Evently

local event app

FUNDACJA WIELKI ŚWIAT

POLSKO-UKRAIŃSKA RADA WYMIANY MŁODZIEŻY

ПОЛЬСЬКО-УКРАЇНСЬКА РАДА ОБМІНУ МОЛОДДЮ

Ministerstwo Edukacji Narodowej

Projekt został sfinansowany ze środków Polsko-Ukraińskiej Rady Wymiany Młodzieży z dotacji MEN

Problems

- Hard to find events or activities
- Overwhelming to know what to do
- Don’t want to go alone

Solutions

- A single app with globally available event information
- Personalized recommendations to make finding events easier
- Live chat to connect and meet others attending

Is there demand?

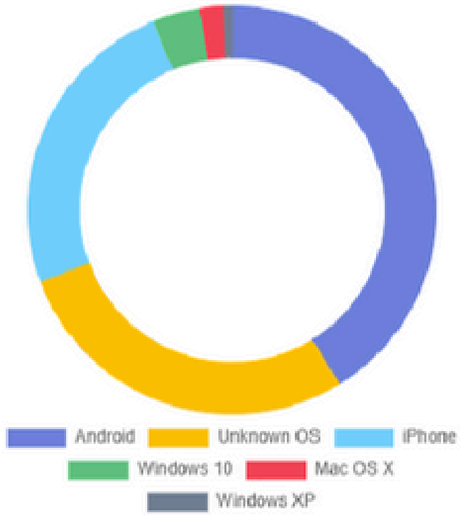
YES!

Countries

↓ Show more

FLAG	COUNTRY	CLICKS	%
	Ukraine	72	45.00%
	Poland	35	21.88%
	Ireland	25	15.63%
	United States	11	6.88%
	United Kingdom	4	2.50%

OS



Referal

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SOURCE	CLICKS	%
direct	150	93.75%
https://l.facebook.com/	5	3.13%
https://www.google.com/	2	1.25%
http://m.facebook.com/	2	1.25%
http://www.google.com	1	0.63%

Research methods

traceable link

internet forums

internet

ai asisstants

survey in varius groups

Traceable links

Track engagement and measure event promotion performance

Internet forums

Gather feedback from Reddit, FB group and online communities

Internet research

Analyze existing event platforms and global/local trends

Surveys

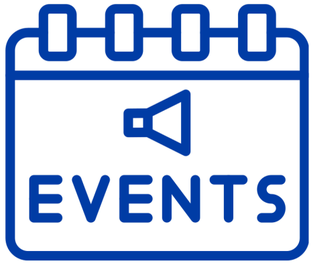
Collect opinions from different groups (students, professionals, parents, travelers)

Market Opportunity

- Gap in global coverage
- Social integration
- High demand for personalization

Why we?

App features

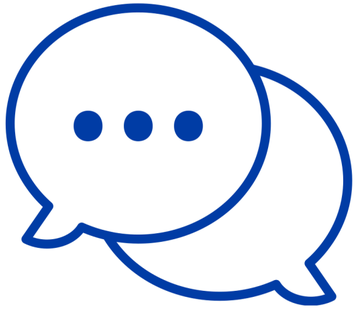


Comprehensive event listings

(concerts, festivals, sports, workshops, business, cultural, online, etc.)

Localization

with multi-language support and smaller towns covered



Community chat

for events and interest groups

Event creation form

with tools for organizers (tickets, RSVPs, updates)

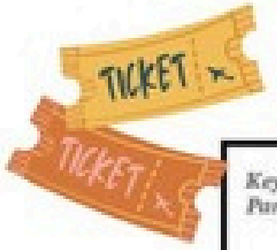
Unique app features

- premium chat for members
- all over the world
- connects many organizations
- many filters that will make app feed clean and simple
- localized newsletter
- events recommendation

Our competition

- eventbrite – lack of Poland (only Warsaw), Ukraine, and only big cities in the world
- evanea – only poland and focused on businesses
- coigdzie.pl – only Poland

Local events app



Key Partners

city media
venues
local government
sponsors
event organizators
ambasadors

Key Activities

Collect information
contact with establishments
adverising
publish conent

Key Resources

App developer
volunteer informants
contnent administrator
social media menager

Value Proposition

Meet new people
acquaint with city
try new hobbies
have fun
Make city attractive
activate people
promote local communities
every event/activity in one app

Customer Relationships

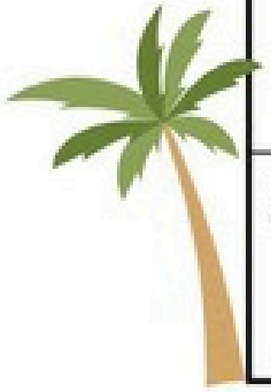
city/event channel chat for premium users
event proposal form
city specific newsletter

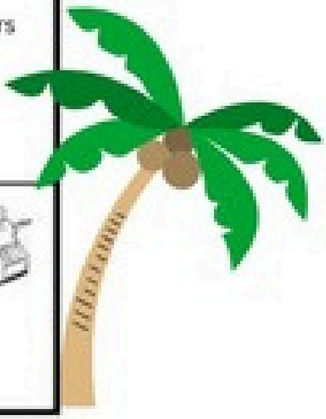
Channels

social media
advert on stickers all over the city

Customer Segments

Everyone
tourists
people living in different citie
local guides
events organizators





Cost Structure

App creation 2000€ one time
maintaining costs - 200€/monts
advertising costs ~100€/month

Revenue Streams

Premium members subscription
Advertisements in free app
content SEO/positioning

Thank you for your attention!