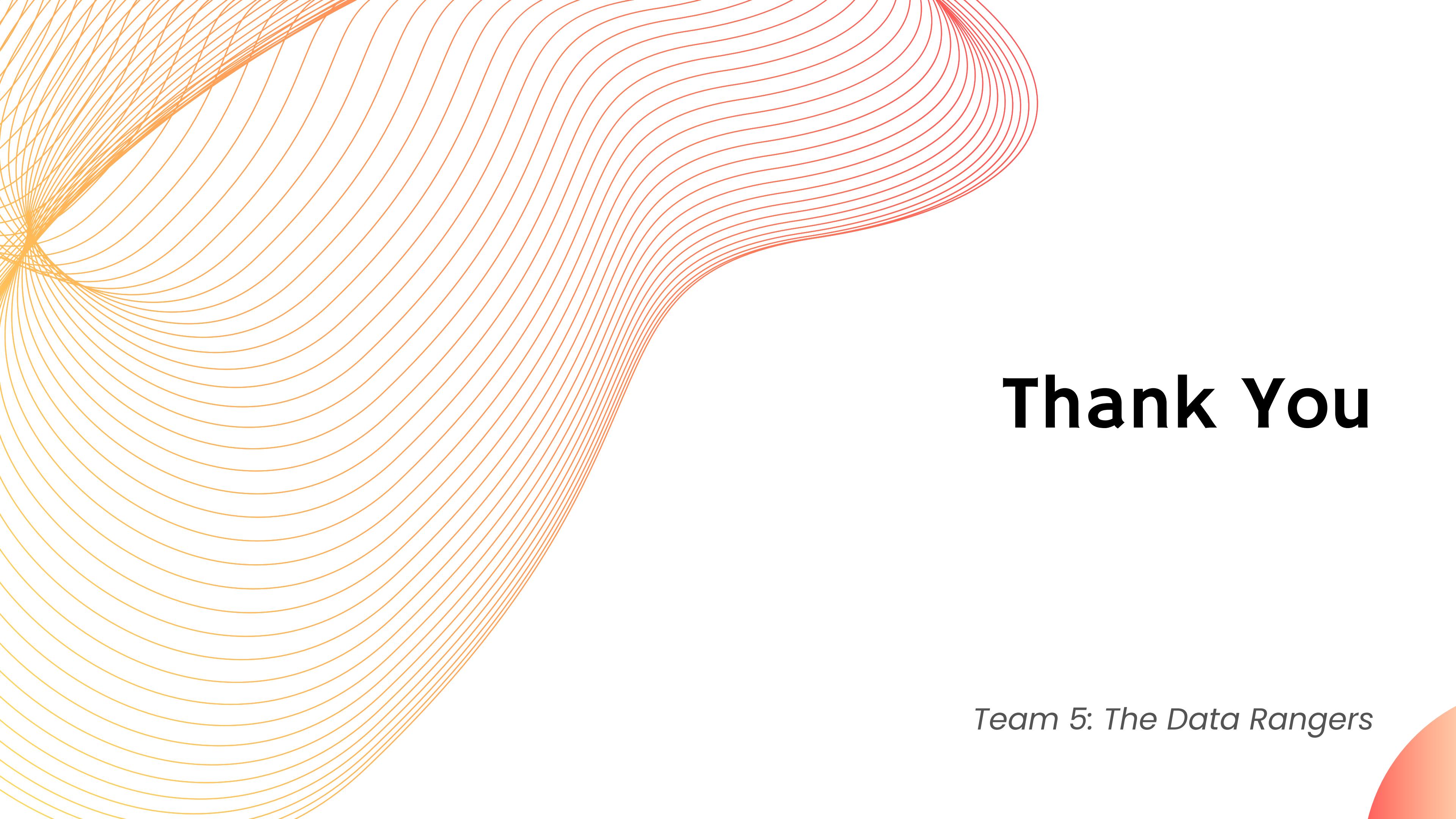
Ruiying Liu
Data Analyst



Tori Wang
Data Researcher



Zaid Bustami
Data Researcher



Thank You

Team 5: The Data Rangers

Appendix

Links:

Data Rangers Google Drive

Data Rangers Figma

