

NERs

Location and Event-Based Social Platform



TEAM



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Back-end
Developer



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Android
Developer



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Database
Manager



Oğuz Artıran
Android Developer
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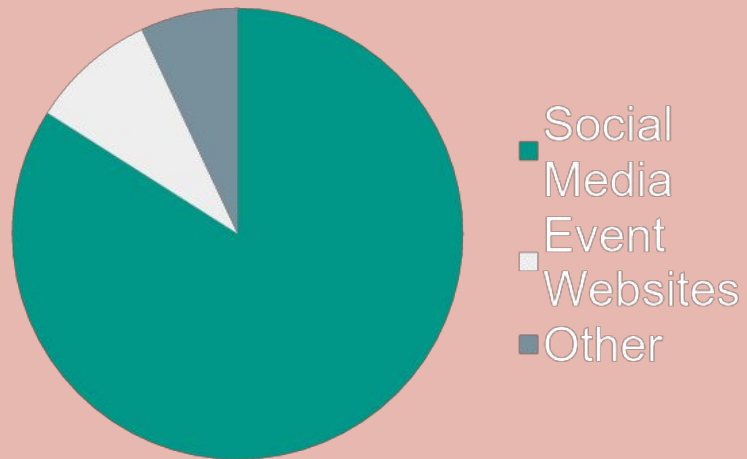
PROBLEM - B2C

Information
pollution in social
media

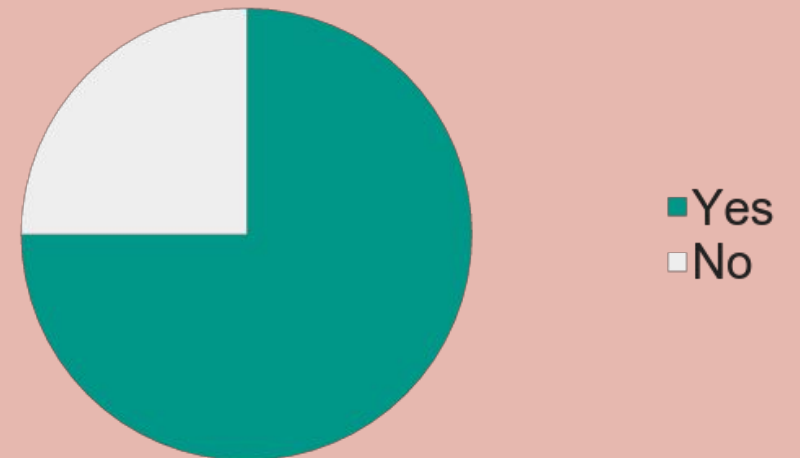


Unaware of nearby
events

Awareness of Events

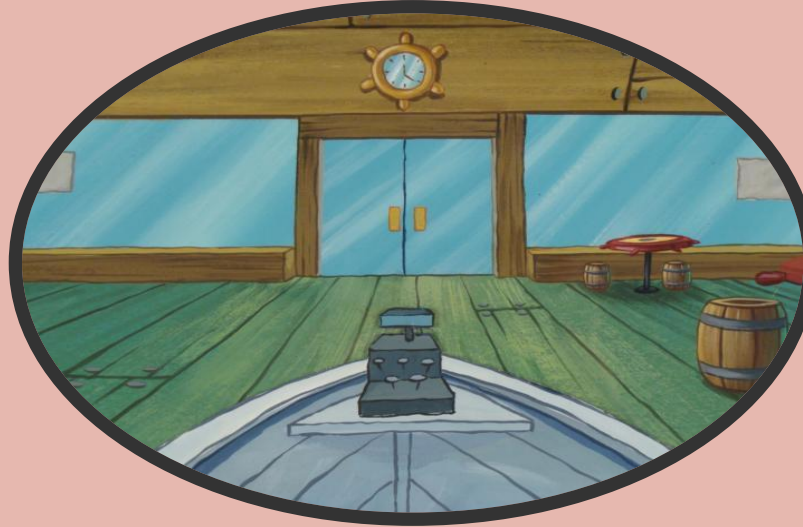


Need



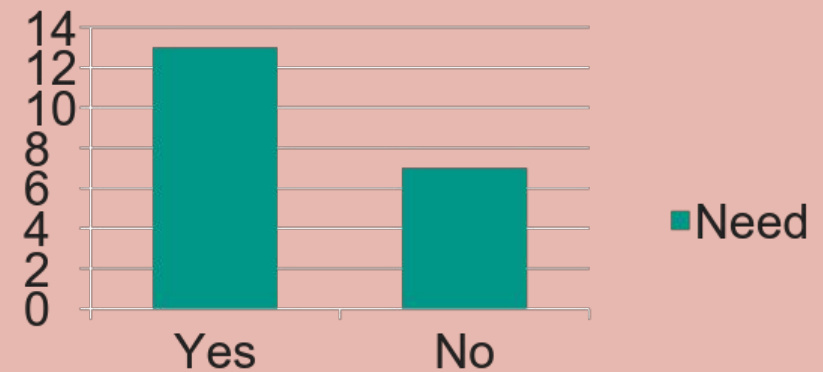
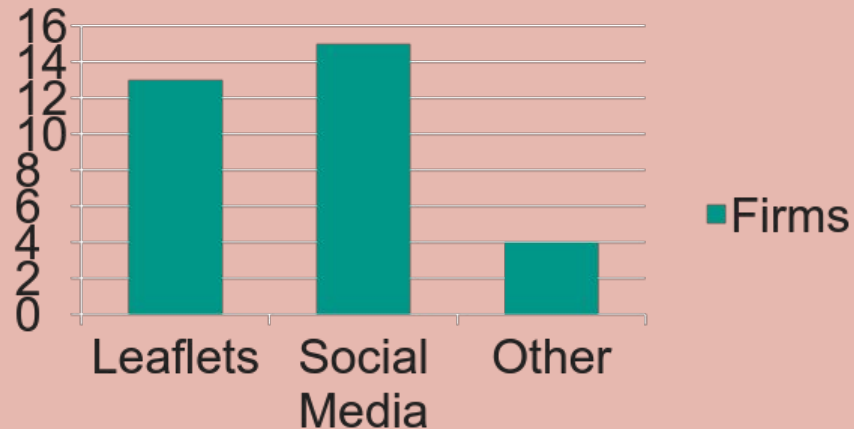
PROBLEM - B2B

High
advertisement
costs to
announce
events



Unable to
announce events
to nearby target
customers
effectively

Event Announcement



SOLUTION



B2C

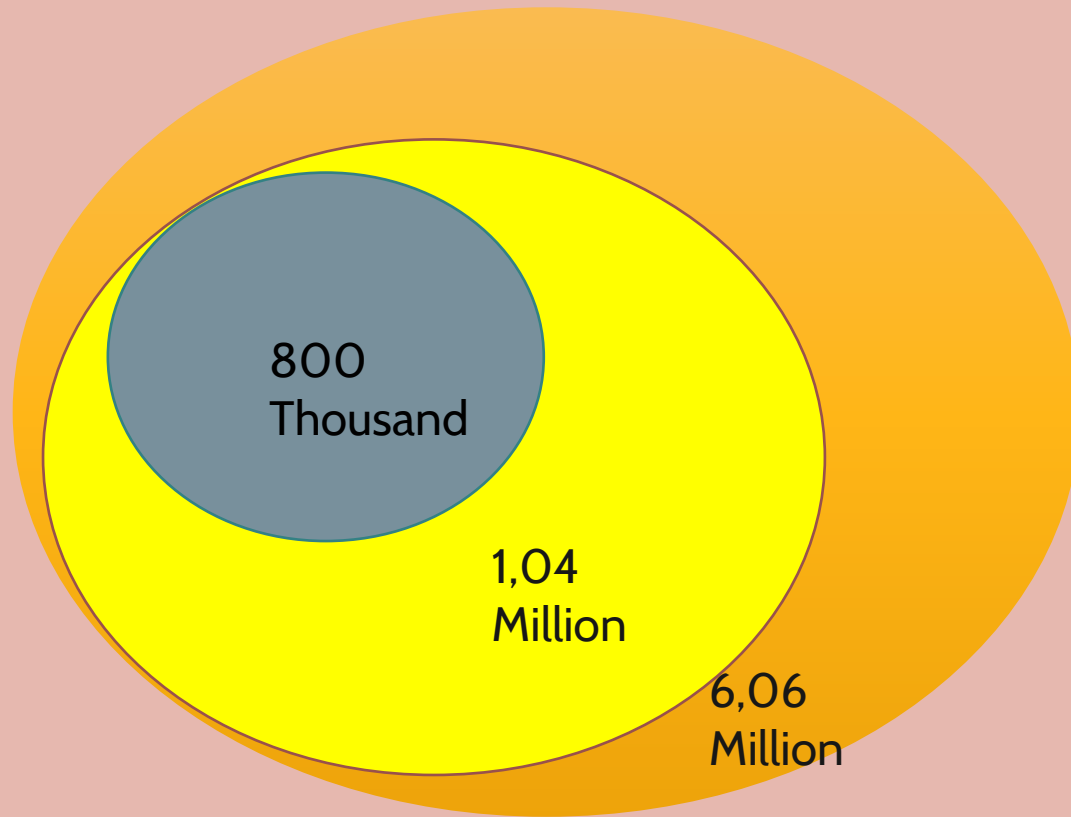
- Location-based event screen
- Public events created by end users and events created by business
- Location-based messaging system

B2B

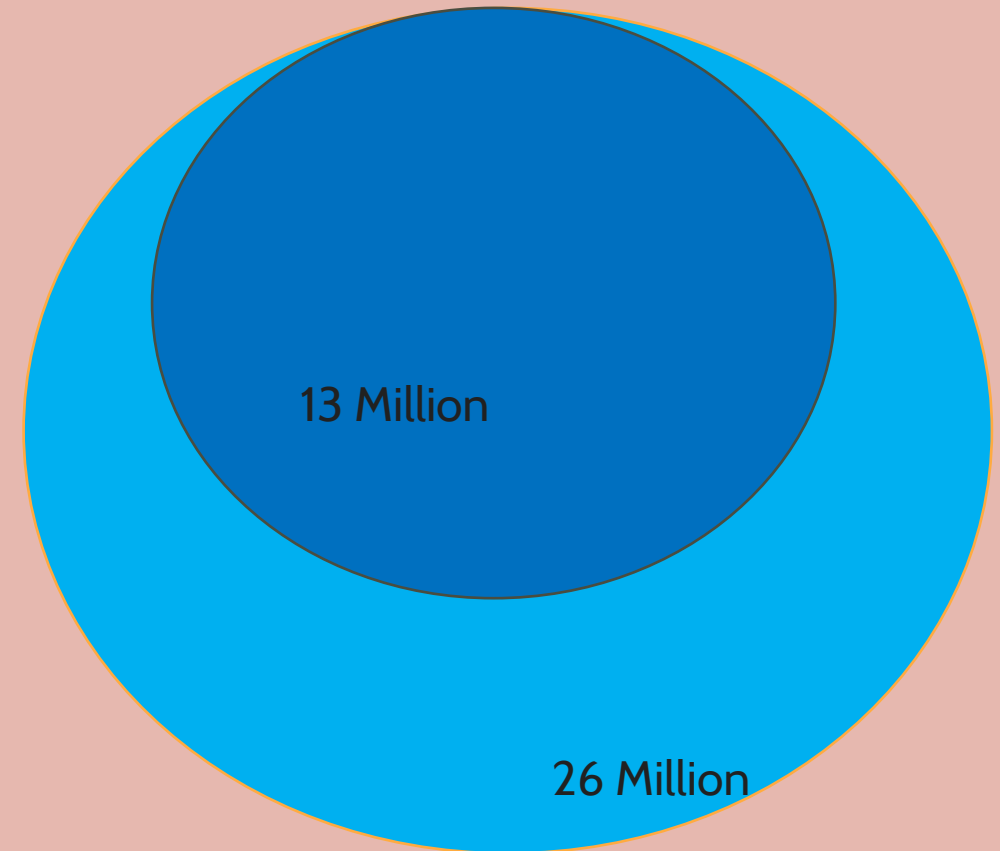
- Announcing events to nearby target customers easy and effective.
- High advertisement area



MARKET



- Total number of students in universities living in metropolis and using smart phone
- Total number of students in the universities living in metropolis
- Total number of students in universities



- Total number of active Facebook users in a day
- Active Facebook users within age range 18-34

REVENUE MODEL



Monthly
Business Price



Business
Advertisements in
the application



Big Data

Competitive Advantage

- Easy contacts with early adapters



- Competent and Experienced Team



Competition In the Market

	Creating Event	Filtering according to event location	Filtering according to users' interest	Showing events on the map	Creating Profile Page
NERS	✓	✓	✓	✓	✓
Facebook	✓	X	X	X	✓
Swarm	X	X	X	X	✓
Biletix	X	✓	✓	X	X

Entering the Market

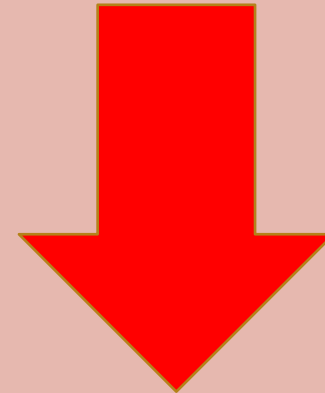


Student
Clubs

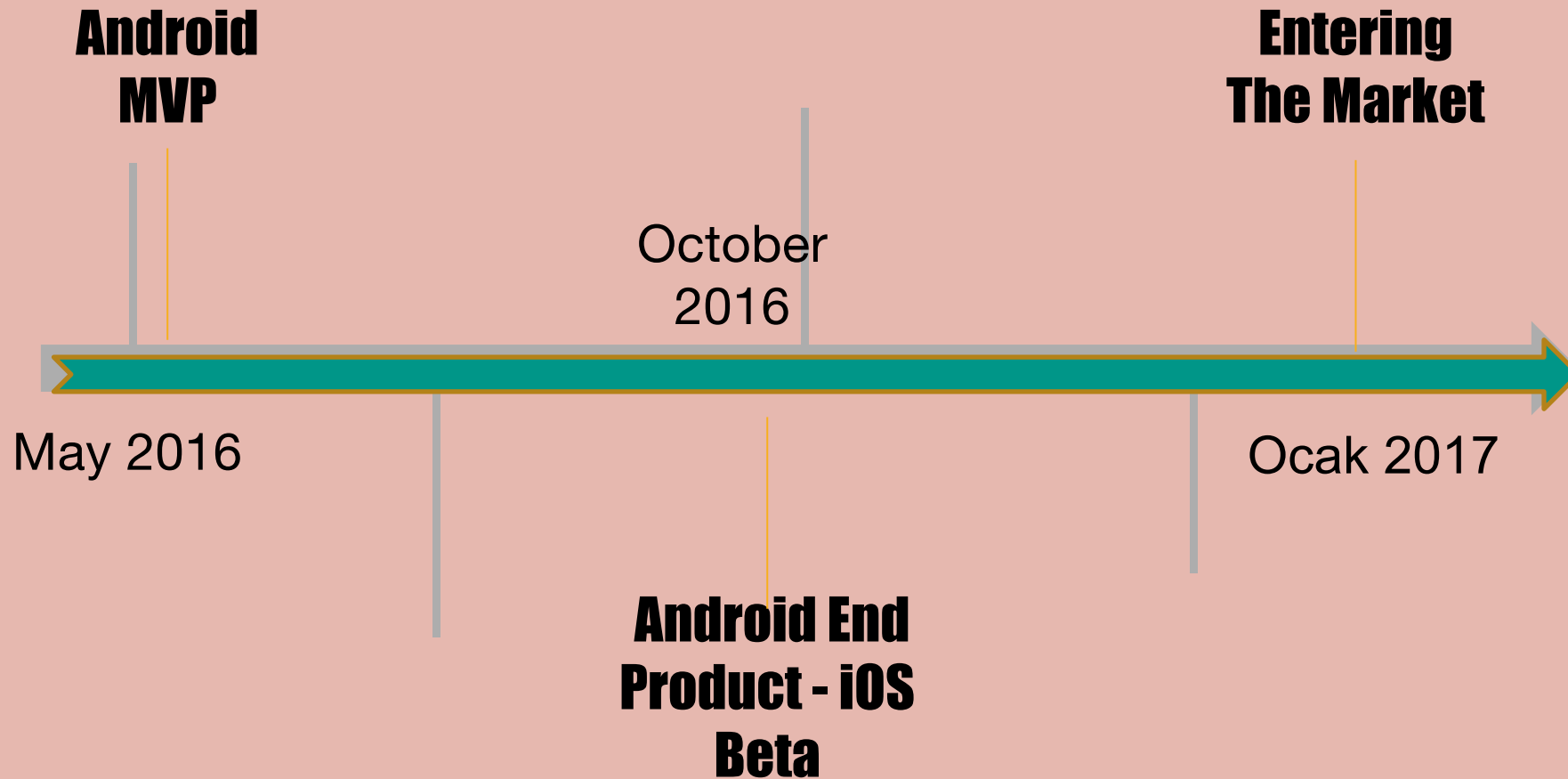


Presentation
and
Promotion
in the
universities

Discount and
Campaigns

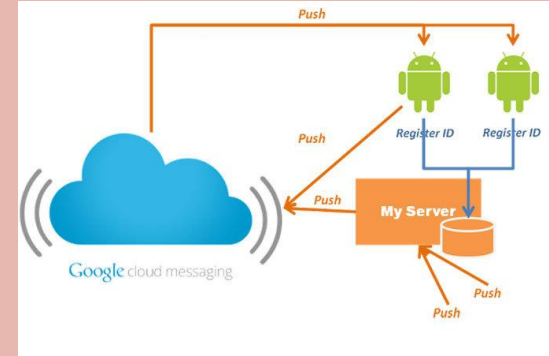


Future Plans

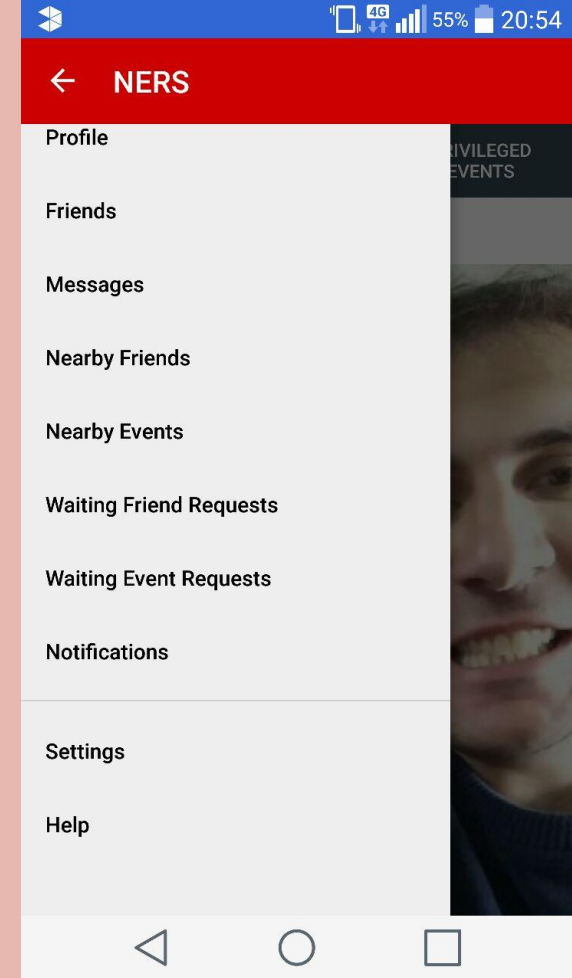
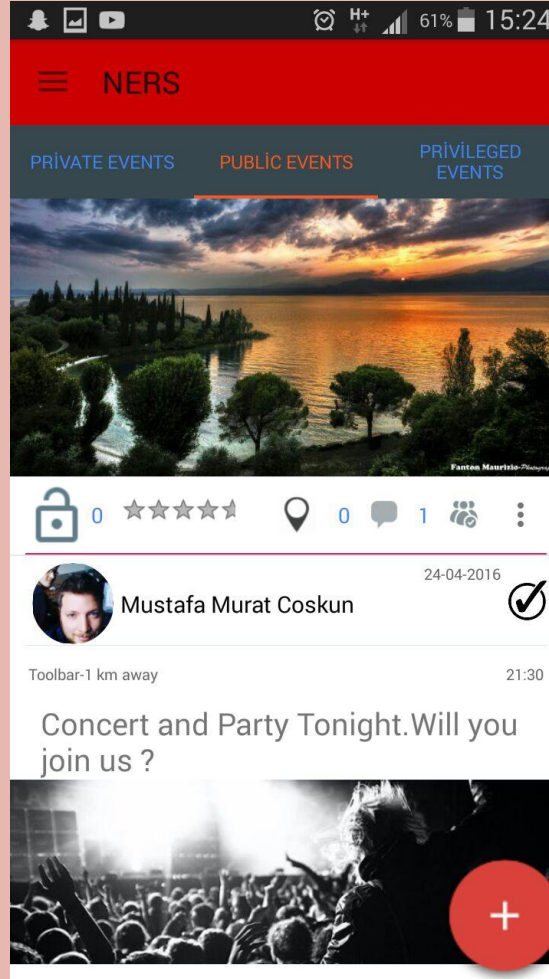
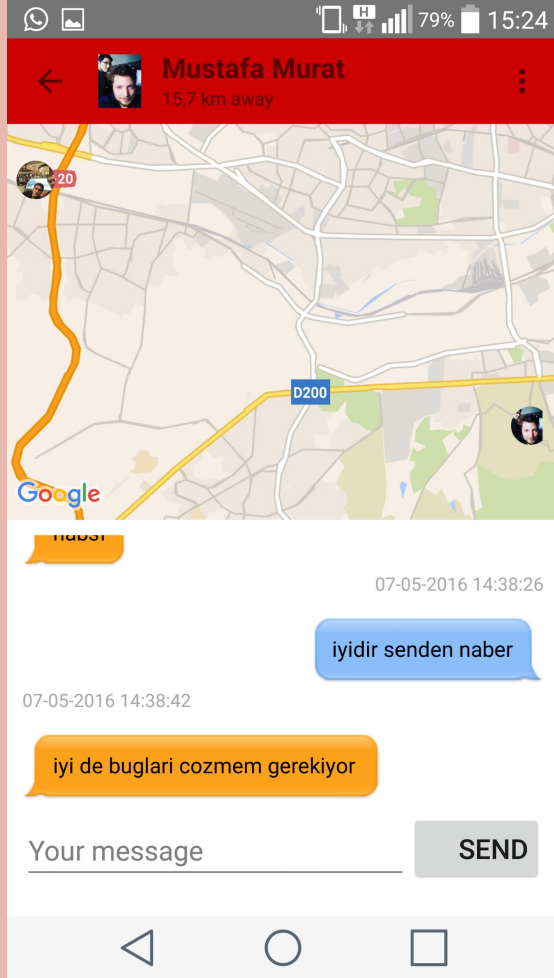


Used Technologies

- Google Cloud Messaging
- Google Places and Maps API
- Sqlite and Mysql Databases
- JQuery, JavaScript and PHP
- Google Volley Library



Product



Necessaries for the Future

- Technical mentors for IOS and Android
- Network ve Mentoring
- Pecuniary Resources for promotion and advertisement costs

