Challenge 17
By an anonymous company

Entry #16
Sicong Li (Leo)
Justin Howell
Ben Weibel
Rose Troyer
Erica Staebule
Andrew Winter

LiveInteractive llc
“A one stop social media marketing app that gets people off their seats and into the streets.”
Business
(Restaurants, Stores, Bands, etc.)

Community
(Universities, National Organizations, etc)

City
(e.g. Columbus, Athens, etc.)
Digital Advertising & Promotions Spending

2008-2017

(Billions)

$0 $20 $40 $60 $80

2008 2013 2017

36.1 Billion

Source: BIA Kelsey 2012
Where to post?

Where to find?
Mobile users on average spend **2.7 hours** on their devices everyday.

**46 billion**

users search for local information each year.

**88%** of local information seekers take action within a day.

**79% of top advertisers**
don’t have a mobile landing page.

Source: Google Mobile 2012
Revenue Model

LiveIn
MAKES ALL EVENTS ALIVE.

License

$ $

Media Companies

PROMOTION

$ $$ $

Businesses & Communities
Milestones

2013

$60,000 Seed Funding Needed

Apr-May
• Raise Seed Funding
  • Initial Business Plan
  • UI Design
  • Front End Development

June-July
• Marketing Plan
  • Focus Groups
  • Alpha Testing

Aug-Oct
• Beta Testing
  • Official Launch
  • Marketing Campaign

Nov-Dec
• Continued Development
  • Expand Marketing
  • Raise Series A Funding
Pre-Register Today! at: liveinapp.com
Company Structure

Management
- Founder: Sicong Li
- General Manager: Sicong Li
- Co Founder: Justin Howell

Business
- Public Relations: Rose Troyer
- Networking & Marketing: Erica Staeuble

Development
- Lead Developer: Ben Weibel
- Assistant Developer: Andrew Winter
- Legal & Financial: Justin Howell
## Competitor Analytics

<table>
<thead>
<tr>
<th></th>
<th>LiveIn</th>
<th>Spindle</th>
<th>Applauze</th>
<th>MyCityWay</th>
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<tbody>
<tr>
<td>Event Management</td>
<td>★</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share Feature</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>Create</td>
<td>★</td>
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<td></td>
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<tr>
<td>Discover</td>
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<td>★</td>
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<td>Not Exclusive</td>
<td>★</td>
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# Financial 2013

<table>
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<tr>
<th>Deliverable</th>
<th>Development</th>
<th>Assets</th>
<th>Wage</th>
<th>Legal</th>
<th>Marketing</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>April-May</td>
<td>Business Plan &amp; Front End Design</td>
<td>7000</td>
<td>2300</td>
<td>3000</td>
<td>150</td>
<td>200</td>
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<tr>
<td>June-July</td>
<td>Alpha</td>
<td>7000</td>
<td>200</td>
<td>3000</td>
<td>100</td>
<td>0</td>
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<tr>
<td>Aug</td>
<td>Beta</td>
<td>8500</td>
<td>500</td>
<td>4500</td>
<td>100</td>
<td>9800</td>
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<tr>
<td>Sep</td>
<td>Launch &amp; Marketing</td>
<td>7000</td>
<td>500</td>
<td>1000</td>
<td>150</td>
<td>5000</td>
</tr>
</tbody>
</table>
Create Feature

- Invitation
- Poster
- Catalog
- Coupon
- Ticket

Share Feature

- Connect with:
  - Facebook
  - Twitter
  - etc...

Manage Feature

- Manage with:
  - RSVP
  - Reply Comments
  - Receive Analytics
66% of people search events online.

93% of event organizers & small businesses are willing to use.

**Athens Chamber of Commerce** pre-signed as our first client.

Source: 46 Interviewed, 114 Surveys, Athen Ohio, 2013.
Marketing

Livein
MAKE ALL EVENTS ALIVE.
Marketing Package

License

Media Companies

Good App

No App

Bad App

Businesses & Communities

License
Marketing Package

Exclusive Templates
  Branding Controls

App Training
  Easily Adopt Product

Multiple Accounts
  Easily Post Content

Monthly Analytics
  Analyze Market

Exclusive Features
  Video, QR code, etc

Own Explore Page
  Easier for User to discover.