ATHLETE-AGENT CONNECT MOBILE APP

Project website: https://sites.google.com/view/athlete-connect-team4/

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Sponsor/Advisor: Dr Ying Xie

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U N I V E R S I T Y
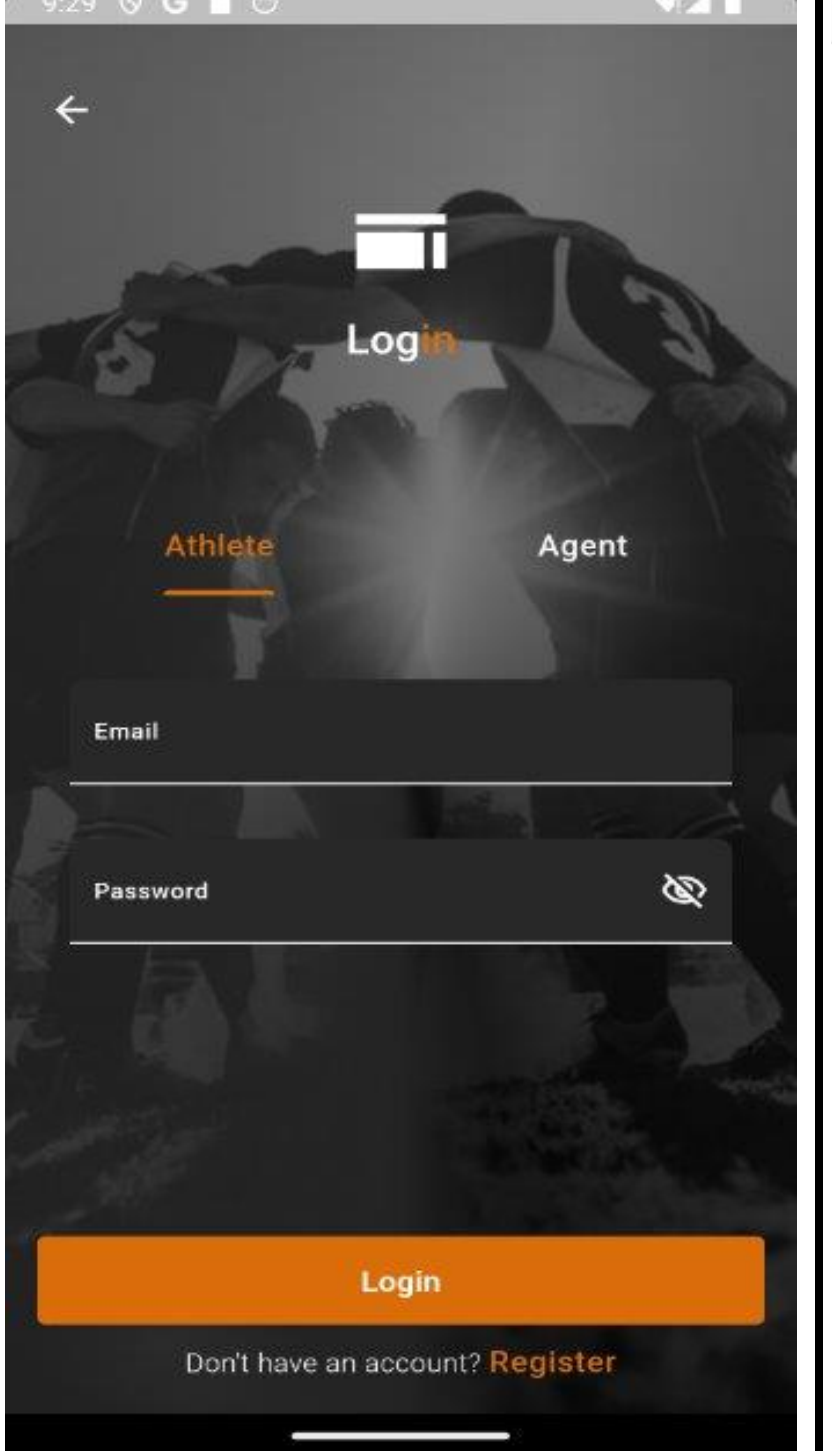COLLEGE OF COMPUTING AND
SOFTWARE ENGINEERING

Abstract

This mobile app serves as a dedicated platform for college athletes and sports agents to connect, collaborate, and enhance professional opportunities.
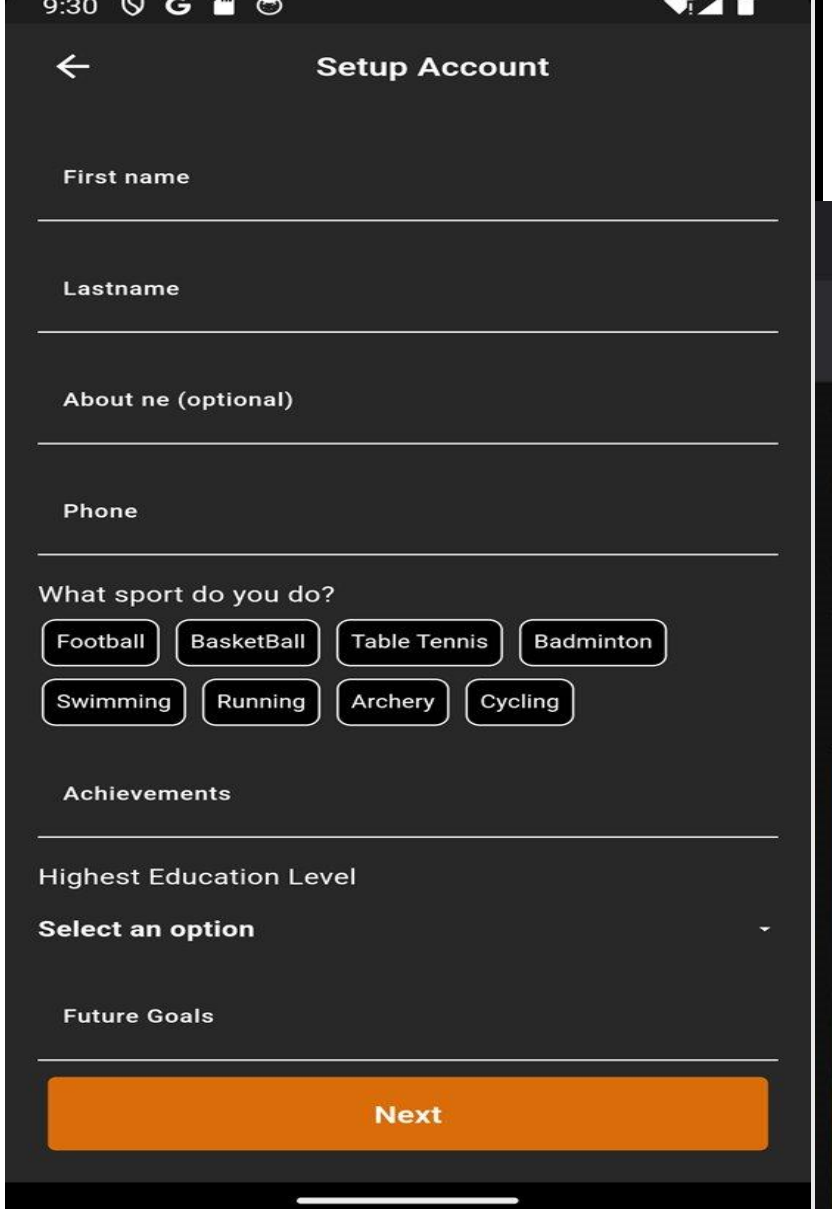
Introduction

The Athlete-Agent Connect app aims to bridge the gap between athletes and agents, simplifying the process of professional engagement. The app fosters networking, recruitment, and collaboration within the sports industry.
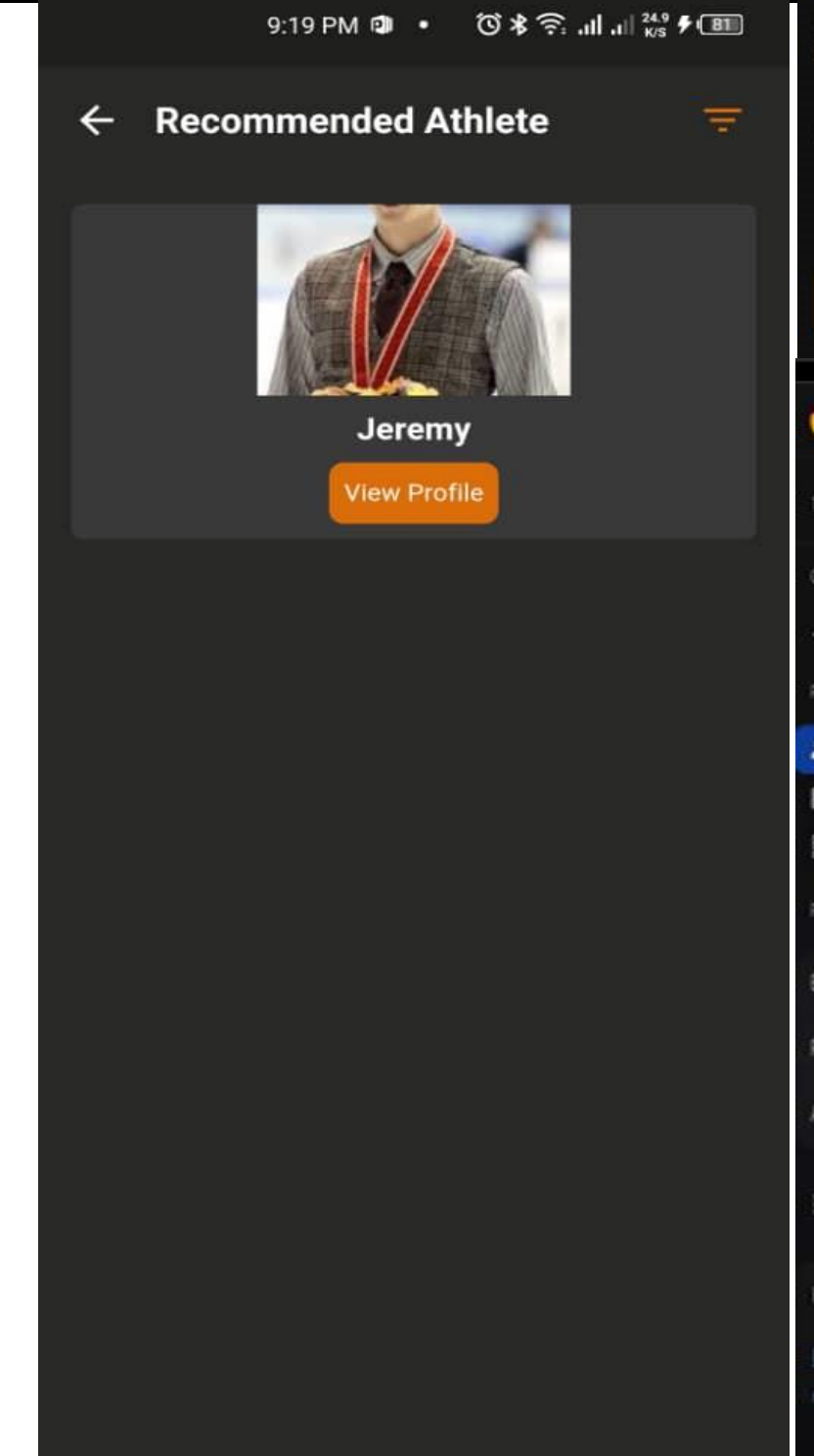.

Capstone Task

Build a college Athlete-Agent connect mobile app Process Analysis:
The process involves the use r-centered design principles, ensuring intuitive navigation and useful features based on feedback from potential end users—athletes and agents.

Data Collection:

Competitor Analysis:
Compared existing apps and platforms connecting sports and networking professionals (**Icon Source**) to understand **market needs**, **identify gaps,** and determine **key app features**.

Project Motivation & Description:

Addressing a problem - Gap in Athlete-Agent Networking

The Athlete-Agent Connect app aims to resolve a significant pain point in the sports industry: the lack of a centralized, secure, and user-friendly platform for athletes and agents to connect, collaborate, and manage professional relationships. Athletes and agents struggle to network efficiently and transparently, often relying on fragmented communication channels and limited networking opportunities. This app fills that gap by providing a streamlined solution for hiring, event creation, and direct engagement, reducing the barriers to professional connection and maximizing athletes' career growth potential.

Forbes
FORBES > BUSINESS > SPORTSMONEY
Vast Majority Of Team USA Athletes Don't Have Agents; New Athlete Marketing Platform Is Getting Them Paid
Michelle Bruton Contributor ⓘ
Michelle Bruton covers action sports and the Olympics and Paralympics.

SOCHI, RUSSIA – FEBRUARY 07: The United States Olympic team enters the stadium during the Opening ... [+] GETTY IMAGES
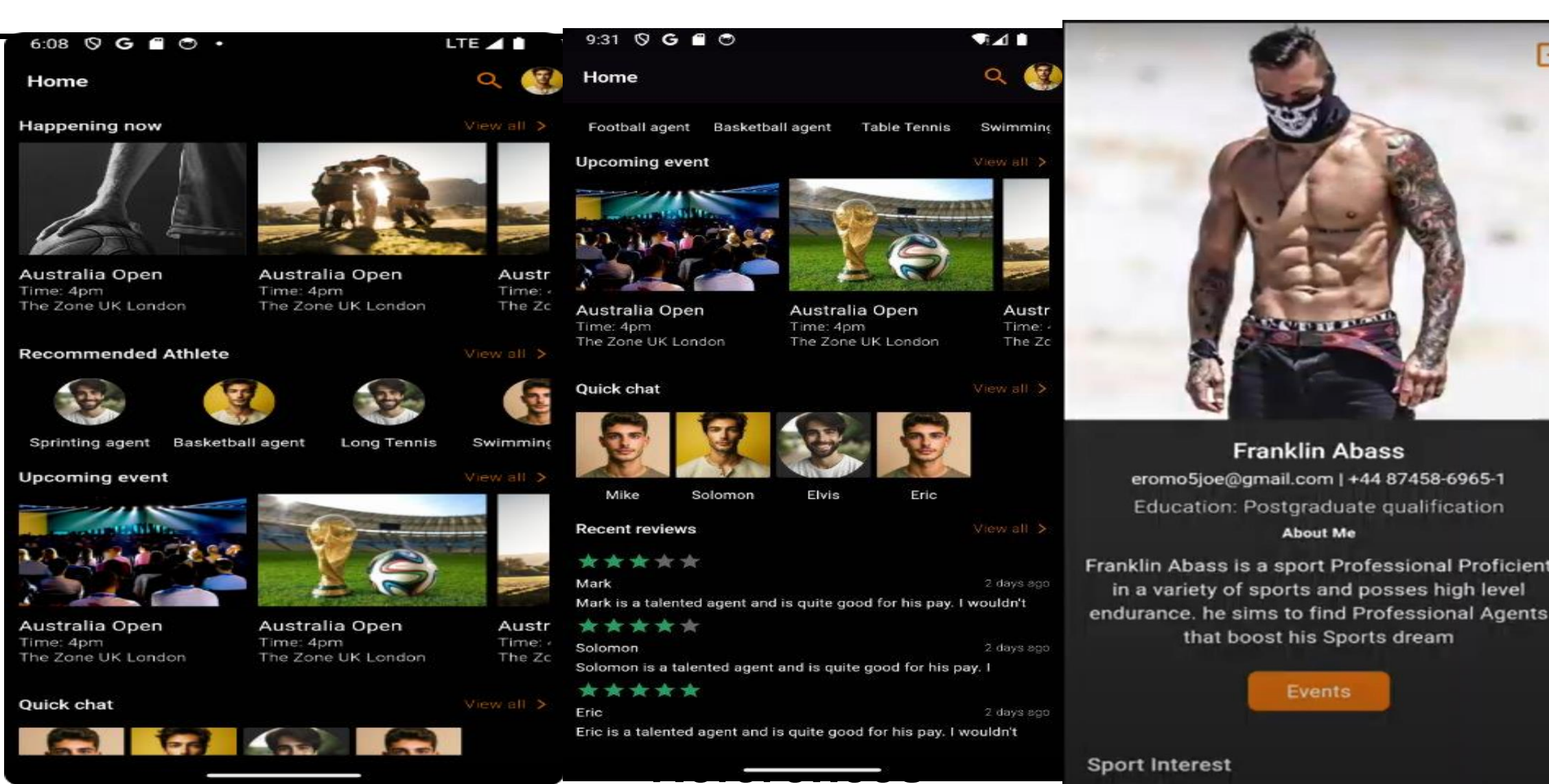
Futuristic Value, Market, and Potential for Investment

The sports networking market has significant growth potential, especially with the expanding focus on Name, Image, and Likeness (NIL) rights for college athletes and the increasing professionalization of sports at all levels. This app is positioned to tap into this market by providing tools tailored to the specific needs of athletes and agents. Our **next steps** include refining the app through **user feedback** and expanding its features to integrate additional services like **sponsorship matchmaking and brand partnerships,** *Strategic alliances, and pilot Programs,* making it attractive for investors who want to support the growing sports economy.

Conclusion & Result

The Athlete-Agent Connect app shows promise as a useful tool in the sports sector, making networking and representation easier. The User feedback indicates that secure in-app communication and event features are highly desired**.** It provides a comprehensive analysis of user feedback and app performance metrics, indicating the overall effectiveness of the app in connecting athletes and agents and facilitating event engagement.

The Results: The design and essential features of the app have been well received, according to preliminary results. Athletes and agents surveyed emphasized the value of event notifications and in-app communication as crucial elements.

Methods Used:

Agile development methodology: implemented for iterative testing and improvement. Flutter is used for cross-platform development, enabling broad device compatibility. Firebase is integrated for database management, ensuring secure, real-time data updates

Marketing and Implementation Strategy.

- User-Centered Design Enhancements:
- Strategic Partnerships brand matchmaking and Sponsorships.
- Social Media Campaigns, Influencer Marketing.

Contact Information

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To know more about us, Visit our project website listed above