17) CREATE A MOBILE APP FOR LOCAL EVENTS, EATERIES AND ATTRACTIONS

Summary
Local companies (like restaurants, event backers, etc.) want more visibility in informing and marketing to mobile device users.

Challenge:
Create a new, unique mobile app (not like Yelp) that is easy to use for both companies and users and provides event information, event and establishment rating and commenting, as well as other unique features. Include a way to create a revenue stream with the app.

1) The name of your company / organization?
The company submitting this challenge prefers to remain anonymous

2) Explain your “challenge.” Be as descriptive as possible, providing relevant background or other information to help student competitors clearly understand the problem to be solved.

Create a mobile app or mobile site for local events, restaurants and attractions. There are many on the market but do you have the idea that trumps them all? It should incorporate:

- An easy way for users and the company to submit and navigate event info.
- An easy way for users to rate and comment on events/locations.
- Suggested monetization options such as targeted mobile coupons

Think of the user as well as the company in terms of search, geo-targeting, navigation, advertising/coupons and social sharing. Ideally, this product would be something a company could use for company-sponsored events. But it also could be customized for advertising clients.

Must create something unlike what’s currently on the market (such as Yelp, etc). Cite specific path of execution including user utility, potential revenue streams and barriers to execution. Are there existing vendors/software platforms for this idea or does this rely on experimental/new technologies?
3) How would you know if a student entry has produced a good solution? That is, how would you measure the effectiveness of the solution (e.g. surveys, online audience metrics, etc.)?

Company’s team of digital audience, technology and revenue experts would gauge viability based on variety of measures.

4) Are there additional criteria against which the proposed solution should be evaluated? (e.g. well-designed, attractive interface, usability, mobility, low-cost implementation, etc.)?

Potential speed of execution; cost of implementation; functionality for users and for company (especially if this can be used for company and for company’s advertisers); knowledge of other players/competitors in this market and tactics to address them.

5) What resources are available to help inform and guide the student competitors (e.g. data sources, reports, articles, audience metrics, etc.)?

Negotiable based on student requests

6) Please provide the name(s) and contact information of someone we may contact if we have questions about your “challenge.”

Company requests confidentiality.
Challenge #17

A media company seeks creation of a mobile app or mobile site for local events, restaurants and attractions. It would be something the company could use for company-sponsored events, but also could be customized for advertising clients. It needs to be easy for users and the company to submit and navigate event information, and it also needs an easy way for users to rate and comment on events and locations.

Written materials1:

1. Cover page with title, number of the challenge addressed, list of contributors and contact information.
2. One page executive summary w. title – required (12-point type, may be single-spaced)
3. White paper
   a. Required: Title, problem restatement and proposed solution (What is your innovation?), maximum three pages
   b. Required: Measurable aims: how will you know if your solution works, maximum one page.
   c. Required: Project description, maximum of 10 pages total
      i. Required: Evidence to support your approach. Note that the company says you “must create something unlike what’s currently in the market (such as Yelp, etc.)”
      ii. Required: Necessary resources to implement your solution, as well as identifying hurdles to implementation.
      iii. Required: Implementation plan. Note that the company suggests you think “in terms of search, geo-targeting, navigation, advertising/coupons and social sharing.”
      iv. Required: Timeline
   v. Required: Initial pilot plan that will provide quick feedback on whether it’s working so that short-term adjustments can be made before full implementation.
4. Required: Financial Information – no page limit
   i. Required: Proposed budget and budget justification. What will this program cost?
   ii. Required: How can this be monetized? Company suggests you identify “options such as targeted mobile coupons.”
5. Appendices – optional, no page limit. Note: judges are not required to read appendices.

See pg 2.

1 All written materials in the white paper must be in a normal 12-point type, double-spaced, unless otherwise noted. Charts, tables, illustrations and embedded spreadsheets may be single-spaced. Final deliverables of the cover sheet, executive summary and white paper must be three, and only three, separate Word documents or PDF files.
**Presentation Materials**

1. Set of PowerPoint slides without voiceover – maximum 20 slides as a PowerPoint file **OR**
2. Link to a viewable set of PowerPoint slides with voiceover – maximum 20 slides, 5 minutes **OR**
3. Link to viewable video presentation, maximum 5 minutes.

**NOTES:** Company notes that there are many similar products on the market, “but do you have the idea that trumps them all?”

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2 If the presentation materials are posted on a private website, complete instructions for accessing the site must be given.