

Sponsored by Magnify Dental Marketing

Magnify Rush

AI-Powered CRM Application

Team Marmoset

University of North Texas • CSCE 4902





Meet the Team

Team Marmoset



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What is Magnify Rush?

Magnify Rush is a full-stack CRM platform built for Magnify Dental Marketing and adaptable to any business managing client relationships and service workflows.

It centralizes client data, communication, scheduling, and activity into one system, enhanced with Gemini AI for smart search and automated summaries, helping teams work faster and make more informed decisions.

Tech Stack

Angular

FastAPI

PostgreSQL

Google Cloud

Figma

Gemini API

Client Management

Centralized dental client data and records

AI-Powered Insights

Gemini AI integration for smart recommendations

Workflow Automation

Streamlined operations and task management

Live Demo

magnifyrush.com

Challenges

Technical

Integrating frontend (Angular), backend (FastAPI), and database (PostgreSQL) smoothly without breaking data flow.

Implementing AI features (Gemini search + summaries) and making sure results were actually useful and accurate.

Handling authentication, role-based access, and keeping user data secure across the system.

Non-Technical

Coordinating as a team and keeping everyone aligned on features and responsibilities.

Managing time across multiple components (frontend, backend, AI) within deadlines.

Understanding real client needs and translating them into actual features.

Lessons Learned

Technical

Full-stack systems require strong communication between frontend, backend, and database, small issues can break everything.

AI features need validation, just because it works doesn't mean it's useful or accurate.

Non-Technical

Clear communication and planning is just as important as coding.

Breaking work into smaller tasks makes large projects way easier to manage.

Do Differently

Start integration earlier instead of building parts separately for too long.

Spend more time testing edge cases and user experience before finalizing.

Future Plans

01 Magnify Dental Marketing Usage

Going forward Magnify Rush will be used at Magnify Dental Marketing to help manage Client info and communications as their personalized internal Customer Relations Management (CRM) tool.

02 Potential Industry Usage

Magnify Rush can be used in real industry settings to manage client relationships, centralize data, and improve team workflows. It has potential to scale beyond Magnify Dental Marketing to other businesses needing a CRM solution.

03 Better User Experience

While Magnify Dental Marketing adapts to using Magnify Rush, in the future there will be a need to refine the UI/UX based on user feedback, simplify workflows, and make the platform more intuitive for non-technical users.

04 Scalability and Performance

Optimize backend performance and improve system scalability to handle larger datasets, more users, and real-time updates, while expanding the database to include all remaining client records.

Thank You

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