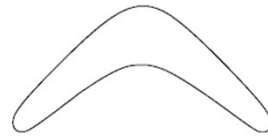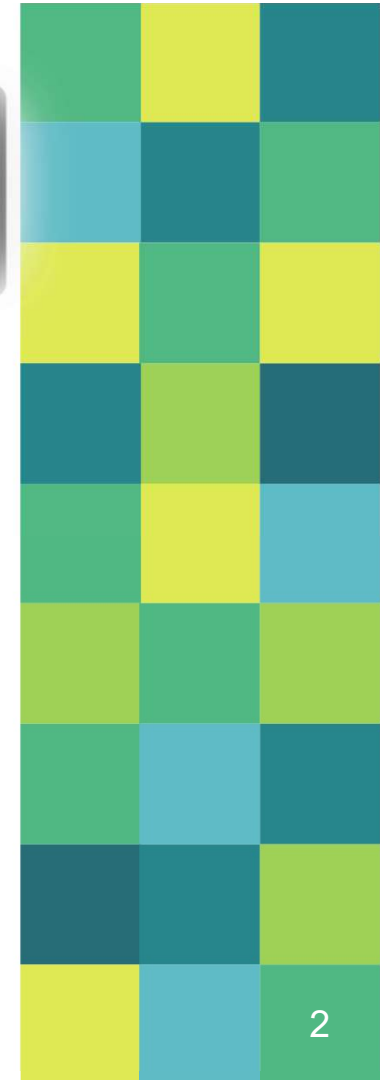# Boomerang

meet people nearby in the same mood

no chat, no like, no game, no waiting

Ali Abbasinasab
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Boomerang

- Meet people doing–or in the mood for–the same things
- Existing social nets and dating apps (FB, Instagram, Twitter, Snapchat, Meetup and Tinder) are formed around the similar concepts or obsolete interactions:

  like, chat, follow, comment
- Such unreal and ineffective interactions often result in insincere feelings and wasted time. People would love

  real connection in person
- Boomerang learns from users behavior and lets them meet

Team

- **Ali Abbasinasab** : Founder and Developer

- I have recently graduated with a PhD in Computer Engineering from UCSB. I have interned with Apple, Oracle, and Cadence as a software engineer. I believe I have an entrepreneurial spirit and Boomerang is my second experience. I have already found a startup, Narengi, where I designed and developed a marketplace app enabling people to discover and book lodging in Iran. I was the main developer and later the CTO. Narengi was rebranded at 20K+ downloads.
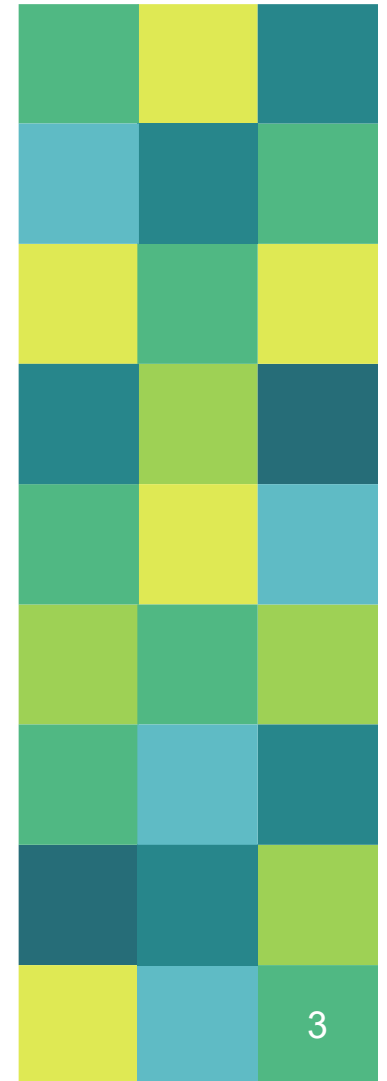
Market Opportunities

- Social network and dating apps are hot

- **Group and Event Organizer**
  Meetup, FB Group, Facebook Local, Nearify, Nexdoor ($282M 2017),…

- **Dating and Finding Friends**
  Badoo ($1.5B, acquired Lulu, Huggle '16,'18), Tinder ($3B, $27 per users 2015)
  Hinge, Pof, OkCupid (acquired by Match '18,'15,'11), Happn (raised $22M 2015)
  Meetme (acquired Tagged for $60M 2017), Bumble ($1B+, 22M users 2017)
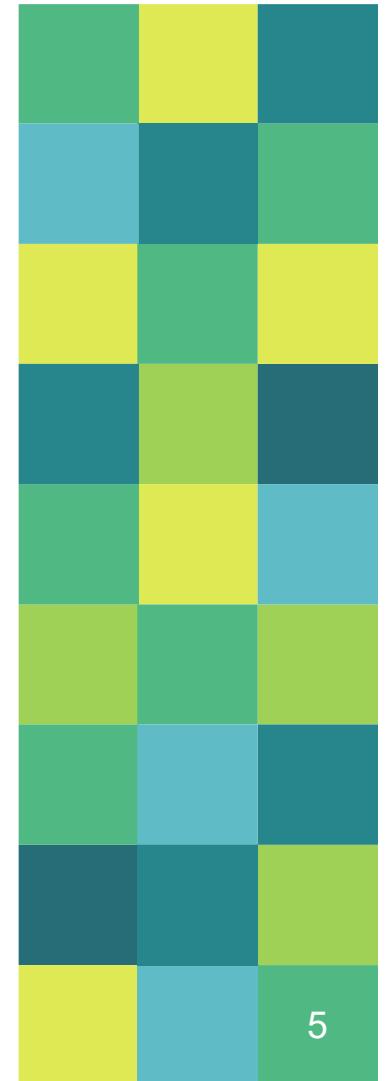 Facebook Dating: started 2018

4
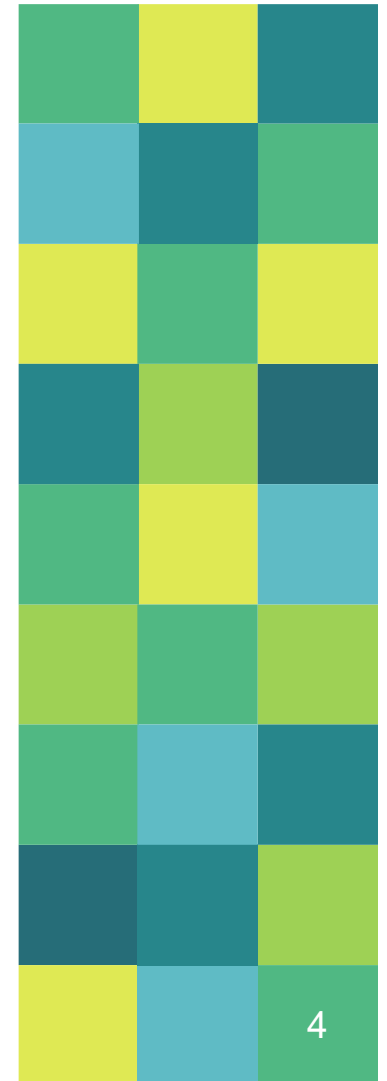
Product

Boomerang (current)
- Users choose a mood
- Find people in the same mood
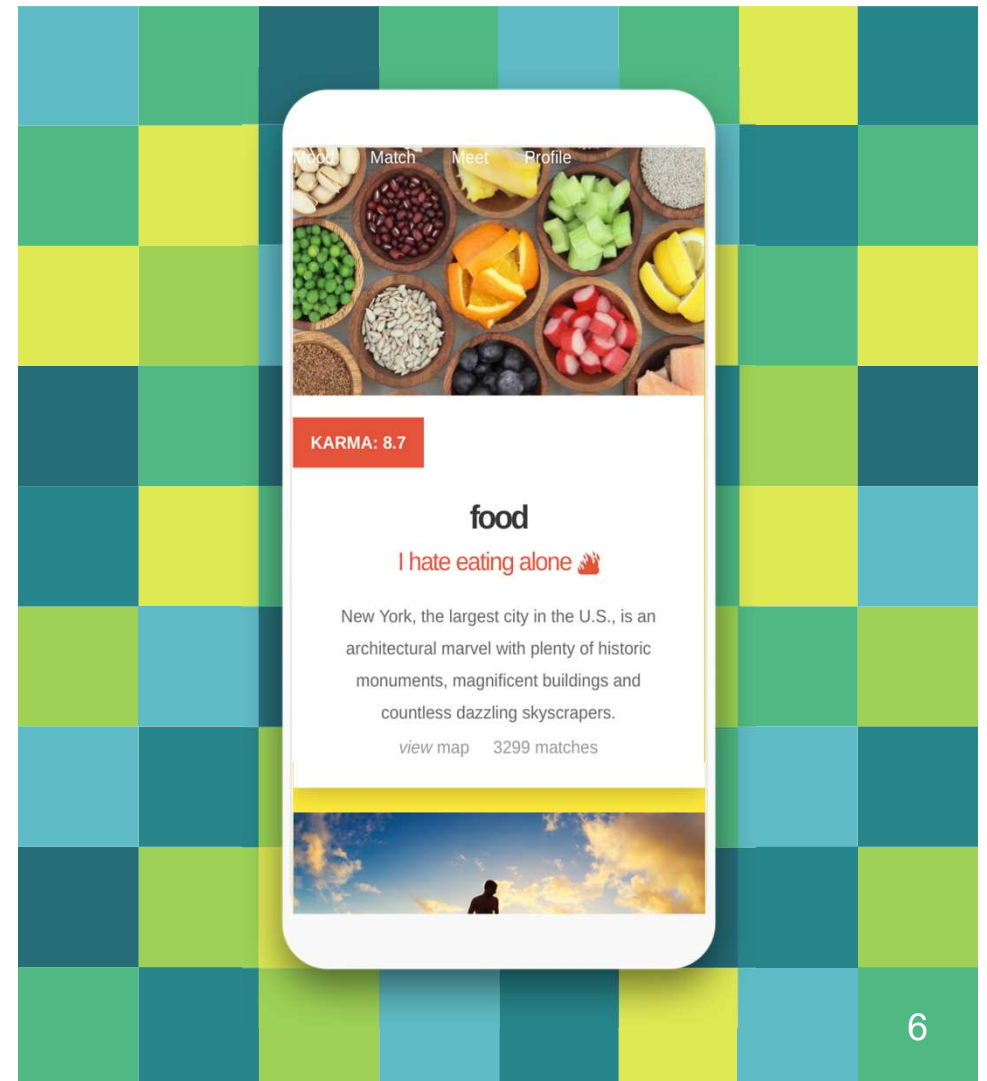- Suggests them to meet

Boomerang (future)
- Learns from users (no input)
- Predicts your current mood
- Find people in the same mood
- Suggests them to meet

Mood

What are you in the mood for?

Asks for your mood or predicts that you must be hungry as you usually eat at 12:30PM
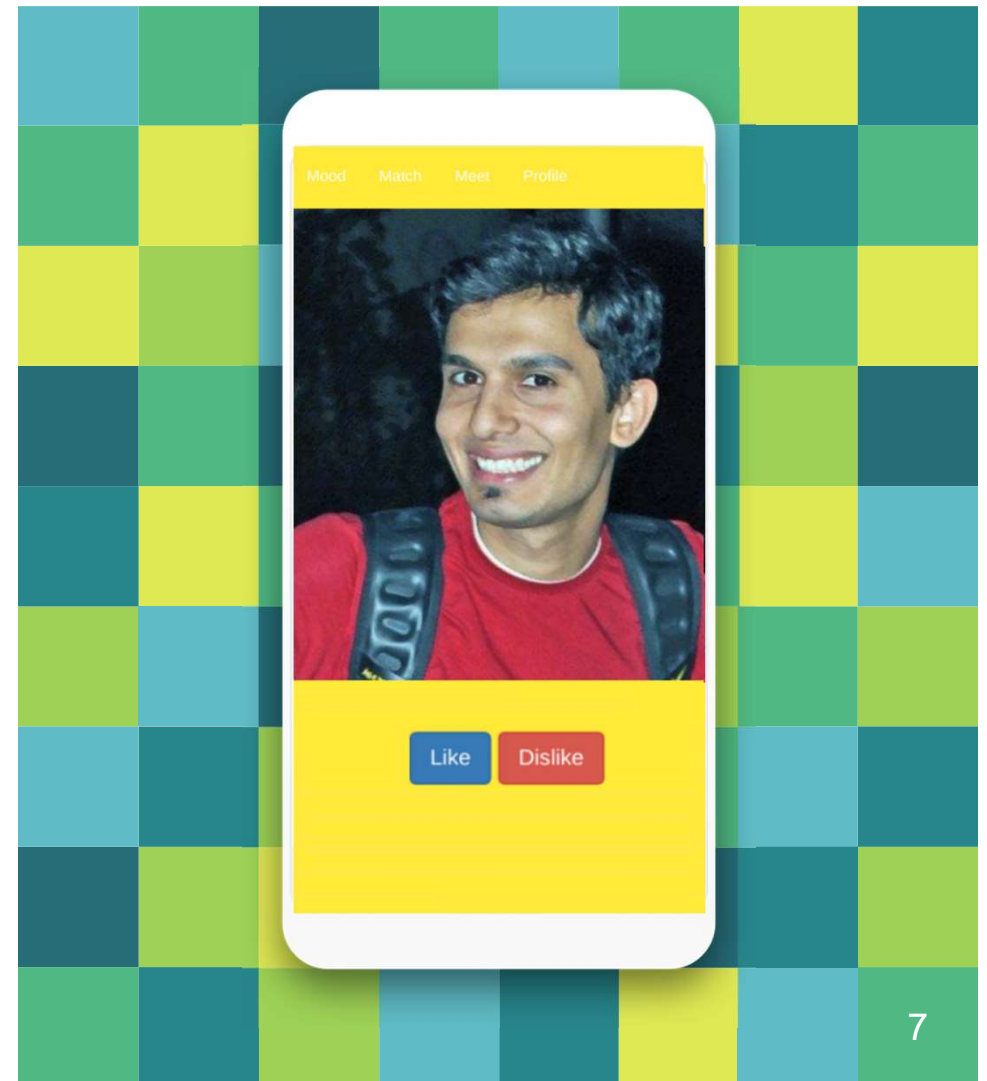
Match

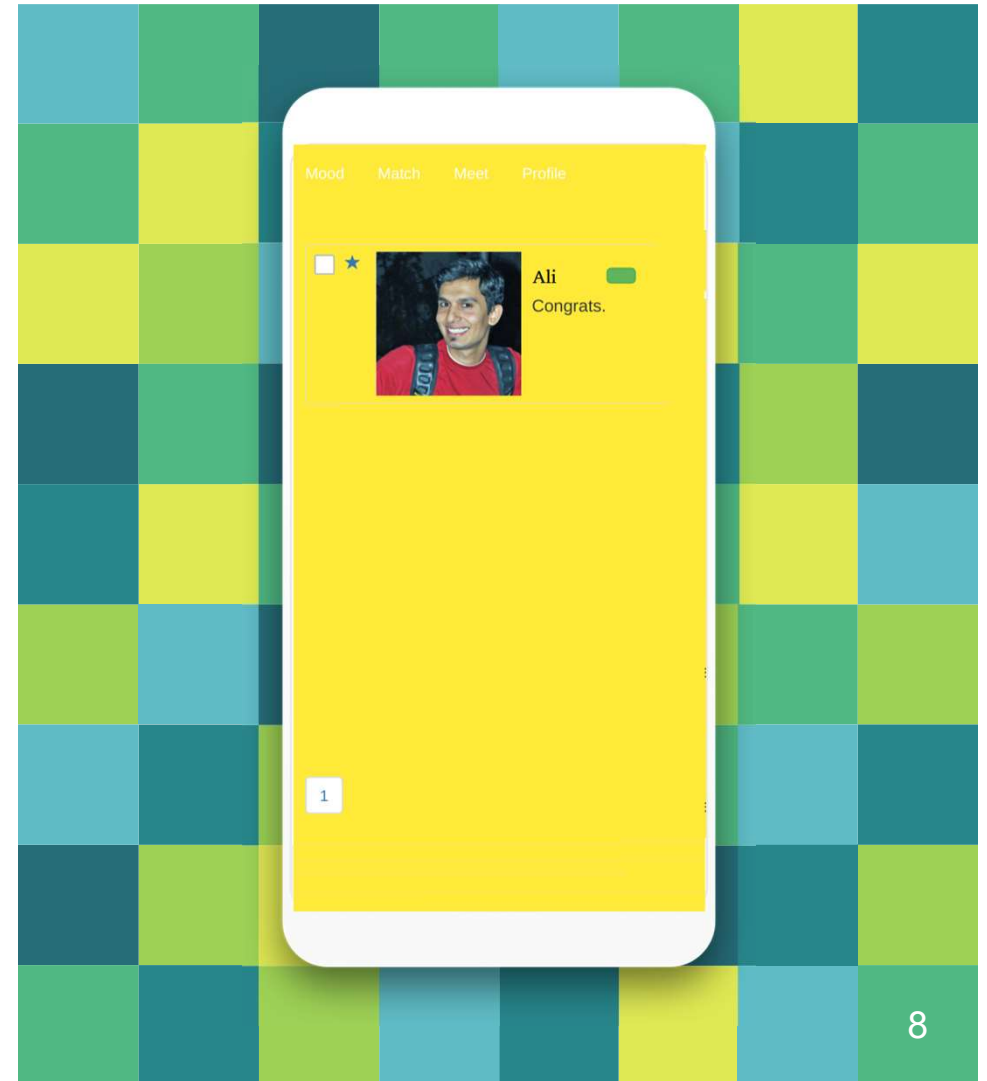Ali is in the same mood (e.g. taco in 10min). Interested?
Finds matches based on food interest history, location and many other factors.

Meet

Both interested!

Meet Ali in BestTaco at 12:30PM (shows map with real-time location update)

Use Cases

- I want to have dinner and feel like having tacos. But I have no one to go with and I hate eating alone.

- I'm on campus. I feel like I want to go for a run, grab a coffee or go to the gym. But I have no one to go with.

- It's a beautiful Sunday and I'm scared of Monday. I wish I knew people who play soccer. It helps to relax.

- Warriors and Cavaliers are playing in town. It'd be nice to go there with some one and have a beer.
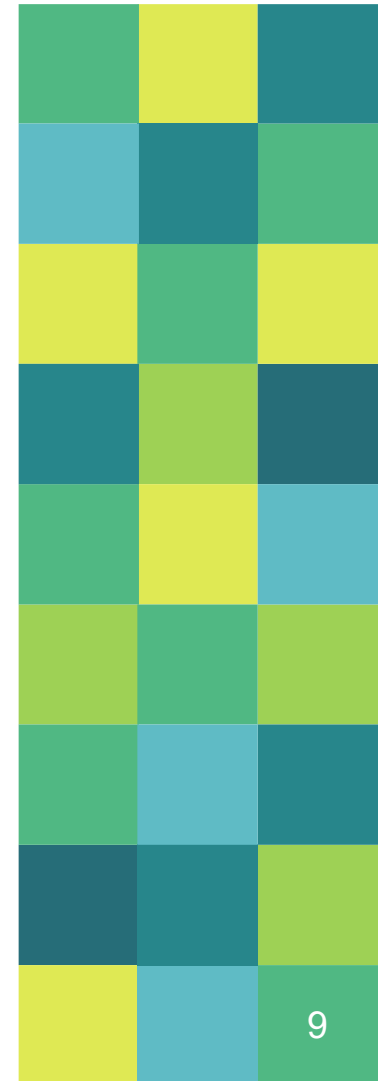
Why Boomerang makes sense

- Am I the only one who likes taco and hates eating alone?

- Am I the only one who is carving for a cup of coffee now and doesn't mind a conversation?

- Am I the only who is bored on Sunday and likes soccer?

- Am I the only one who follows NBA and loves beers?

- The answer: You're not the only one. Because there are people interested in doing **the same thing at the same time**.

10
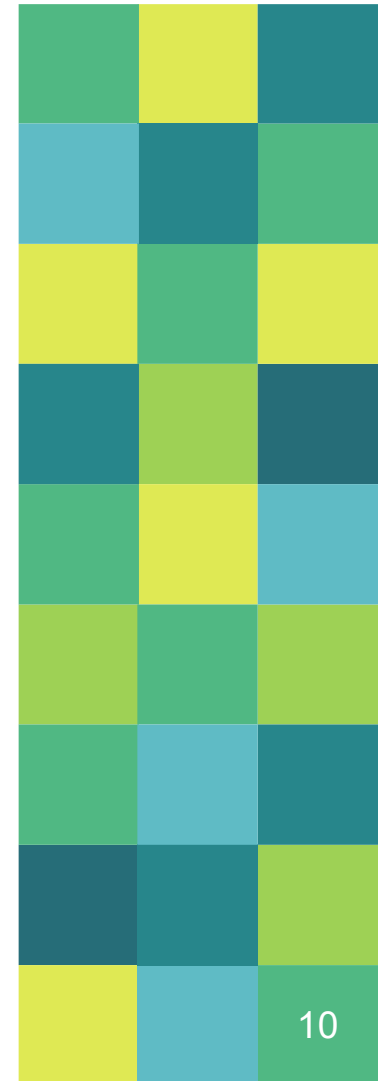
What Boomerang offers

- A person is going to pick up 🌮 at BestTaco right now. Do you want to have dinner with her?

- There is a guy around the library who wants to take a ☕ break. You guys both love Jazz music. Wanna meet?

- A group of people plays ⚽ every Sundays. Wanna join?

- There is a Warriors fan around. He likes 🍺 too. Wanna root with someone.

How Boomerang does it?

- A set of in-house machine learning algorithms (Karma) has been implemented which constitutes the core of Boomerang matching algorithm.
- Currently Boomerang considers users interest in terms of music (Spotify), food (Yelp) and location (Google).

12

Extremely Simple UX

- **Mood Page:** Choose your moods
- **Match Page:** Find a match
- Register Page: sign in (if returning) or sign up (if new)
- **Meet Page:** Browse matched users and meet them to enjoy a shared experience!
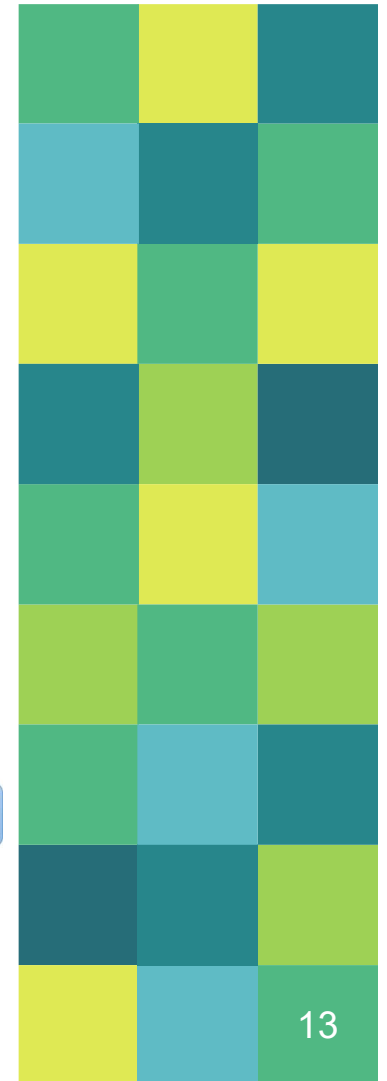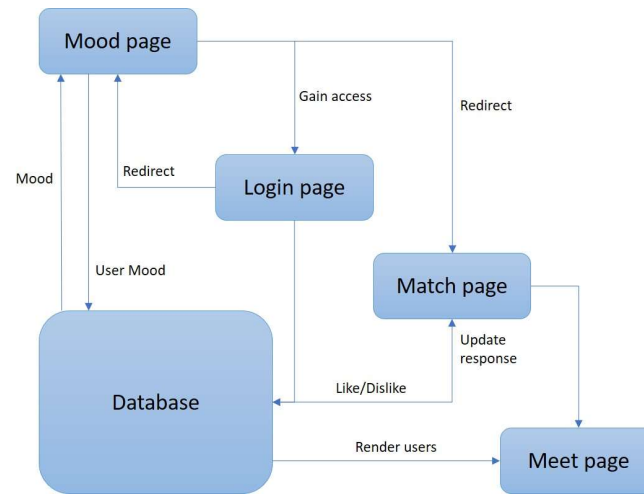
User Attraction

- **Free Membership**

will quickly overcome the initial mobilization hurdle and attract a dedicated following of users.

- **Free To Browse**

As they pleased and are only prompted to pay a service charge when an extra feature is requested to maximize the number of potential transactions.

- **Customer Satisfaction (using ML and AI methods)**

will have a great focus on customer service and satisfaction. By forming a reputation of personalization, reliability, and trust, Boomerang will attract users that truly believe in the brand value the company created.

14
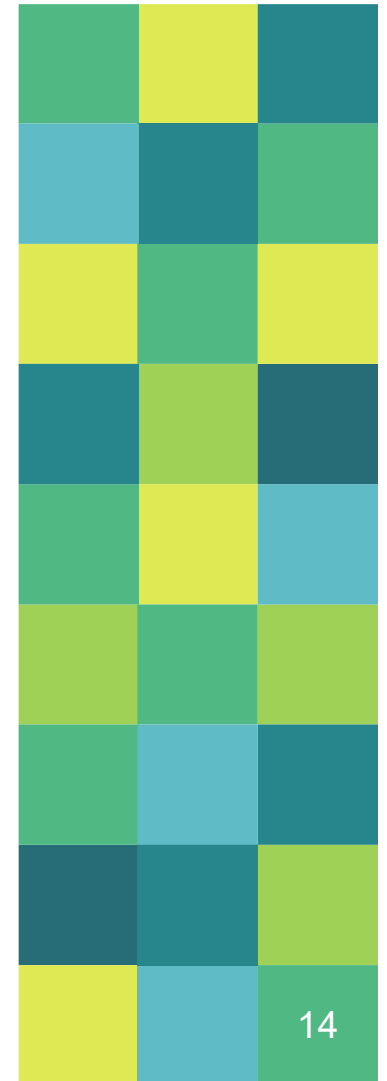
Business Model

- To establish the ecosystem, Boomerang will use the revenue from transaction fees to implement systems such as customer verification, reputation, exposure, authentic reviews, and social connections.
- It will also generate revenue by allowing the users to promote their activities on the first page or in the search results page above the other results (high exposure subscription).
- It will also allow business owners to advertise their business to the users based on their current location.
- All of these factors will help Boomerang to create a highly scalable business model that will led to promising financial returns. Many models and features will be discussed privately – if interested.
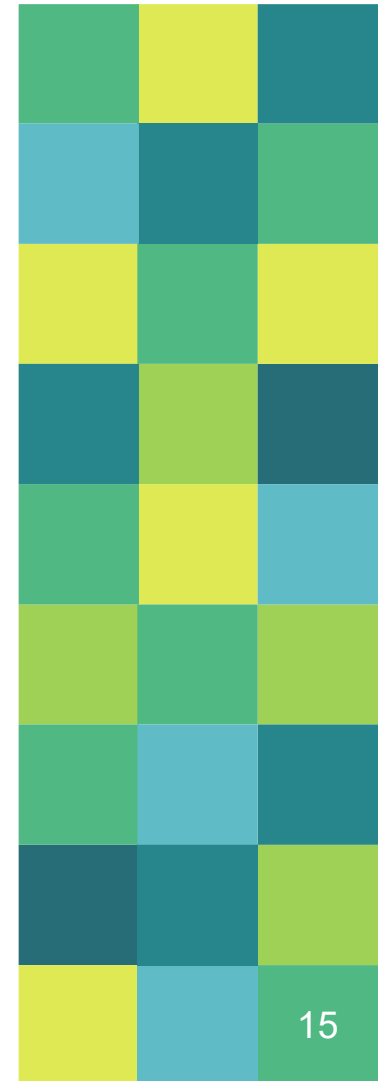
Sciences and Technologies

- Artificial Intelligence
- Deep Learning
- Ensemble Classifier
- Boosting

- JavaScript
- Bootstrap
- Nginx
- Ruby
- Rails
- PostgreSQL
- AWS EC2
- More details will be provided – if interested

16