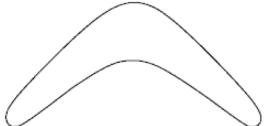


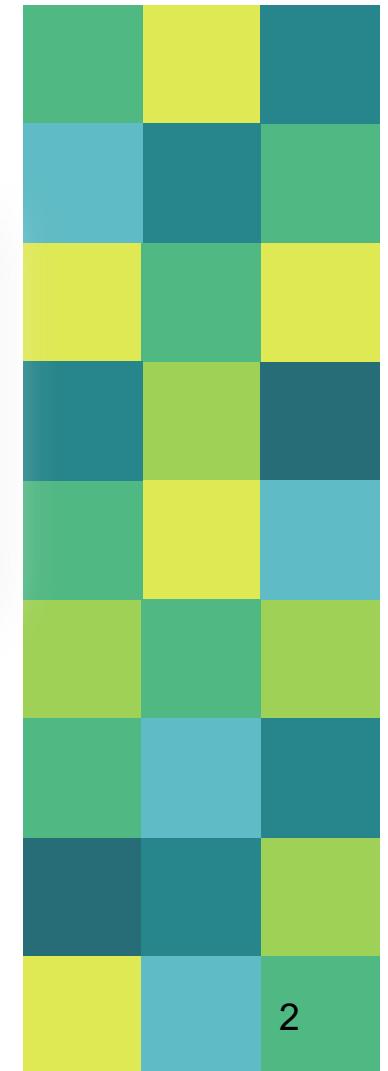
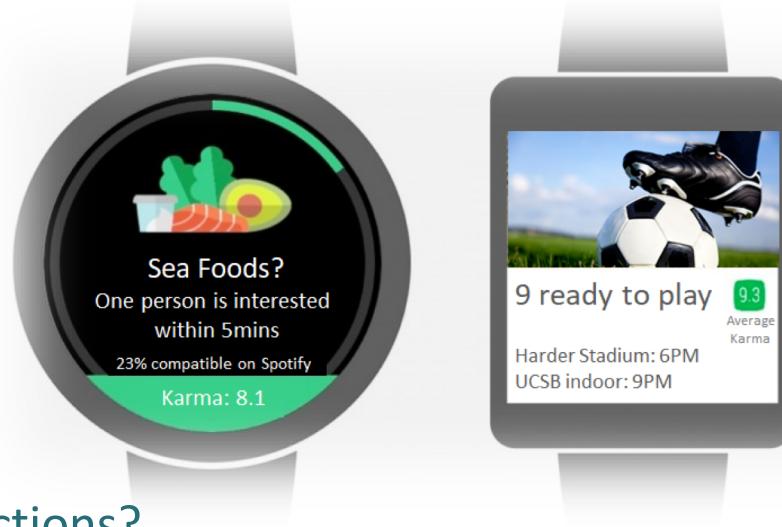
Boomerang



A real-time geo-based social network



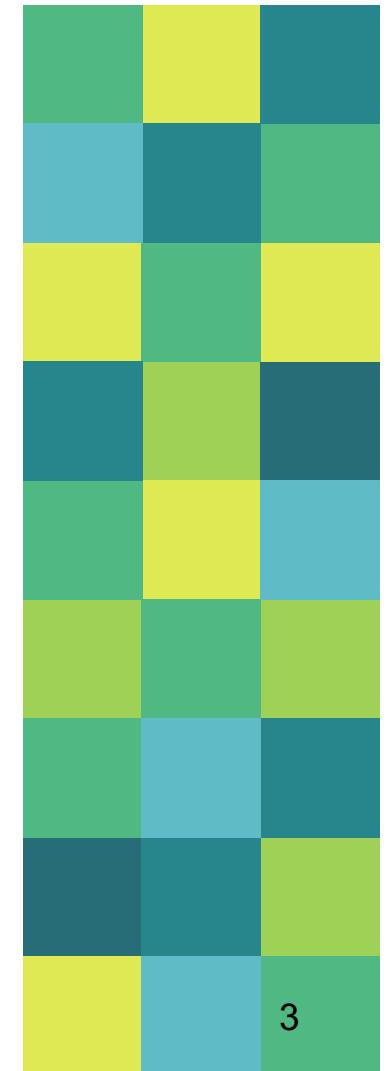
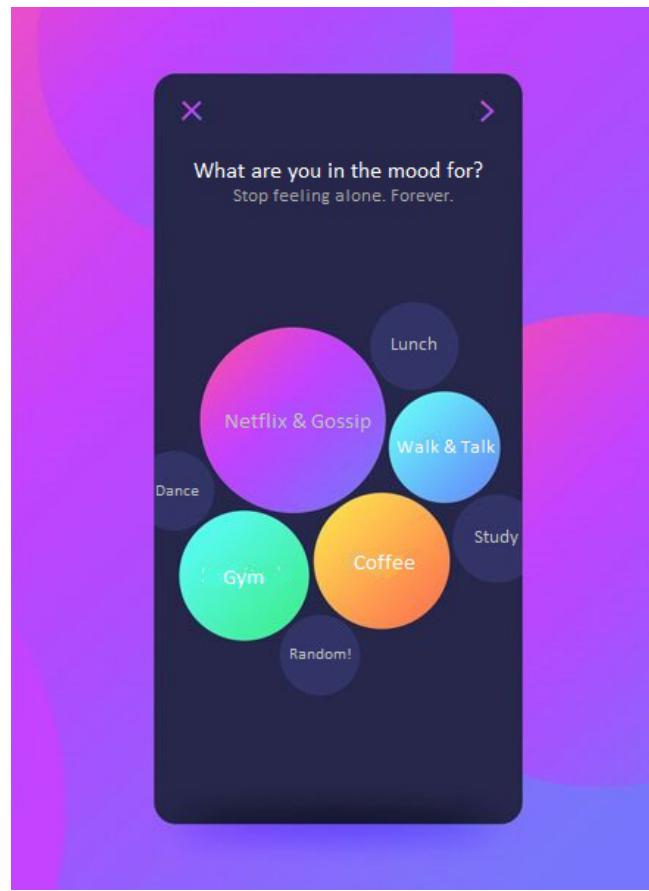
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- Sick of obsolete interactions?
like, swipe, share, follow, comment...
- Boomerang learns users!
- Based on their mutual **Karma**!
- It lets them meet interesting people in the same mood!

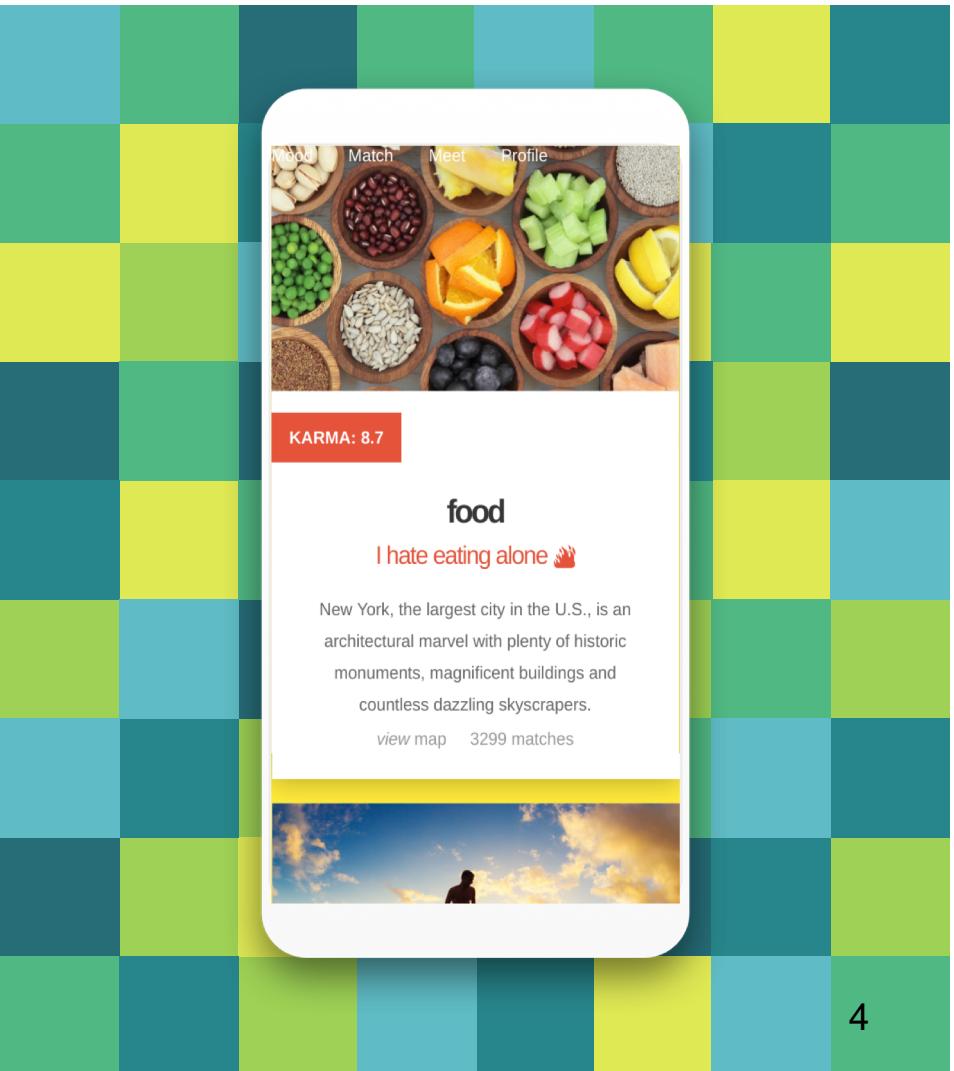
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What are you in the mood for?
Stop being alone. Forever.



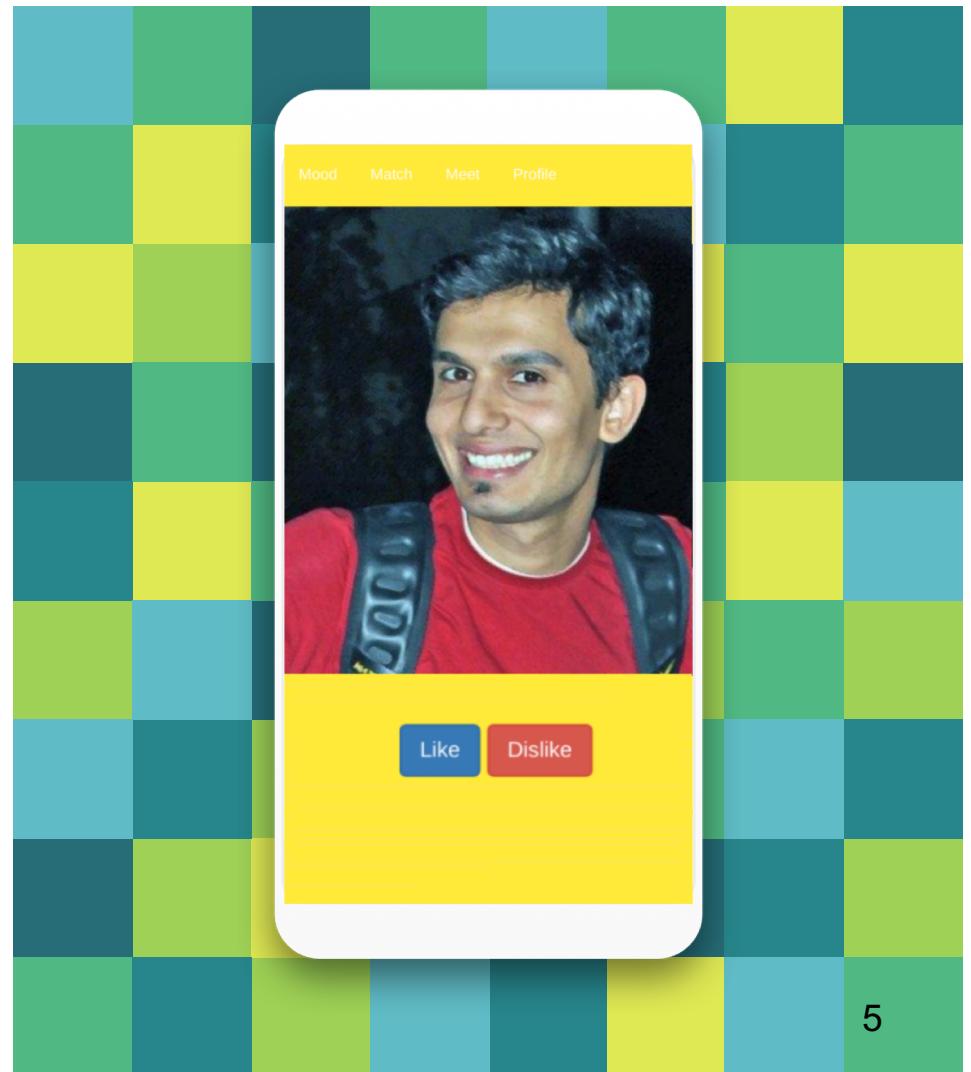
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What are you in the mood for?



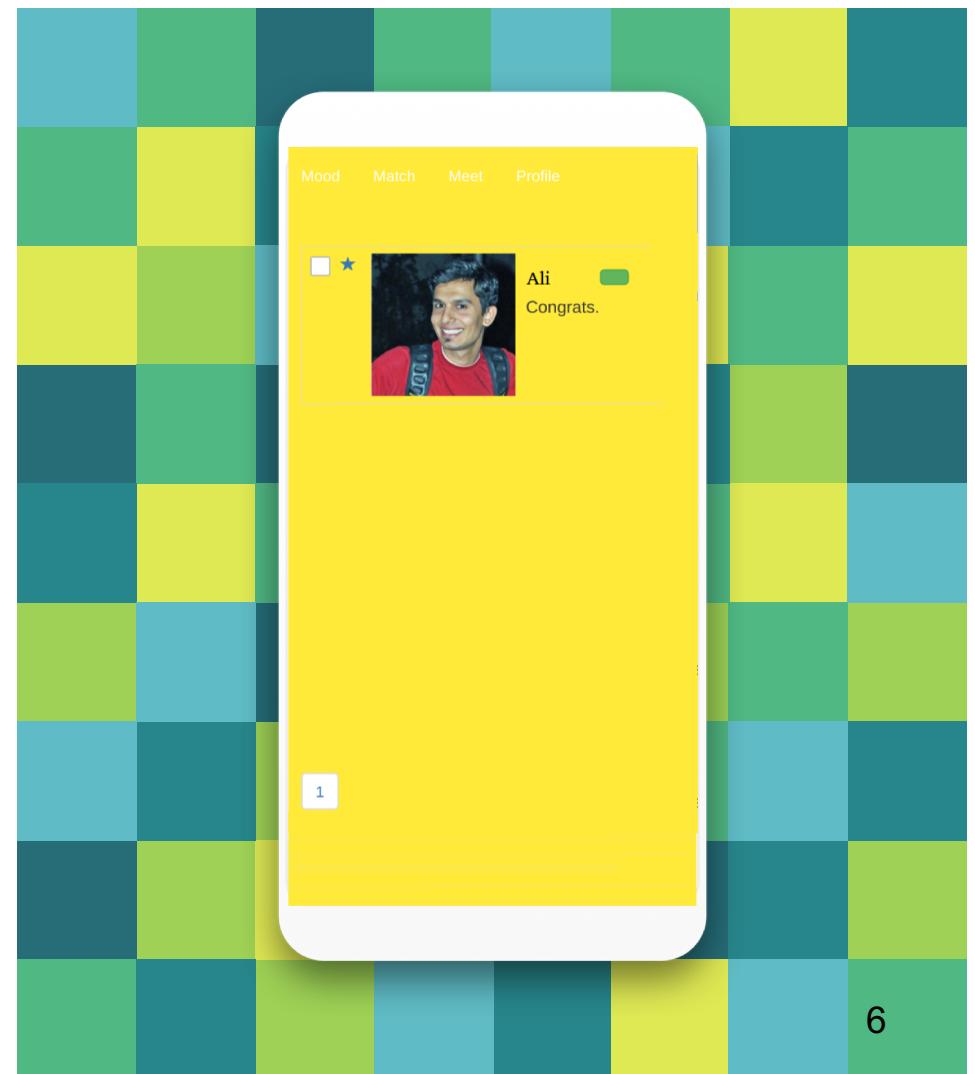
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This person is in the same mood. Interested?



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Matches!



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User Attraction

- **Free Membership**

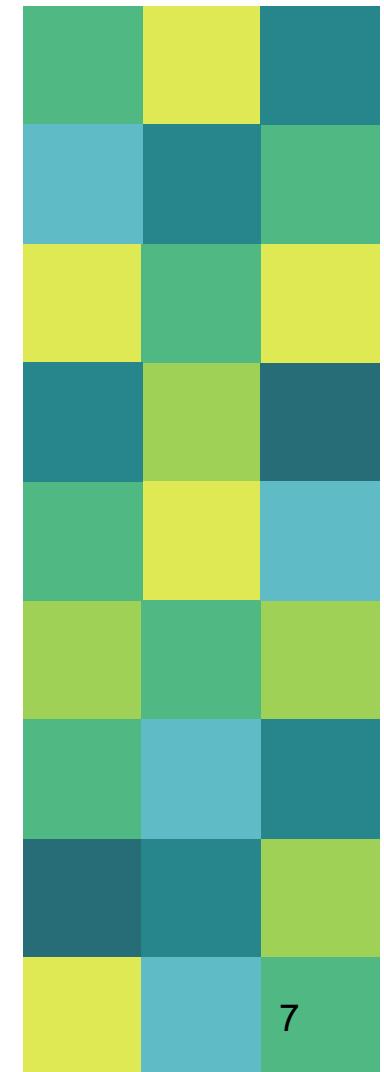
will quickly overcome the initial mobilization hurdle and attract a dedicated following of users.

- **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**

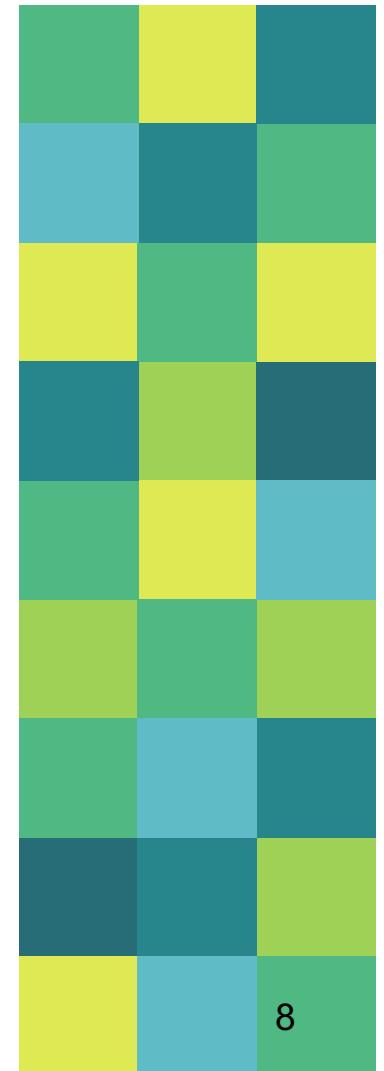
will have a great focus on customer service and satisfaction. By forming a reputation of personalization, reliability, and trust, Boomerang will attract users that truly believe in the brand value the company created.



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Business Model

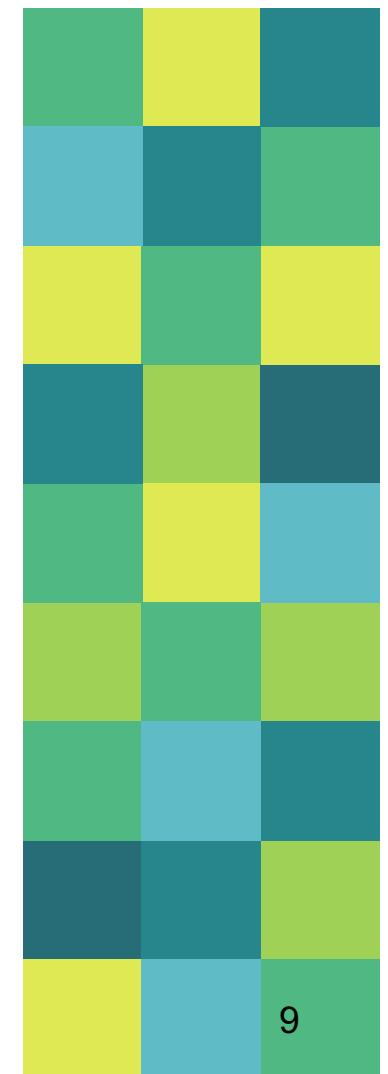
- To establish the ecosystem, Boomerang will use the revenue from transaction fees to implement systems such as customer verification, reputation, exposure, authentic reviews, and social connections.
- It will also generate revenue by allowing the users to promote their activities on the first page or in the search results page above the other results.
- 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 lead to promising financial returns.
- Many models and features will be discussed privately – if interested.

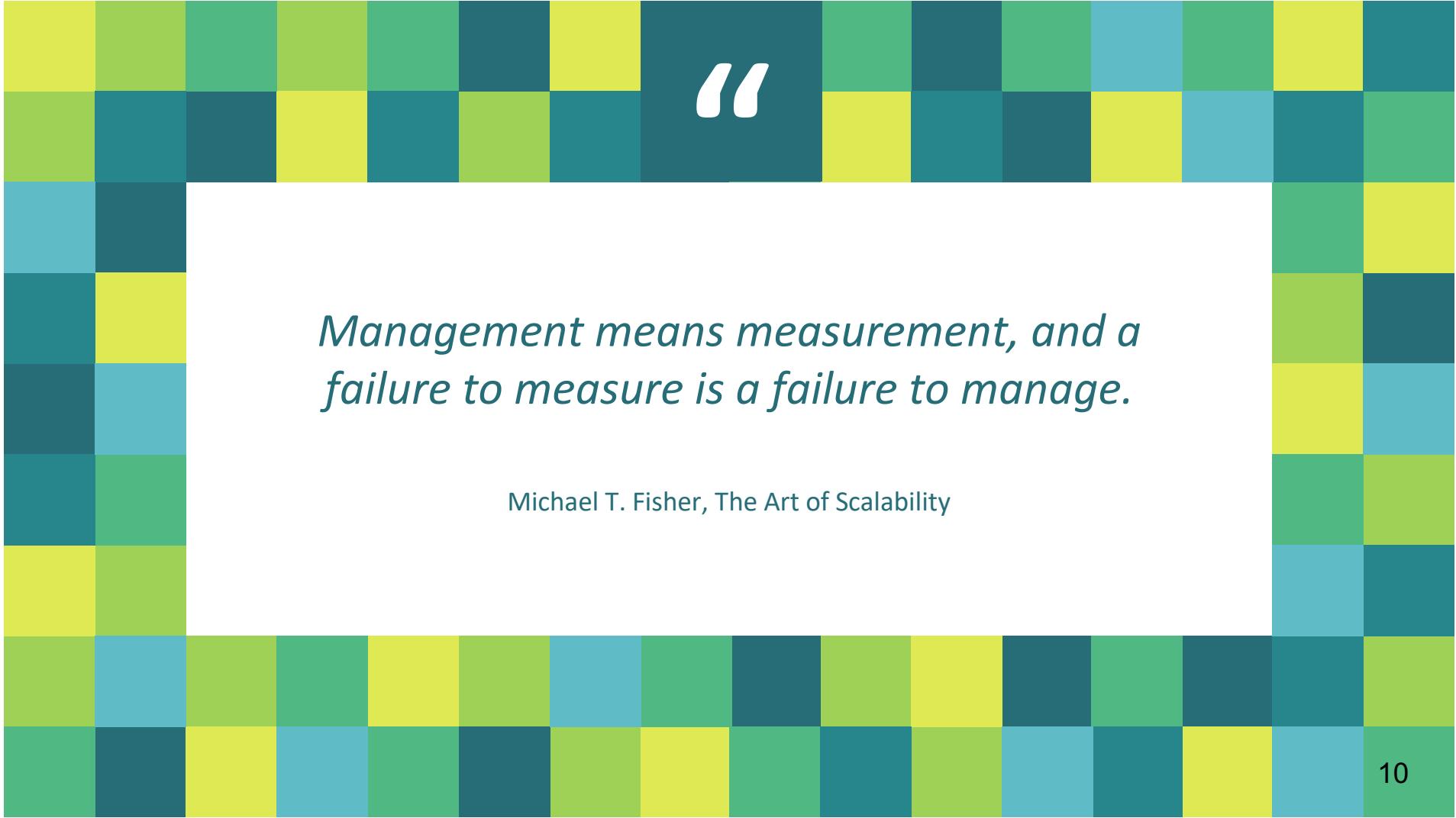


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Technologies

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





Management means measurement, and a failure to measure is a failure to manage.

Michael T. Fisher, The Art of Scalability