

PEEKO

The essence of human life is to experience and learn as a community. The easiest way to achieve this is through conversations and growing as a community. Unfortunately, in this digital era of virtually intertwined lives, we have forgotten the value derived through personal connections, and networking is only superficially being enhanced through social media.

Still unsure about what is the problem? Think about the time when you were idle, could talk, but did not know who to approach. And worse, how to initiate that conversation?

An average Joe is still often left in a limbo of spending several unproductive hours each week. You're sitting at the DMV waiting for your token to pop up, or got a 50 minutes gap until your next class, or you missed the bus you were supposed to get onto and now suddenly have 30 minutes to kill. You sometimes find yourself sitting in the office cafeteria alone when you could be spending that time having a productive conversation with a like-minded person from your workflow.

We aim to enrich the free time, make networking easier *done than said*, help our extrovert friends add value to the community around us, and our introvert friends blend into the conversations they enjoy.

Our solution aims to foster an environment to bring together like-minded individuals co-located within an area (city) and facilitate a peer-to-peer connection to spark meaningful and intellectually stimulating conversations. A famous study by the [Harvard Business Review](#) and [McKinsey](#) corroborates the fact that one of the quickest ways to grow in a field is through talking to individuals.

We envision a mobile application as a one-stop-shop solution to have a conversation whenever a user feels like it. Empathizing with a consumer is step one, and we crowdsource each user's interests and enable them to see people with similar interests in their area. For instance, if user A is interested in Data Science and has 45 minutes to spare, our solution will help them find people within a few miles radius who have a similar time to invest (example, user B). User A can then request user B, and the connection can spark.

Additionally, our application will conflate the strengths of the three famous social businesses: LinkedIn (endorsements), Facebook (mutual friend), and Meetup (community events).

Post a conversation; users can give an endorsement rating based on an exchange, talk to more people and thus help make mutual connections of the same interest visible till the 2nd degree in the network. Eventually, they may also host community events if they wish to do so.

Our business would primarily be B2C, enabling individuals with similar interests to evolve as a community. Due to the Network Effect, as the platform gains traction, the business can expand and sell as B2B too. For example, a company may integrate this application within their systems and help their talent pool connect. Employees will be motivated to spend their lunch hours talking to other folks and finding opportunities to collaborate across teams.

Our intent to integrate people through Peeko is our tiny contribution to transforming a fragmented society into a community that grows and learns together.