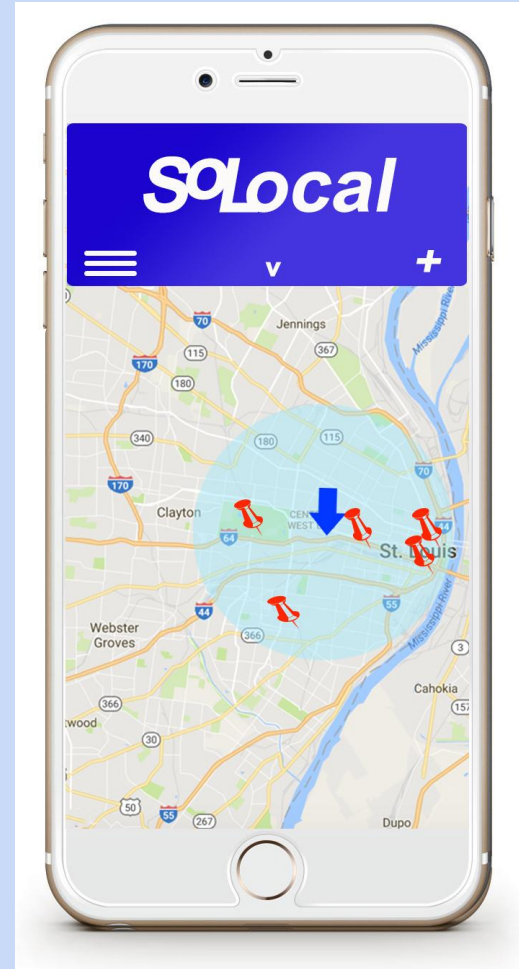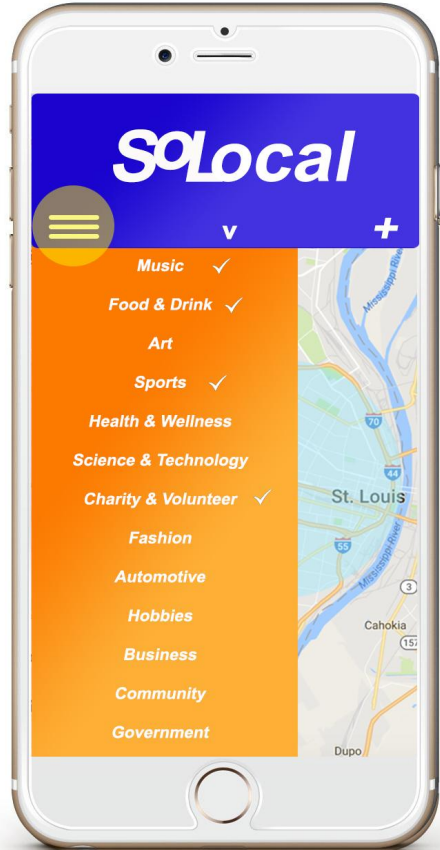# SoLocal

Your Personal Event Guide

Presented by Austin Davis and Suzann Gille

What is SoLocal?

- Mobile app that notifies users of events in their communities.

- Simplifies access of local events to users.
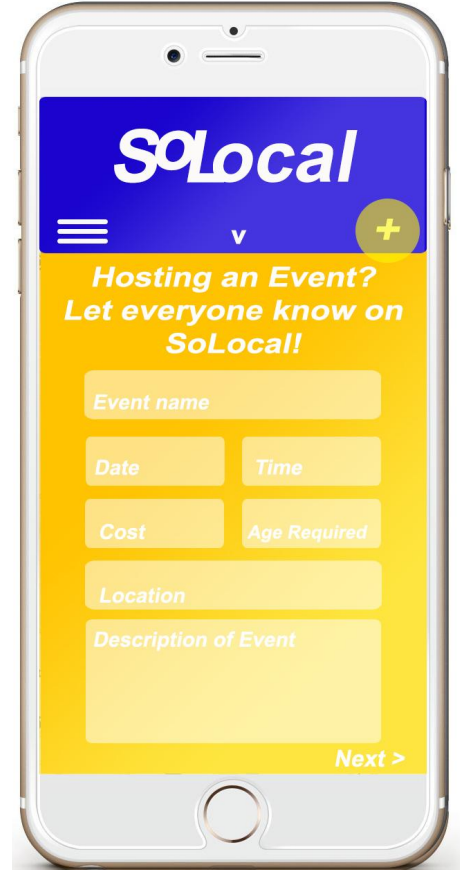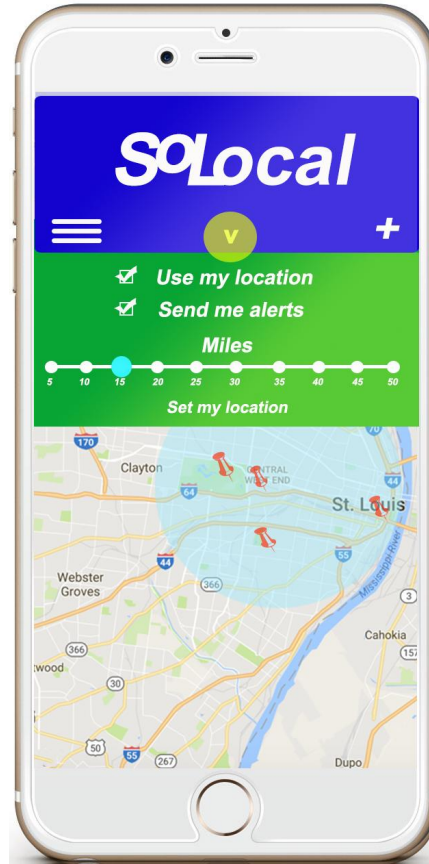
How does SoLocal work?

- Select Your Personalized Interests

-Turn on your location, set a mileage radius, & see events in your circle.

- Get event notifications anywhere!

-Post an event you're hosting
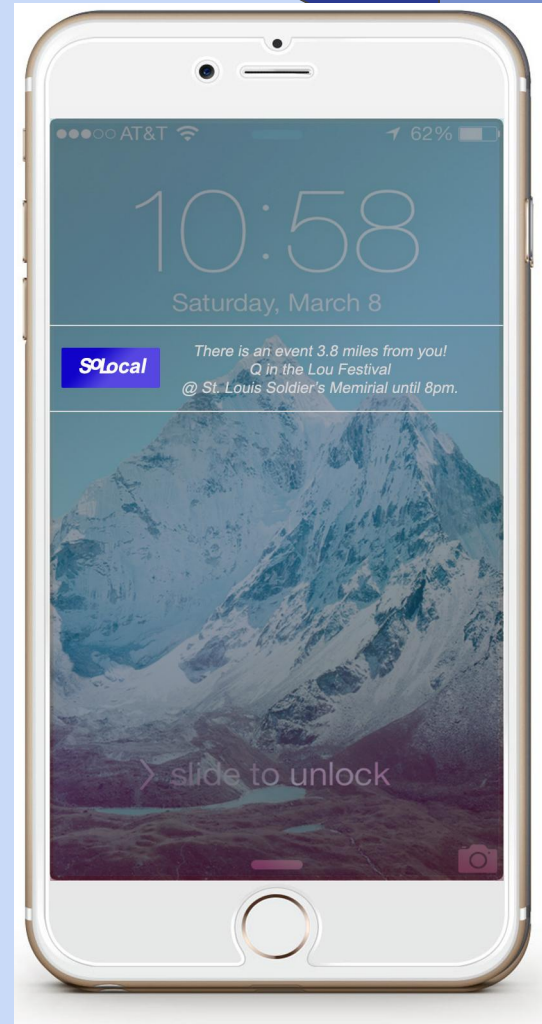
Who are SoLocal's Competitors?

- Eventbrite

- Users can buy tickets, register, and share events.

- Focuses on event organizer more than attendee.

What Makes SoLocal Different?
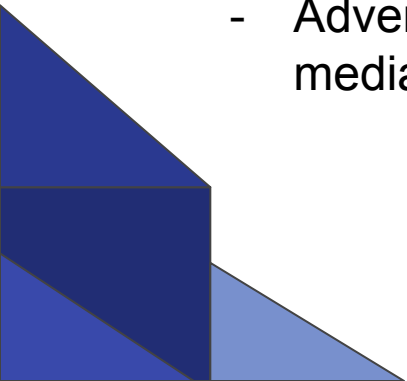
It's Simple!

- Turn topics off and on as you please.

- Users choose how far they are willing to travel.

- Get push notifications on the go!

Launch Plan & Budget

Estimated Budget: $63,788

- SoLocal will market to local event planners, organizations, businesses, and media partners.

- Advertise through social media and at local events.

- SoLocal will generate revenue by charging for banner advertisements.

- CPI Advertising

- Gaining sponsorship from local orgs and businesses that post events on our app.

SoLocal

- Increases traffic to your events.

- Keeps you connected to events in your community.

- Provides event information no matter where you travel.