



Georgia Tech Customer Success Stories

Georgia Tech

Whoop

Georgia Tech

Athl. Dept. Mkt.

Provide easy to use mobile studio for the purposes of creating a multi-modal mobile application. Initial application focus to be on Football program, and pre-season Men's and Women's basketball programs.

Produce, Publish & Promote Georgia Tech's mobile Athletic Application

Core audiences

*Sponsors
Students / Alumni
Fan base
Media
ISP / Partners*



- ❖ One day training
- ❖ **Unlimited native applications**
- ❖ Multiple device formats
- ❖ No App store processes

- ❖ Limited Staff
- ❖ **No coding required**
- ❖ In-House controlled
- ❖ Genesis of Institue mobile strategy

- ❖ Promoted directly to audience
- ❖ Print / On-Line / 'In Stadium'
- ❖ Football / Basketball focus
- ❖ **Free to any user**