





uDrop is an app that connects people with locations, offering opportunities that are mutually beneficial to individuals and businesses.

Users

- For people who want an up to date view of what's happening locally and globally.
- For people looking to be inspired to do something now.
- For people travelling, looking for places to visit.
- For businesses who want to promote and engage with a wider, more relevant audience.
- An additional platform for lifestyle bloggers.
- For people who just don't want to miss out.

How it works

- Users share geo-tagged photos and captions that appear on a map.
- The map refreshes every 24 hours, retaining relevance whilst still allowing archive access.
- Each post has a comment section allowing users to ask questions and obtain further information.
- Posts with comments of interest can be saved for future reference.

Individual benefits

- Find out where it is 'happening' in my area right now.
- Exposure to offers and deals.
- Find places to go on future travels, recommended by other users and away from the generic spots.
- Genuine reflection of a location – no fake/bias reviews.
- Separate from personal social profiles significantly reduces privacy worries.

Business benefits

- Promote core business without paying for boosts (Facebook model)
- Ability to post one-off time sensitive promotions.
- Pop-up style shops able to instantly promote to a local audience.
- Promote away from reviewed pages and scrutiny.
- The focus is shifted to producing quality content rather than worry about exposure.

Why

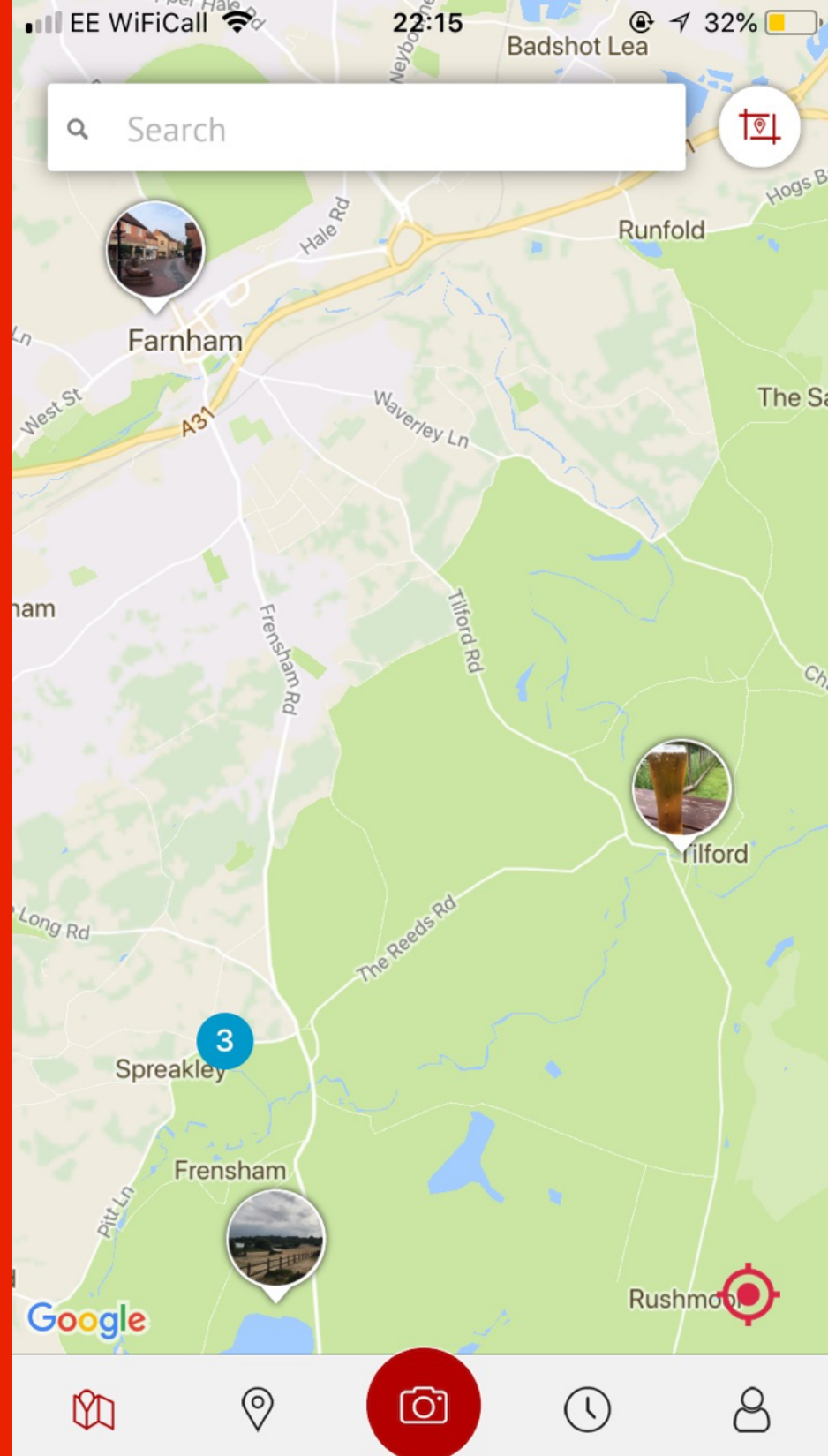
- TripAdvisor/Yelp lacks credibility and has an older user base.
- Over time, on TripAdvisor/Yelp, the majority of establishments have reached the same average rating (3.5*-4*).
- There is a greater demand for instant gratification.
- Facebook pages force users to scroll through irrelevant clutter before reaching most recent post.
- Social media users are moving away from Facebook creating a demand for a social events alternative.

Route to Market

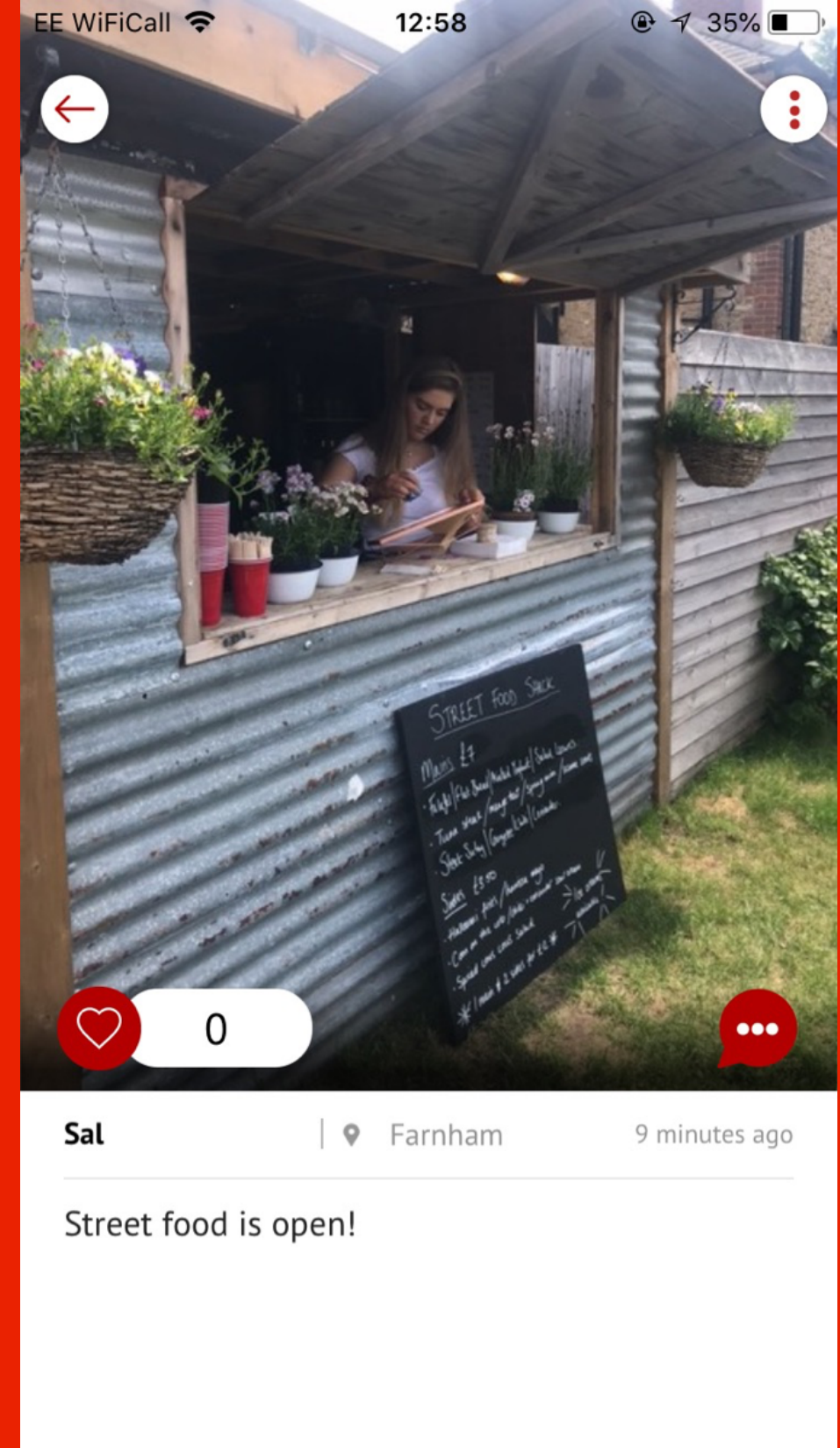
- Launch in its simplest form to enable quick user adoption. (already built)
- Raise seed capital to fund influencer campaign in target city and obtain 10,000 active users.
- Monitor use and adapt app accordingly.
- Introduce 3 features: Tools for improved use, hashtags and social events.
- 10,000 users will allow further conversations with interested parties:
 - Lightspeed Venture Partners
 - Sequoia Capital
- Gain large scale capital for global influencer campaign as well as language support for major territories.

Revenue streams

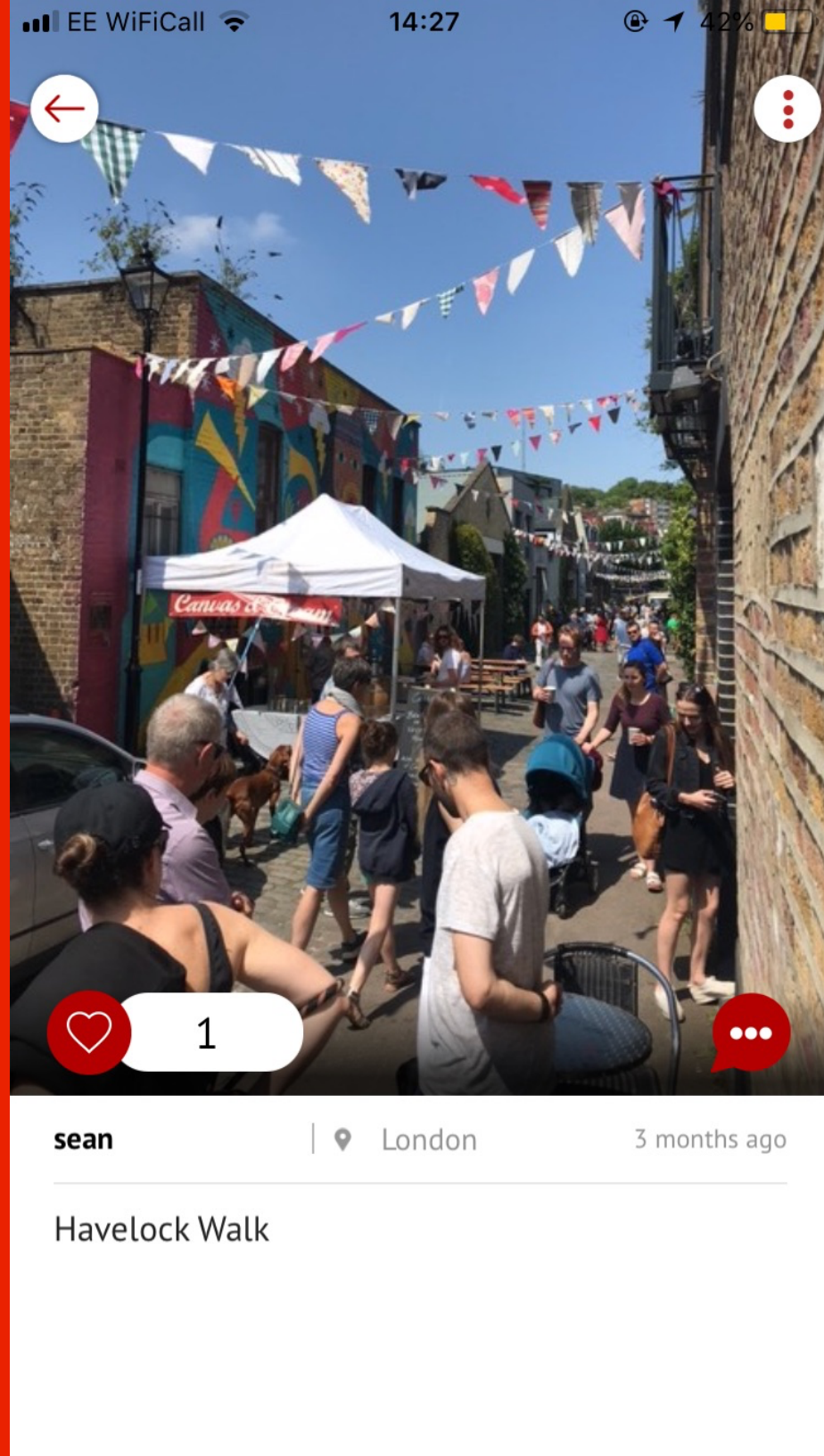
- Businesses pay for permanent ad embedded into their location.
- CPM advertising.
- Geo-Sales (products available on location) For example:
 - Concert Merchandise
 - Festival programmes
 - Match day programmes



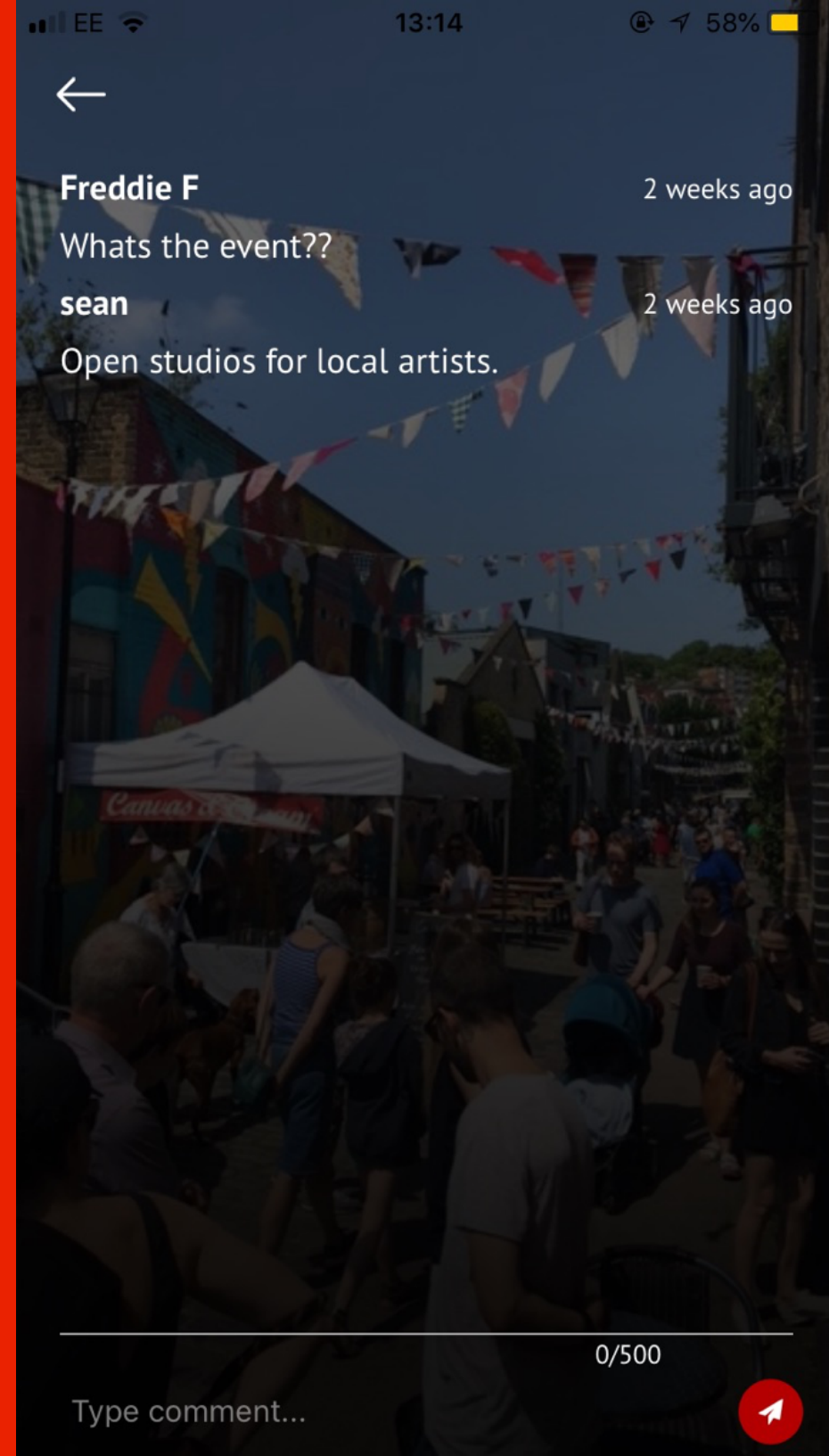
Home page
displaying posts



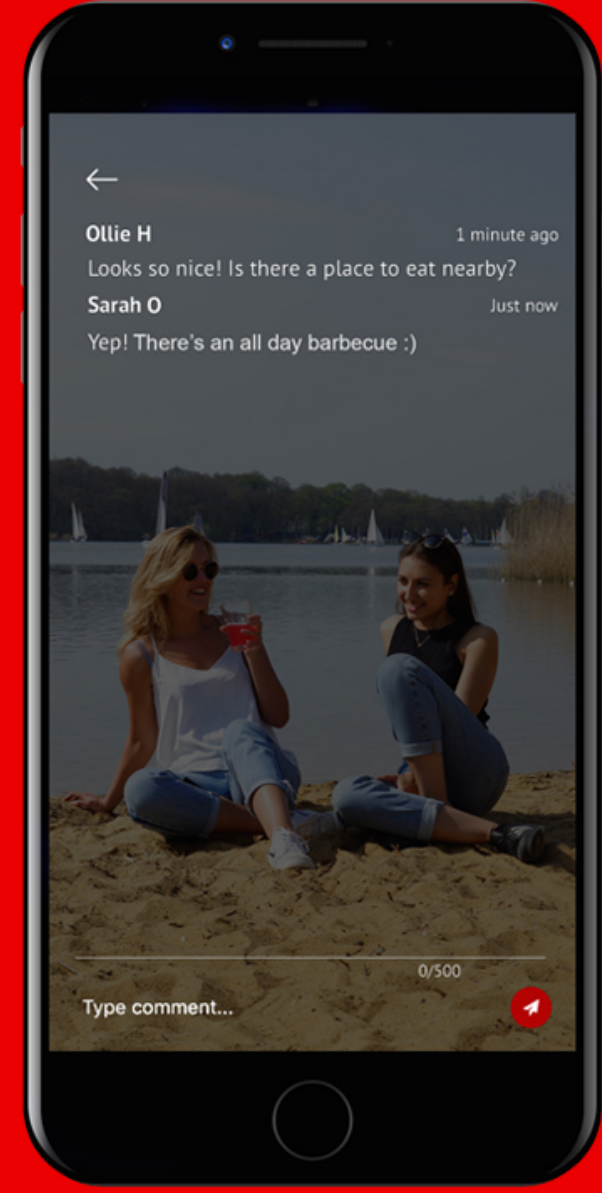
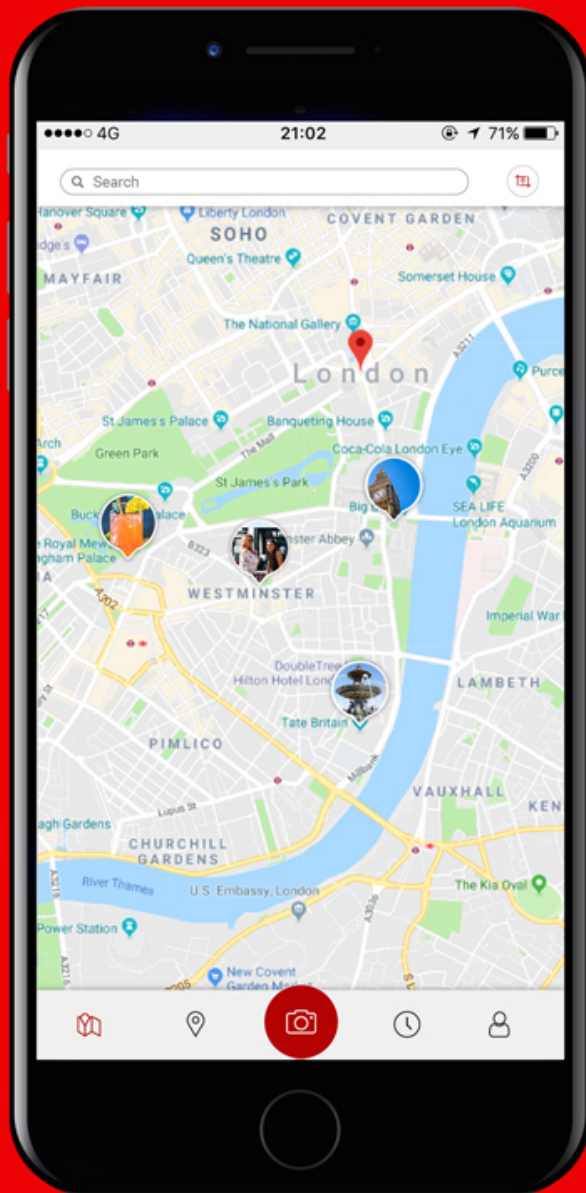
A post



A post



Comment section
on same post



App Store Demo