Challenge #17

LiveIn Executive Summary

Hosting or promoting an event of any kind can turn into a big problem for communities, businesses and organizations. The organizer has to take care of designing all printing materials like posters, flyers, and coupons. They also have to deal with finding people to invite, tracking attendees, posting the event to social media networks and more. LiveInteractive LLC has a solution, LiveIn.

LiveIn is event management, made easy. The core component of LiveIn is the event generator where an event organizer is able to easily create promotional materials and share their events with countless numbers of people instantly. When promoting an event, the organizer simply fills in event information, uploads an image or video, and then they can posts their events on a digital billboard. Once posted, organizers are able to invite their contacts, share to other social media websites such as Facebook or Twitter, and track who is, or isn’t, attending their events. Along with digitally sharing their event, the organizers can utilize the built in printing features. The poster can be printed out locally for free or printed professionally and delivered for a fee. Features that will be included are coupon creation tools, map integration, ratings systems and other interactive elements that will help maximize the impact of an event.

The second key component is event discovery. Users of the app will be able to browse for public events based on location, keyword, or category. When they find an event they want to attend, the user can RSVP, leave comments, send the event to their friends and post it to their own social networking sites. The event will also be added to the users calendar where they will receive a push notification reminder the day of the event.

LiveIn is currently being developed by a team of six Ohio University students of different expertise. Over the course of this challenge the team was able to finalize the conceptual design and create a prototype. The next step is to create an alpha version of the product and continue strategizing for the marketing campaign to ensure the future success of this idea.

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