Create a Mobile App for Local Events, Eateries, and Attractions

CHALLENGE #17

RYAN KARA
Providing to Clients

- A Place to Advertise
- A Customized Experience
Providing to Customers

- A Simple Way to Find Eateries, Events, and Attractions
- An Easy Way to Share Experiences
- A Simple Way to Get Coupons
Monetization

- Paid Advertisements
- More Participants at Company Sponsored Events
- Company Outreach
Return

- Currently over 100 Million Smartphones in U.S*  
- Paid Advertisements can be Cost Per Click or Pay Per View  
- Even at $0.25 per view the profits can be large.

*As of 2012 According to ComScore
Innovation through Combination

- An Attractive User Interface
- Geolocation
- Near Field Communication (NFC)
- Notifications
An Attractive User Interface

- Loads Quickly and Gets to the Point.
- Displays the Media Company’s Logo before showing the map.
- Only displays the information the user wants to see.
Geolocation through GPS

- Used for an accurate outdoor location.
- Target the user by their location
  - Show nearby Events, Eateries, and Attractions.
  - By distance not by city
Near Field Communication (NFC)

- Fast, and Simple
- Allows for Sharing
- Allows for a more accurate method of indoor tracking.
Notifications

- Notify users about an upcoming event.
- Notify users about a nearby eatery.
- Notify users that they should review the attraction they’re at.
Any Questions?