



SoGnar — Store, Web, Social Media & Launch

CS Field Session Proposal (CSCI 370)

Colorado School of Mines — Summer 2026

Go-to-Market Team — Taking SoGnar from Development to Launch

Company Background

SoGnar is a Golden-based cycling technology startup building a gamified mobile application that transforms everyday bike rides into interactive adventures. The app uses GPS tracking to deliver rewards on real-world cycling rides, rewarding riders with in-app currency for miles ridden, trails explored, and challenges completed. Those rewards can then be used within our mini-game platform.

SoGnar originated as a CS Field Session project at the Colorado School of Mines in Fall 2025, and two students from that original team have continued development through an independent study this spring. The platform is built natively for iOS using Xcode, with MapKit integration for real-time route tracking and a Godot game engine for the in-app cycling game. SoGnar holds a provisional patent covering its core gamification and GPS-based reward mechanics.

SoGnar is transitioning to a freemium business model. The current game and platform will serve as the foundation for the free tier, while premium subscribers will gain access to additional games, enhanced reward boosts, and exclusive content. The long-term vision is to offer four to five distinct game experiences as part of the premium subscription, making SoGnar a comprehensive gamified cycling ecosystem.

Description of the Work to Be Done

This team is SoGnar's go-to-market team and coin system team. While other field session teams are building the app's core features, this team will build the commercial infrastructure, public-facing presence, and launch pipeline needed to take SoGnar from a development project to a live product in the App Store. The work spans four major deliverables: the in-app store and coin system, the SoGnar website, the social media presence, and the App Store launch itself.

Workstream 1: The SoGnar Store

Students will design and implement the SoGnar Store within the iOS app and manage its coin flow system. The store is the monetization engine for the freemium model and must support:

- **Premium Subscriptions:** Implement Apple In-App Purchase (IAP) subscription flows, with proper entitlement management to gate premium games and features.
- **Ride Reward Boosters:** Consumable in-app purchases that let riders temporarily multiply the coins they earn on rides. The store UI must clearly present booster options, pricing, and active booster status.
- **StoreKit Integration:** Full integration with Apple's StoreKit 2 framework for handling purchases, restoring transactions, managing receipts, and handling subscription lifecycle events (renewals, cancellations, grace periods).
- **Store UI/UX:** A clean, appealing storefront within the app that presents subscription benefits, booster options, and purchase confirmations in a way that feels native and trustworthy.
- **Coin Management System:** In collaboration with other teams, the SWS team will manage the coin flow system

Workstream 2: The SoGnar Website

Iterating on the current SoGnar website and or creating a new one, students will design, build, and deploy the official SoGnar website. This is SoGnar's public front door and must serve as a marketing site, information hub, and App Store funnel. Requirements include:

- **Landing Page:** A compelling hero section that communicates what SoGnar is, who it's for, and why riders should download it. Must include App Store download links, app screenshots or mockups, and a clear call to action.
- **Feature Showcase:** Pages or sections highlighting key features — the map, the games, the coin economy, and the premium subscription benefits.
- **About / Brand Story:** Content that tells the SoGnar origin story, mission, and team background. This helps build credibility and connection with the cycling community.
- **Responsive Design:** The site must look great on desktop, tablet, and mobile devices.
- **Deployment:** The website currently lives on Square. The team should iterate on this website or create a whole new one

Workstream 3: Social Media Presence & Automated Scheduling

Students will establish SoGnar's social media presence from the ground up and build an automated content pipeline that runs through the end of September 2026 — well beyond the field session itself. This ensures SoGnar maintains a consistent public presence as the app launches and gains traction.

- **Platform Setup:** Create and brand official SoGnar accounts on Instagram, TikTok, and at least one additional platform (e.g., X/Twitter, Facebook, or YouTube) based on where the target cycling audience is most active.
- **Content Creation:** Develop a library of posts, reels, and short-form videos that showcase the app, highlight features, share cycling culture content, and build community excitement around the launch. Content should be on-brand with SoGnar's adventurous, slightly edgy, high-energy identity.
- **Automated Scheduling:** Using a social media management tool (e.g., Buffer, Later, Hootsuite, or Meta Business Suite), schedule posts across all platforms through the end of September 2026. The content calendar should include pre-launch hype, launch day posts, and ongoing engagement content.
- **Brand Guidelines:** Document the visual style, tone of voice, posting cadence, and hashtag strategy so that SoGnar can continue the social media effort after the scheduled content runs out.

Workstream 4: App Store Launch

The capstone deliverable for this team is getting the SoGnar app published on the Apple App Store. This is a significant undertaking that involves navigating Apple's submission requirements, and this team will own the process end-to-end:

- **App Store Assets:** Design and produce all required App Store listing assets: app icon, screenshots for multiple device sizes, preview video, and the app description/keywords for App Store Optimization (ASO).
- **App Review Compliance:** Ensure the app meets Apple's App Review Guidelines, including privacy policy, data handling disclosures, and any required entitlements or capabilities declarations.
- **TestFlight Beta:** Manage a TestFlight beta distribution to gather feedback from testers before the public launch.
 - Manage communication with over 30 dedicated app testers
- **Submission & Launch:** Submit the app for review and coordinate the public release timing toward the end of the five-week session, aligning with the social media launch campaign.

Development Process & Toolchain

The team will operate in an Agile project management framework over the five-week session with weekly sprints and defined deliverables. The client will be available throughout the entire five weeks and is prepared to meet as frequently as the team needs — whether that's daily standups, mid-sprint check-ins, or ad-hoc sessions to unblock issues.

Tools:

- **GitHub:** Version control for the website codebase and any app-side store implementation work.
- **Slack:** Primary communication channel for coordination, async updates, and direct access to the client and other SoGnar field session teams.
- **Claude (AI-Assisted Development):** SoGnar integrates Claude as part of its development workflow. Students will use Claude for code generation, content writing, debugging, and rapid prototyping across the store, website, and social media workstreams.

Desired Skill Set

This project is uniquely cross-disciplinary, touching iOS development, web development, design, marketing, and product management. Students are expected to learn new technologies as part of the course. The following skills will be helpful but are not prerequisites:

- **Swift / StoreKit 2:** For implementing the in-app store, subscriptions, and purchase flows on iOS.
- **Web Development (HTML/CSS/JS or a modern framework):** For building the SoGnar website. Experience with React, Next.js, or similar frameworks is a plus.
- **UI/UX & Graphic Design:** For the store interface, website design, App Store assets, and social media content. Familiarity with Figma, Canva, or Adobe Creative Suite is helpful.

- **Social Media & Content Marketing:** Understanding of social media platforms, content calendars, and scheduling tools. Experience creating short-form video content is a bonus.
- **App Store Connect & TestFlight:** Familiarity with Apple's developer tools for app distribution and review.
- **Git / Version Control:** Standard collaborative development practices.

Preferred Team Size

3–5 students. The breadth of this project — spanning iOS development, web development, design, marketing, and App Store operations — naturally supports a larger team with diverse skills. A team of four or five allows for specialization across workstreams while keeping the team small enough to coordinate tightly during the intensive five-week session.

Internship Potential

Top-performing students may have the opportunity to continue working with SoGnar during an independent study, internship, or as an employee. Roles could include product contributor, marketing lead, or long-term collaborator as the platform scales.

Location

All work may be performed remotely on the Mines campus or in the ORC conference room. The client is based on campus and is available for in-person meetings if desired, but remote collaboration via video calls and Slack is the expected norm. No mileage reimbursement is required. The ORC Conference room will be open to all SoGnar teams and individuals for meetings and collaboration. Students are encouraged to work at the ORC. Swag, drinks and snacks will be provided at the ORC for SoGnar teams. **Note:** an in-person Project Kickoff at the Outdoor Recreation Center will be required unless otherwise discussed. This meeting may last up to 4 hours.

Intellectual Property & NDA

Students will be asked to assign intellectual property rights for work produced during the field session to SoGnar Technologies LLC. These terms will be discussed and agreed upon before the project begins.

Why This Project Is Exciting

This team doesn't just build features — they launch a product. Students on this team will experience every stage of taking a real app to market: building the revenue model, creating the public brand, and navigating the App Store submission process. Very few field session projects offer students the chance to see their work go live in the App Store during the course itself.

The work is cross-disciplinary in a way that mirrors real startup roles. Students will touch iOS development, web development, visual design, content creation, and product operations — all within five weeks. Whether a student is interested in engineering, design, marketing, or product management, this project offers meaningful, resume-worthy experience. And at the

end of the session, students can point to a live app in the App Store, a live website, and active social media channels as tangible proof of their work.

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