



Ziffy

# The Problem

What to do in Palo Alto

what to do in palo alto - Google Search

what to do in palo alto this weekend

what to do today

Scattered  
Information

Not on  
Demand

Not Personal  
Enough

during covid

what to do downtown palo alto

what to do in east palo alto

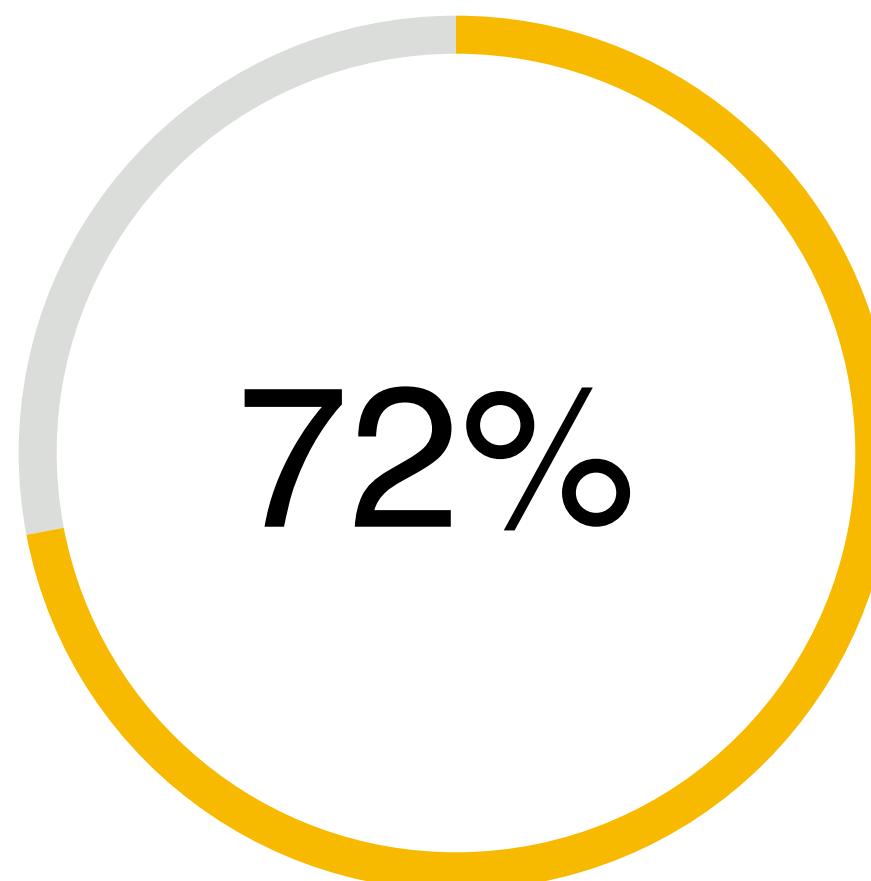
what is there to do in palo alto california

what is there to do in palo alto ca

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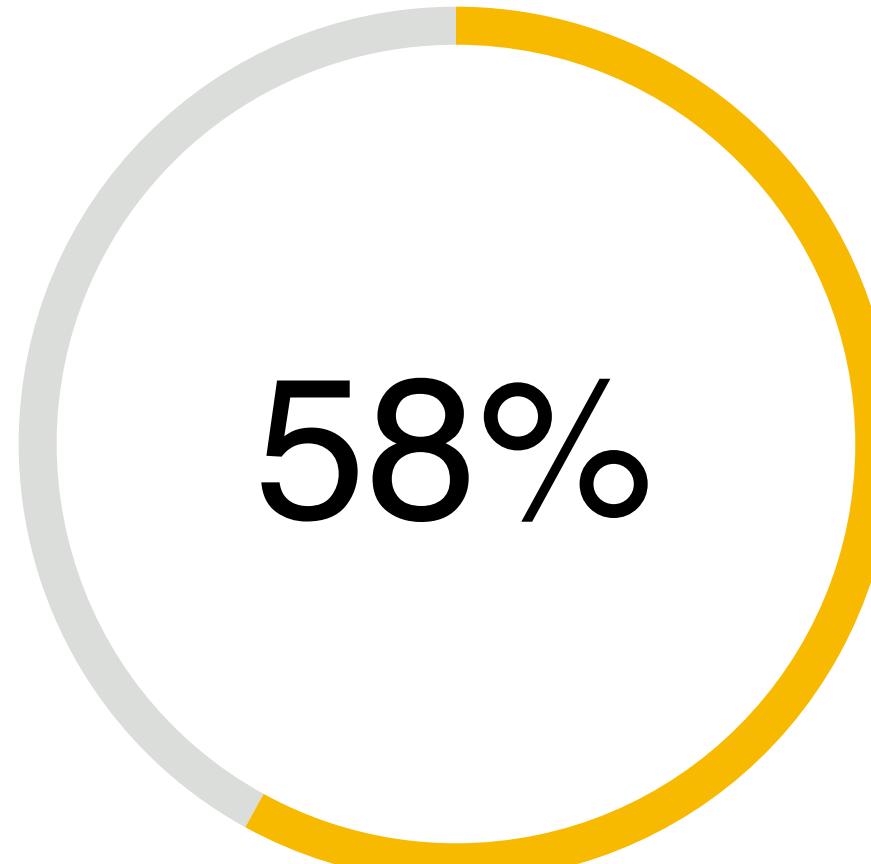
# 92

## Responses



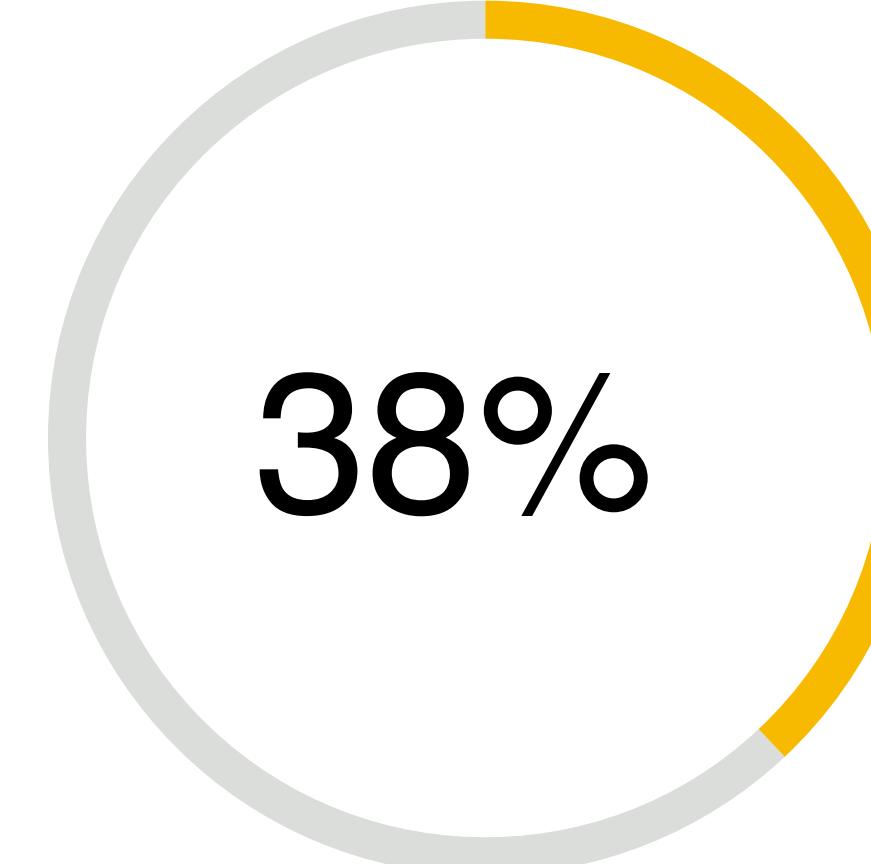
72%

**Search** for events & activities regularly



58%

**Frustrated** for missing out due to lack of awareness



38%

**Dissatisfied** with current ways of finding them

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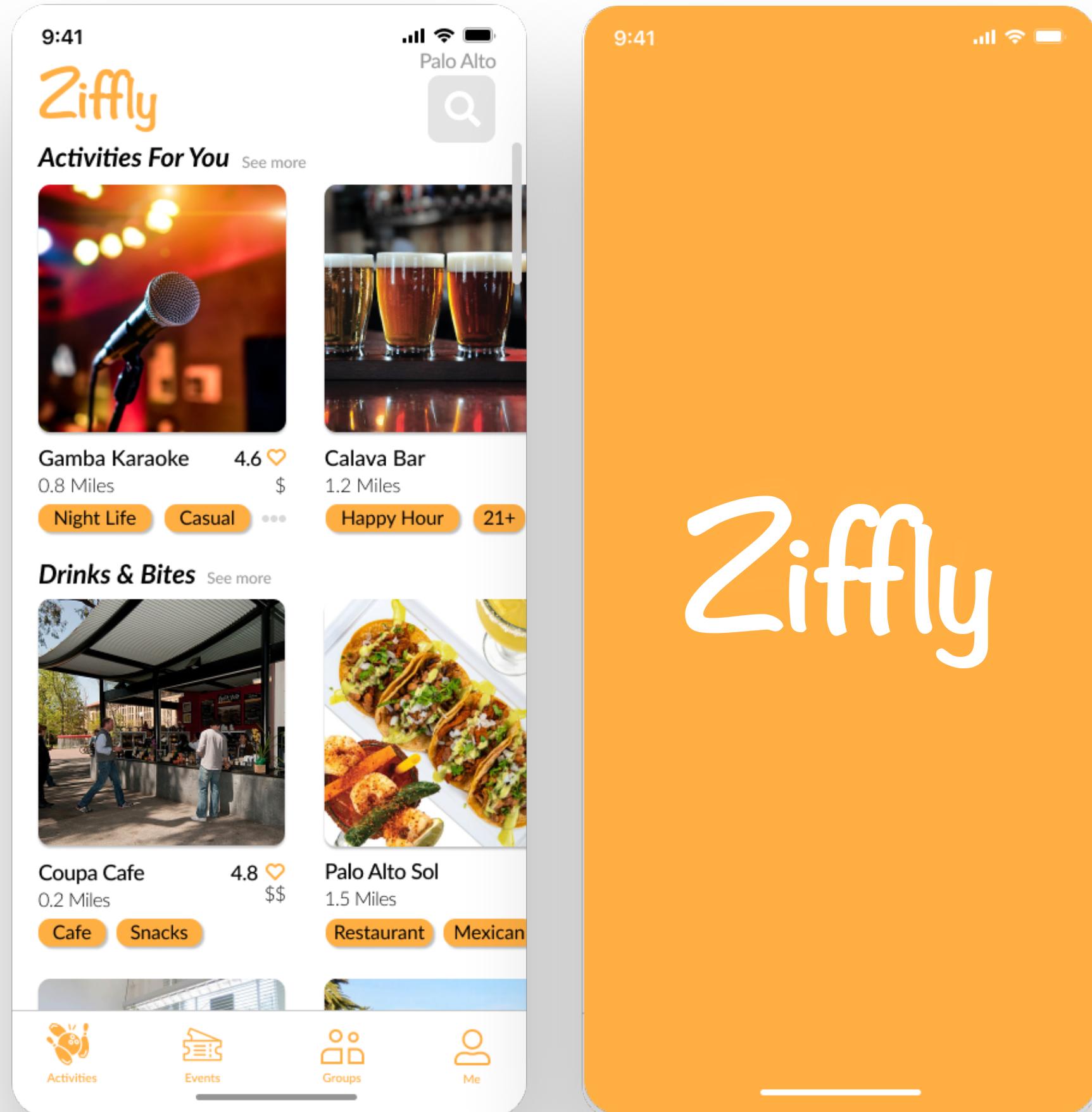
## **We are...**

For socially active **students and young professionals** that have to **manually dig for activities and events** across multiple sources, we offer a **mobile app that provides an unparalleled variety of personalized recommendations**.



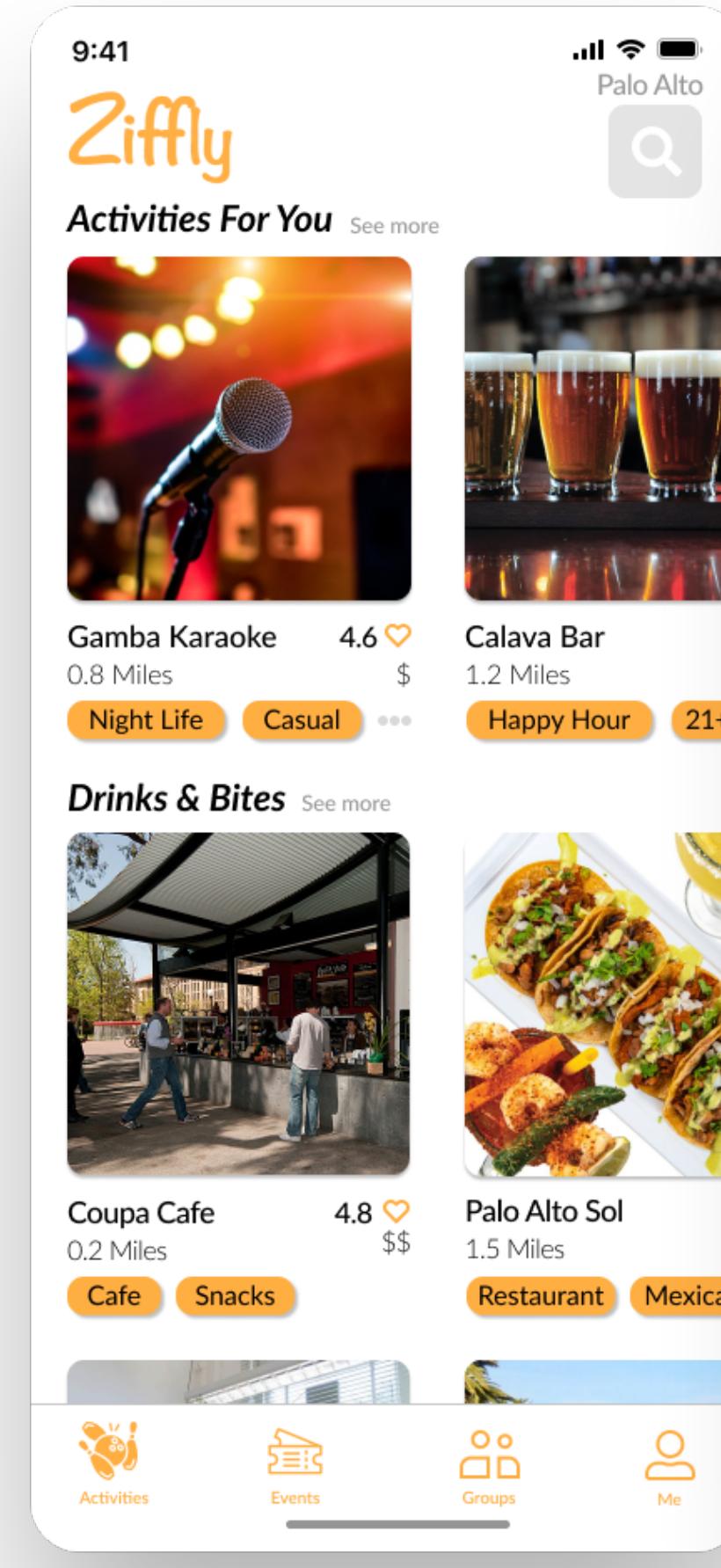
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# *On Going* **Activities**



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# *On Going Activities*

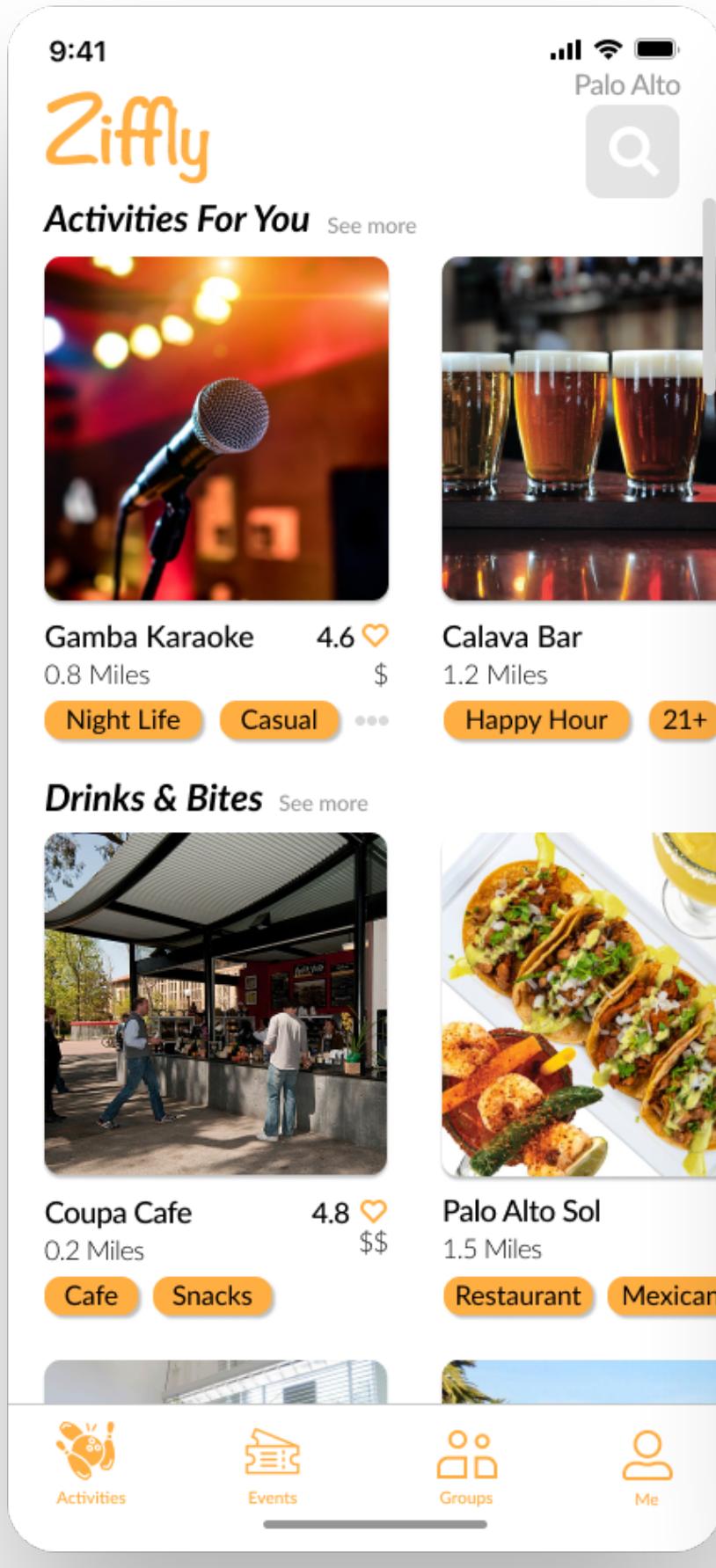


# *Scheduled Events*

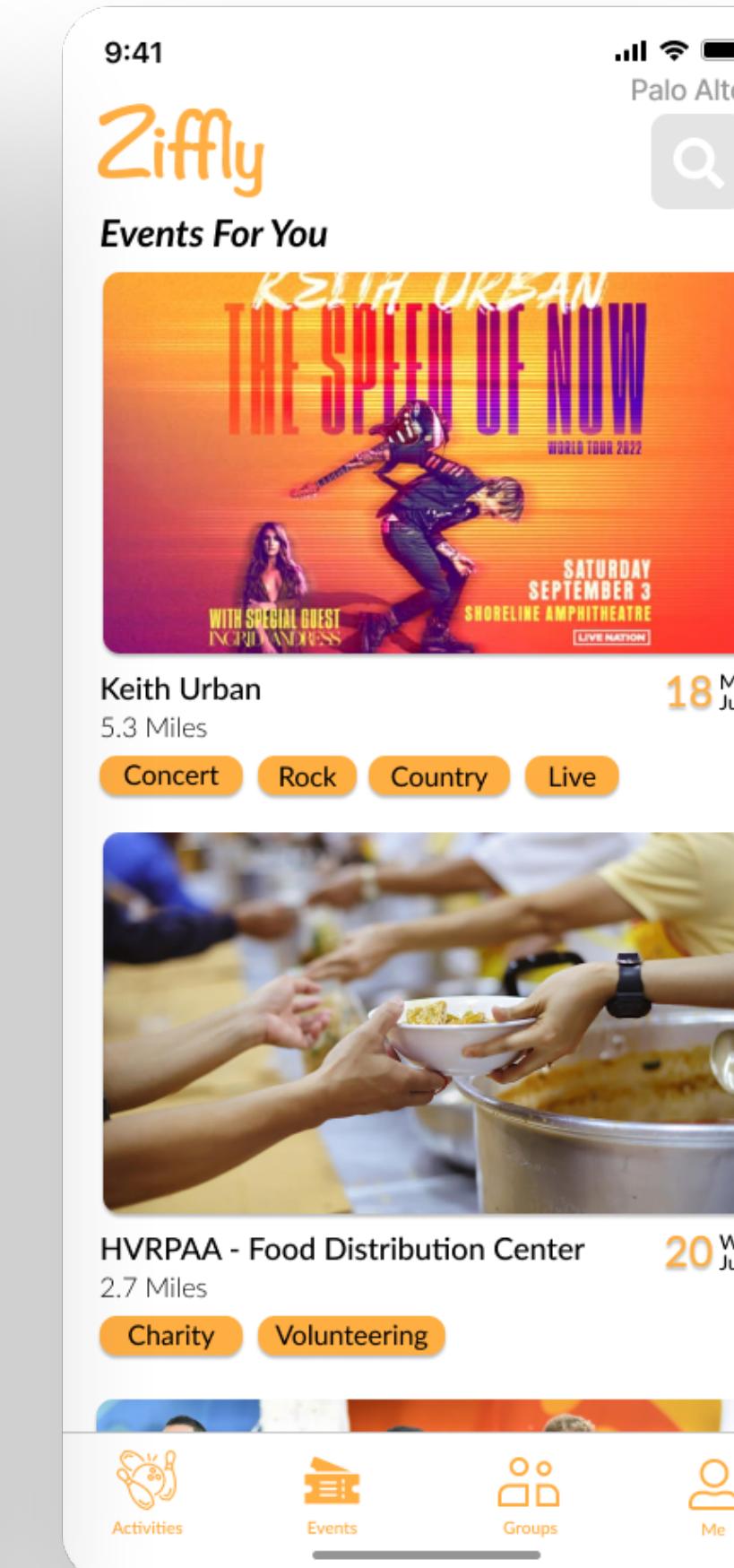
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**On-demand**

**Personal**



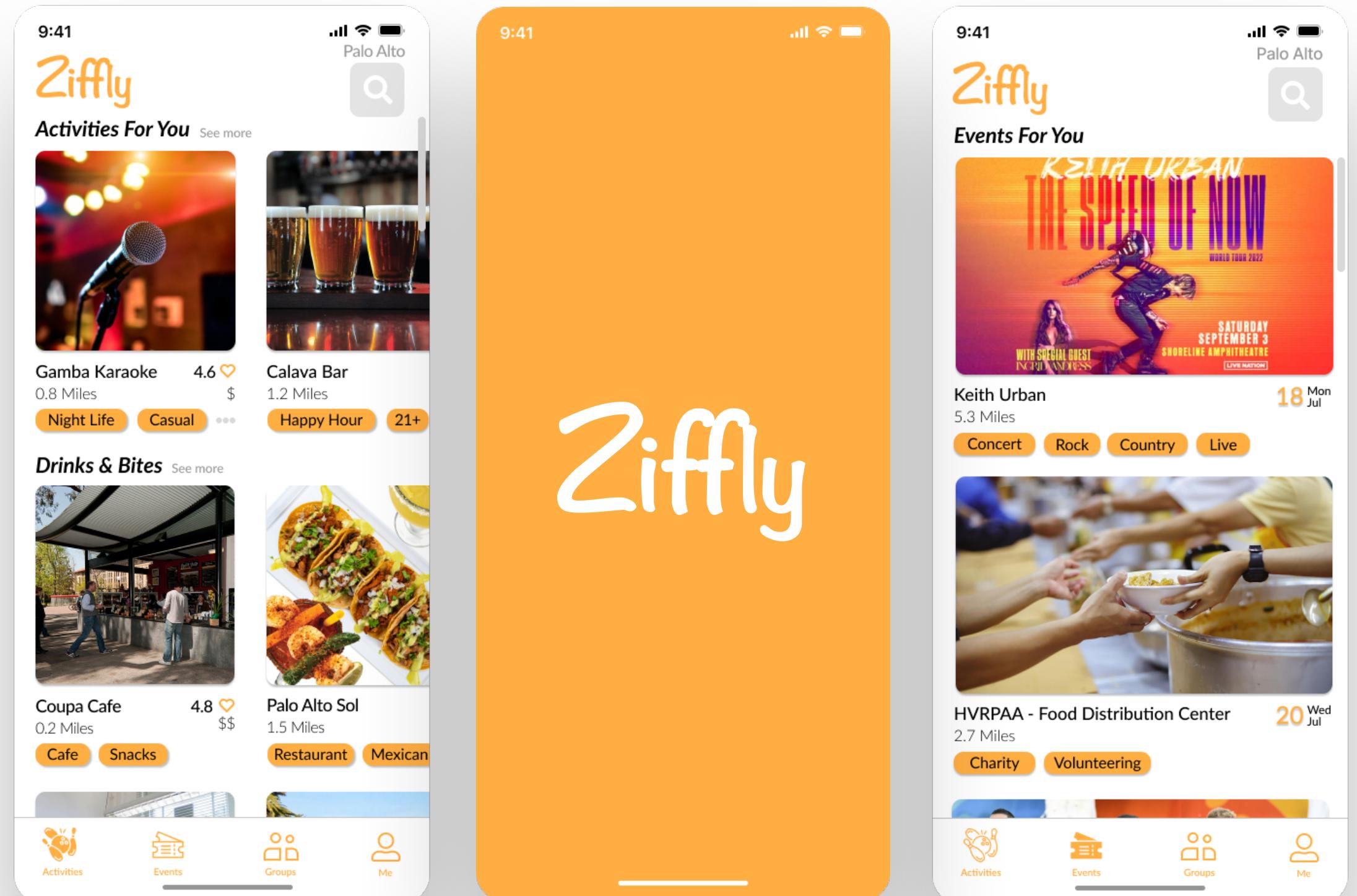
**Friendly UI**



**Variety**

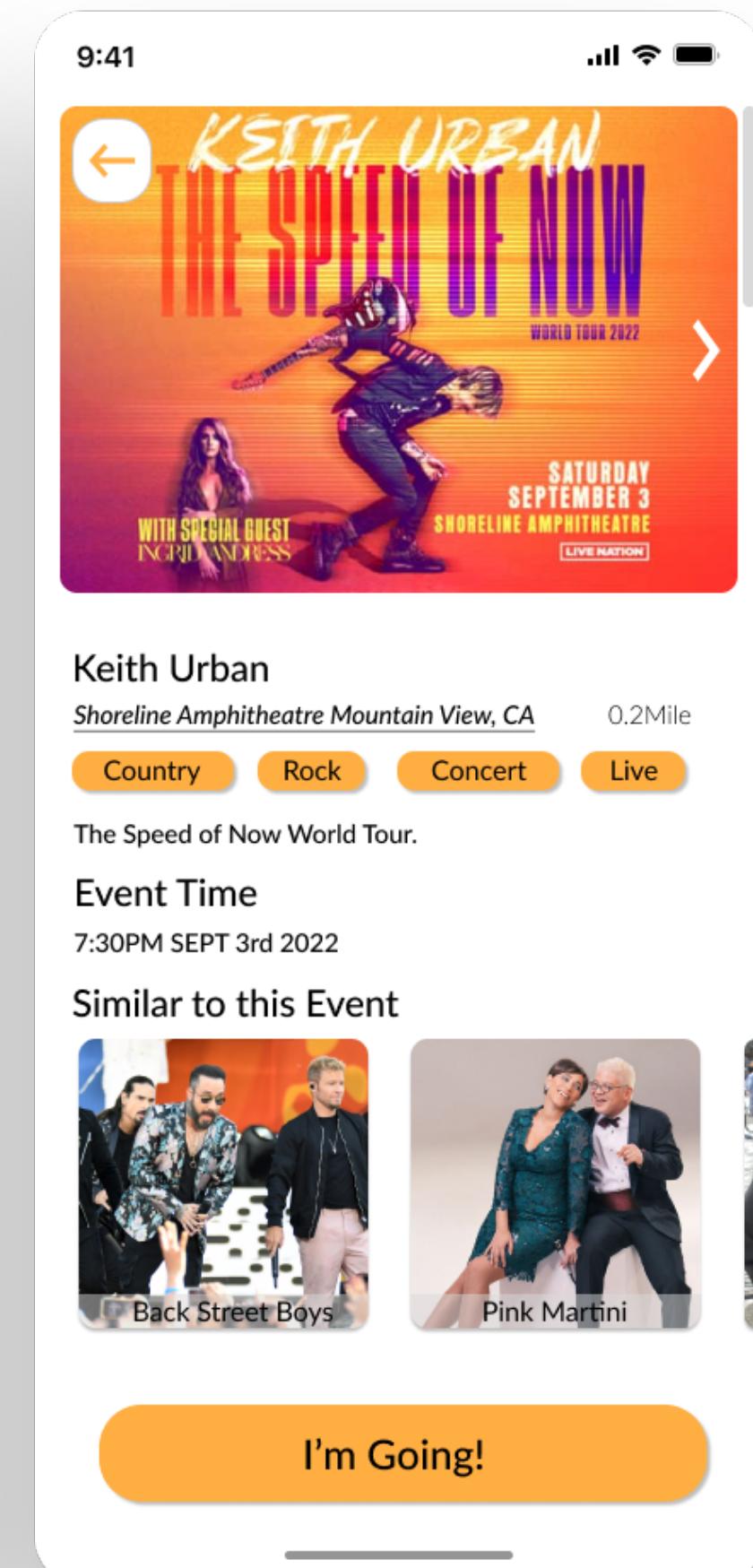
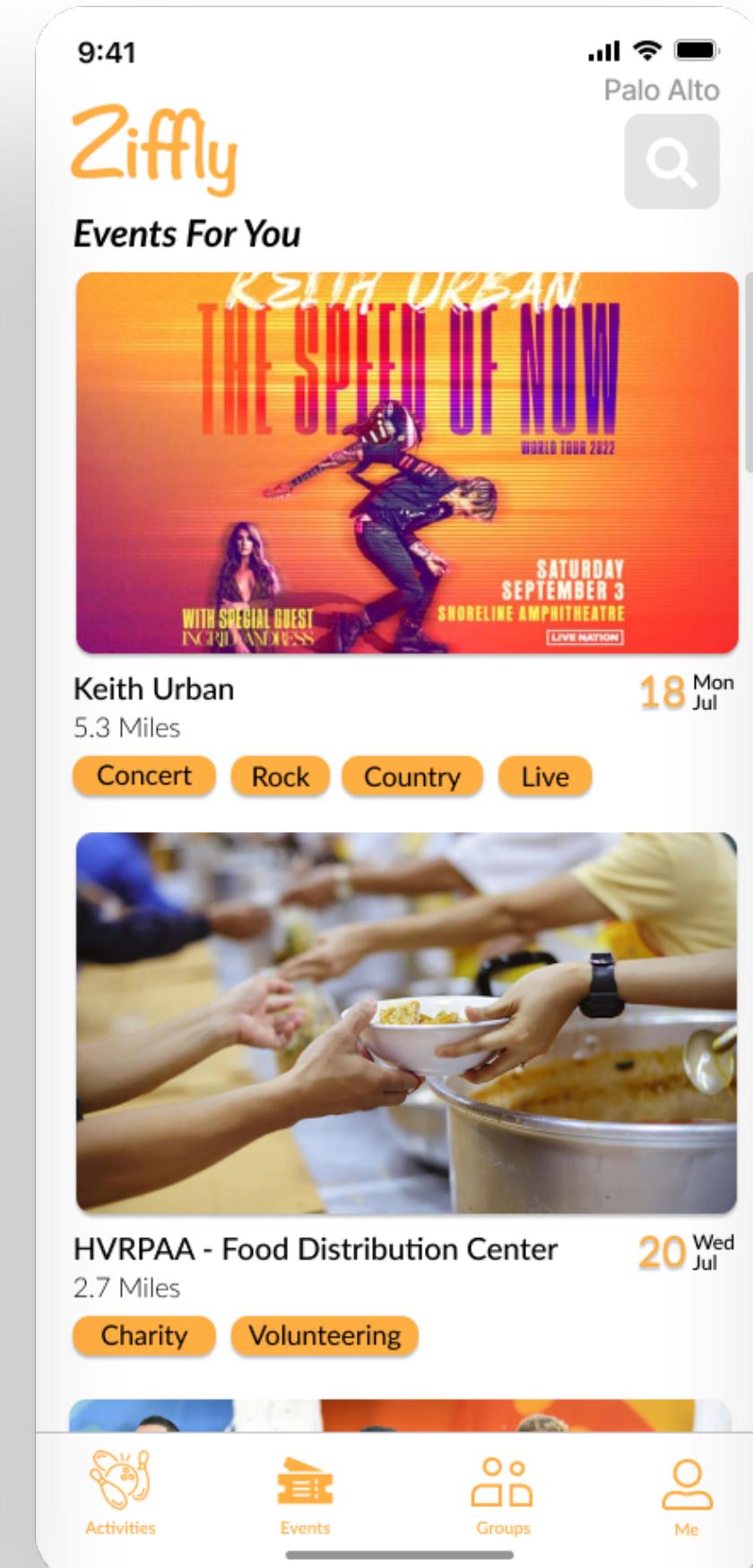
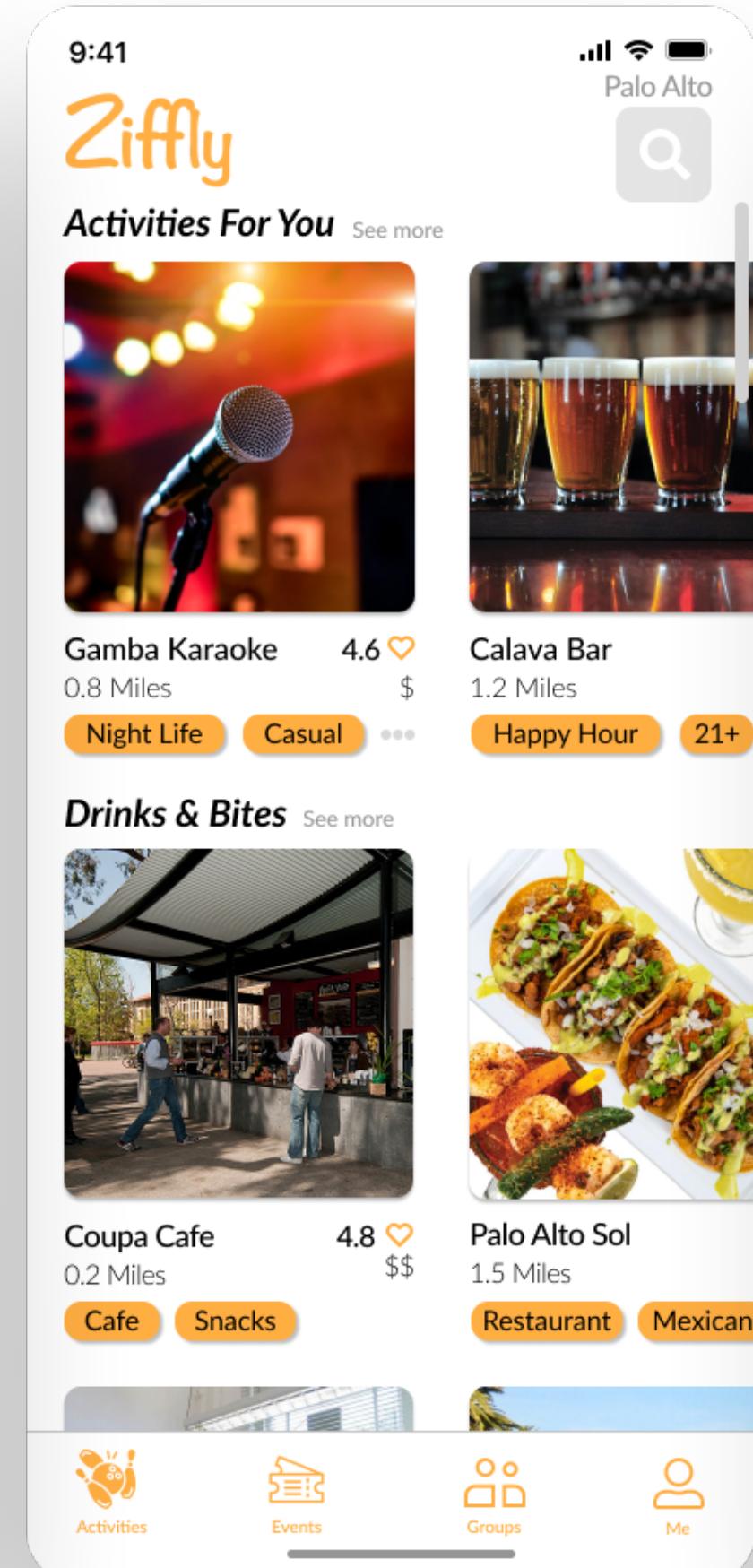
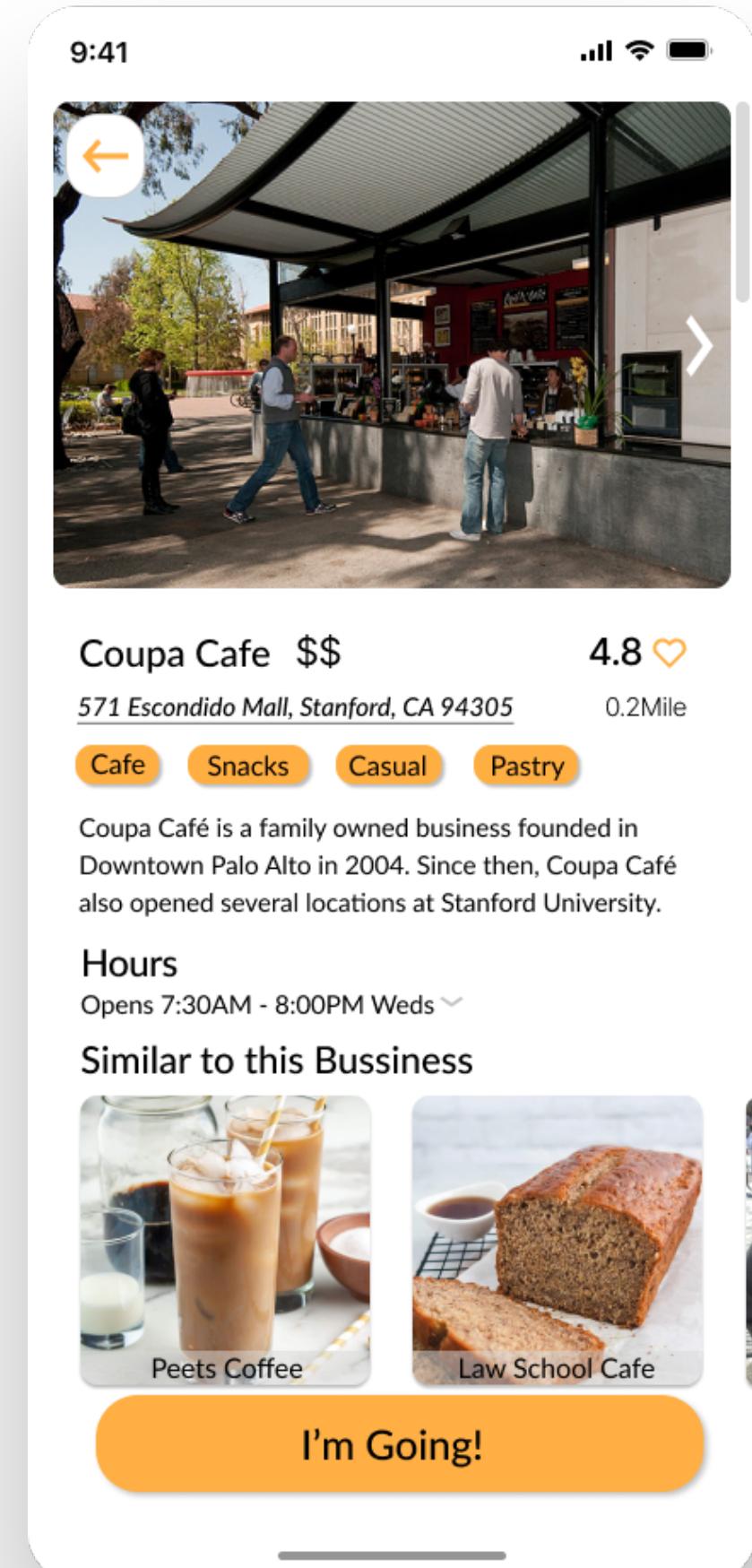
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# The Sources



- Safe Scraping methods
- Partnerships
- Crowdsourcing
- Campaigns to “Pull” service providers to our web portal

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# Competitive Advantages



Event Planning is  
**Open To Everyone**  
through groups

**Activities & Events** on  
one platform

**AI-driven**  
Personalizations

**Tag-based UI**  
For easy navigation

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***Events***

**eventbrite**

**meetup**



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***Activities***

**yelp\***

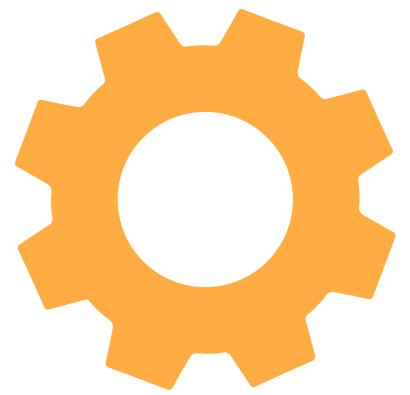
**Tripadvisor**

***Public***

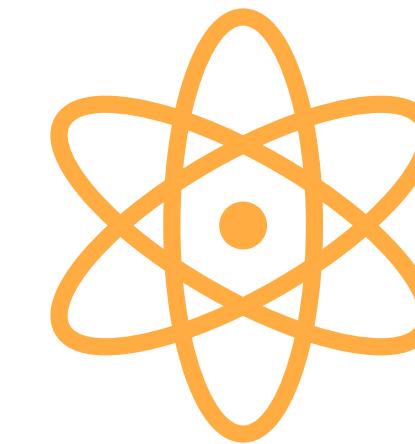
***Private***

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# Key Assets



**Context-aware Sequential  
Recommender System**



**Comprehensive Data  
Pipeline**

Hello!

**Dynamic Tags**



**Prototype Designs**



**Prototype App (iOS &  
Android)**

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# Key Assets



**Hildur**

**Marketing &  
Finance**

Financial Economics  
University of Iceland  
Iceland



**Steinunn**

**Strategy &  
Operations**

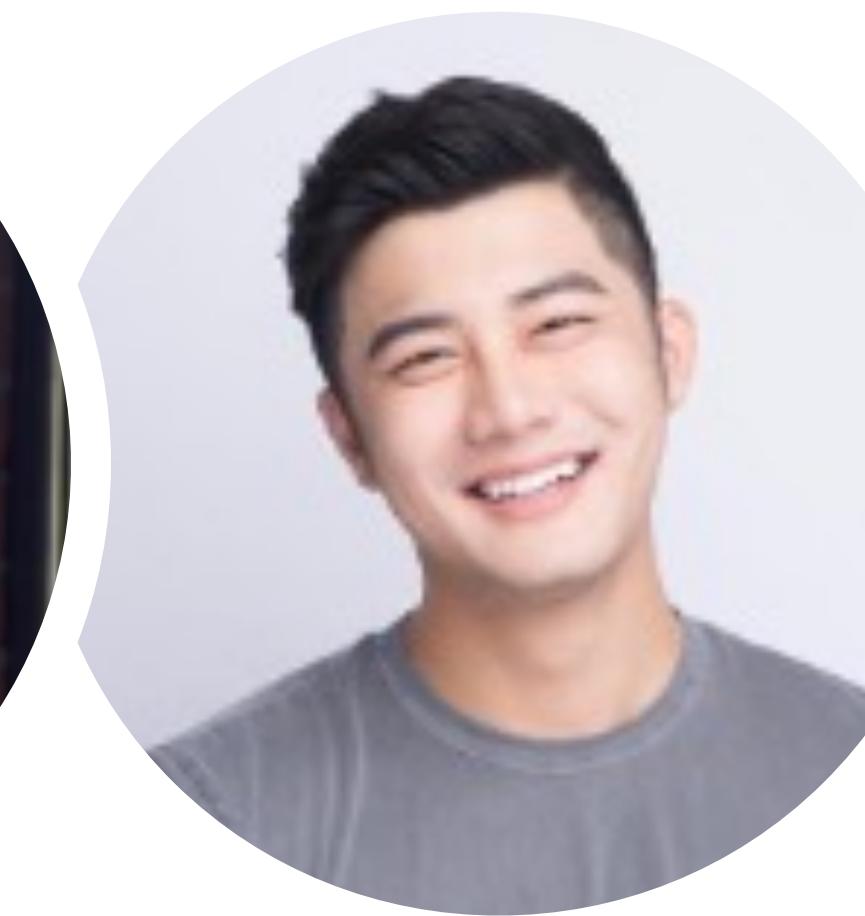
Industrial Engineering  
University of Iceland  
Iceland



**Anmol**

**Backend**

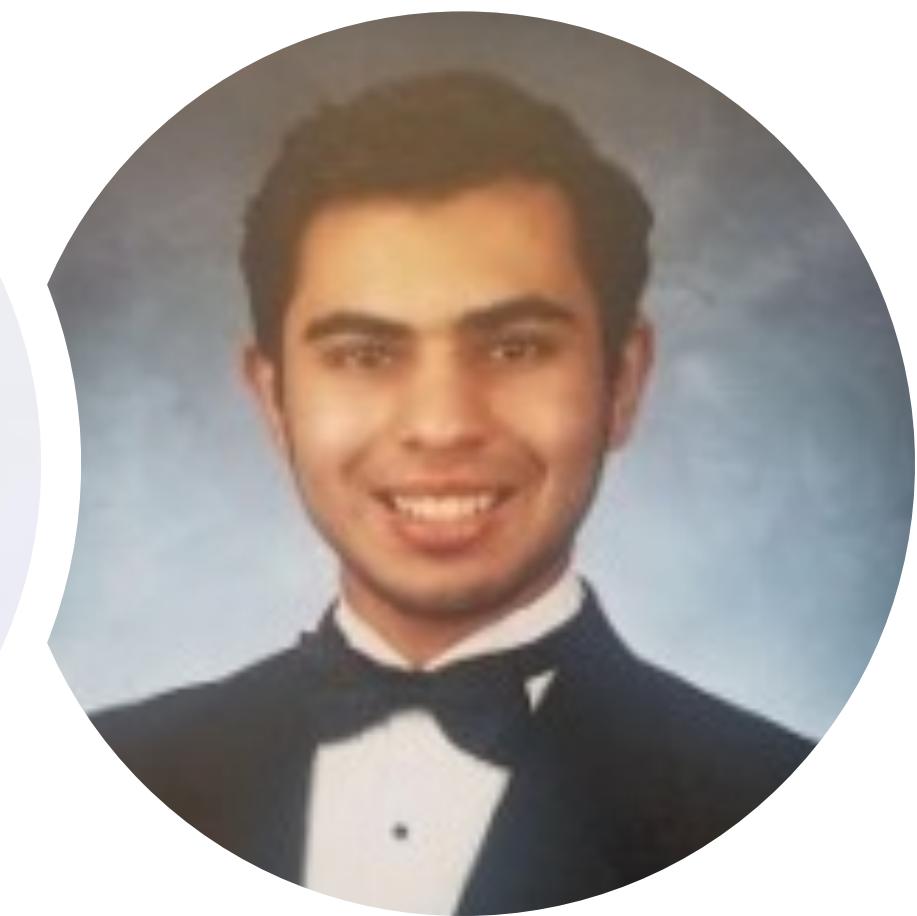
Data Scientist  
EDHEC Business School  
France



**Patrick**

**UI/UX**

UI / UX Designer  
Parsons School of Design  
USA



**Arjun**

**Frontend**

Developer  
Stanford University  
USA

# The Initial Market



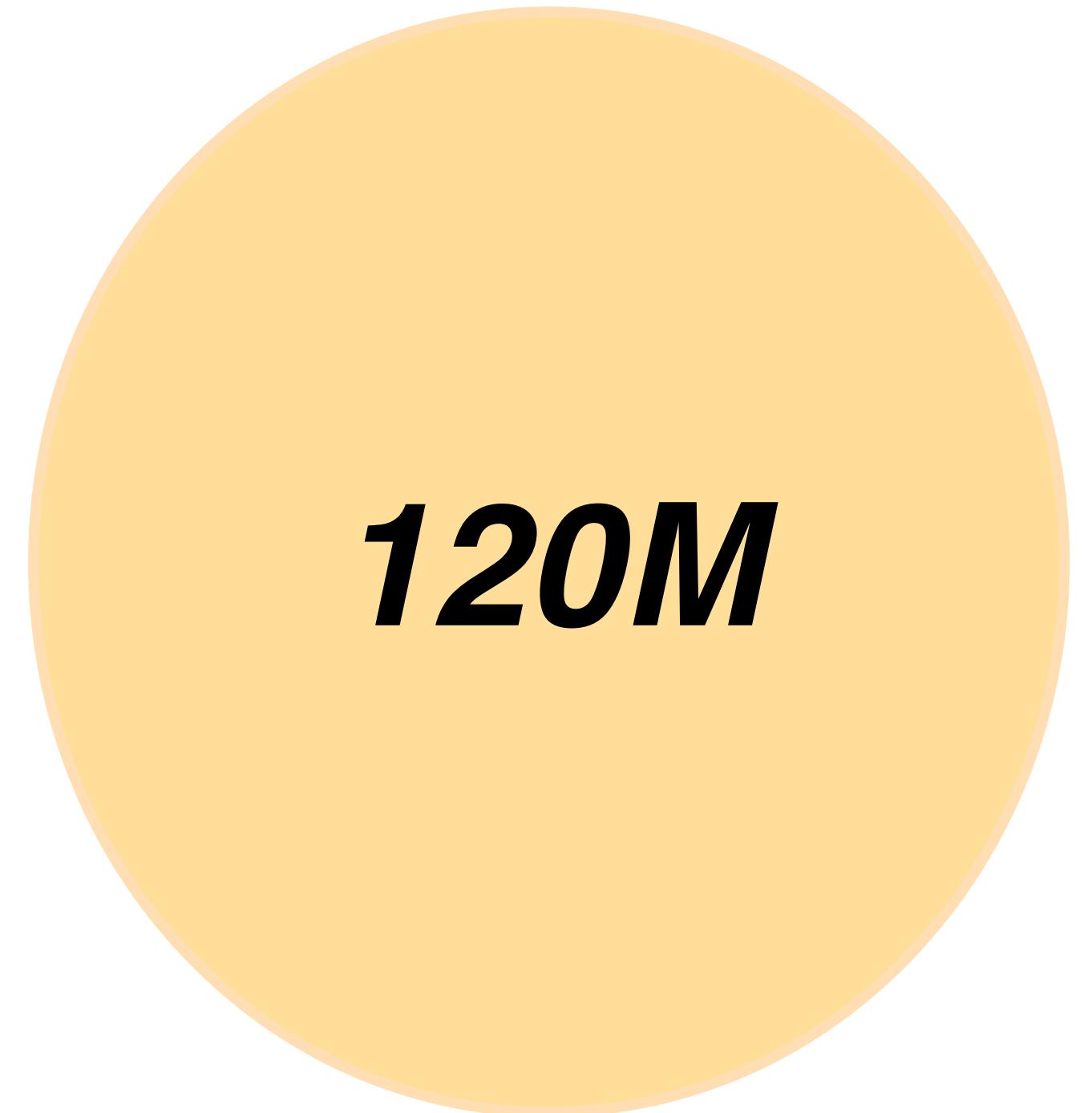
**Stanford**  
Sandbox (2 Months)



**California**  
Beach-Head (12 Months)

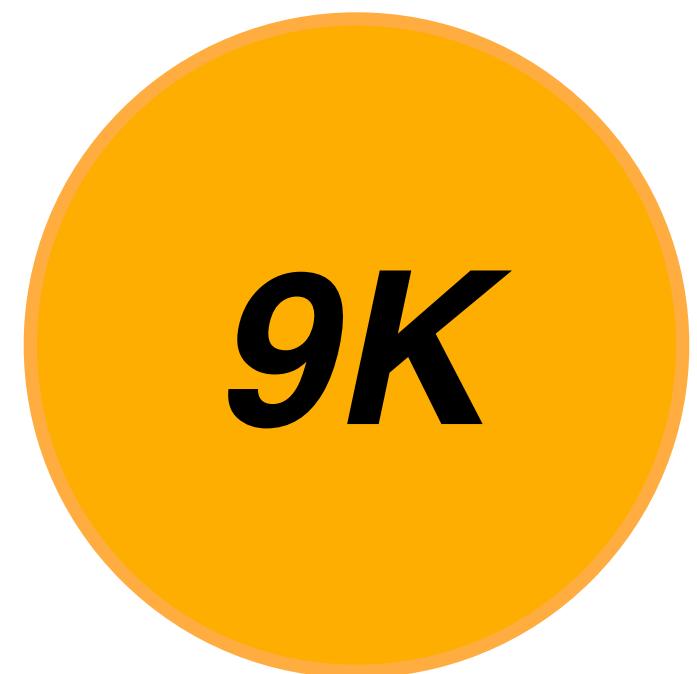


**USA**  
Target Market (36 Months)



**World**  
Total Available Market

# The Actual Market



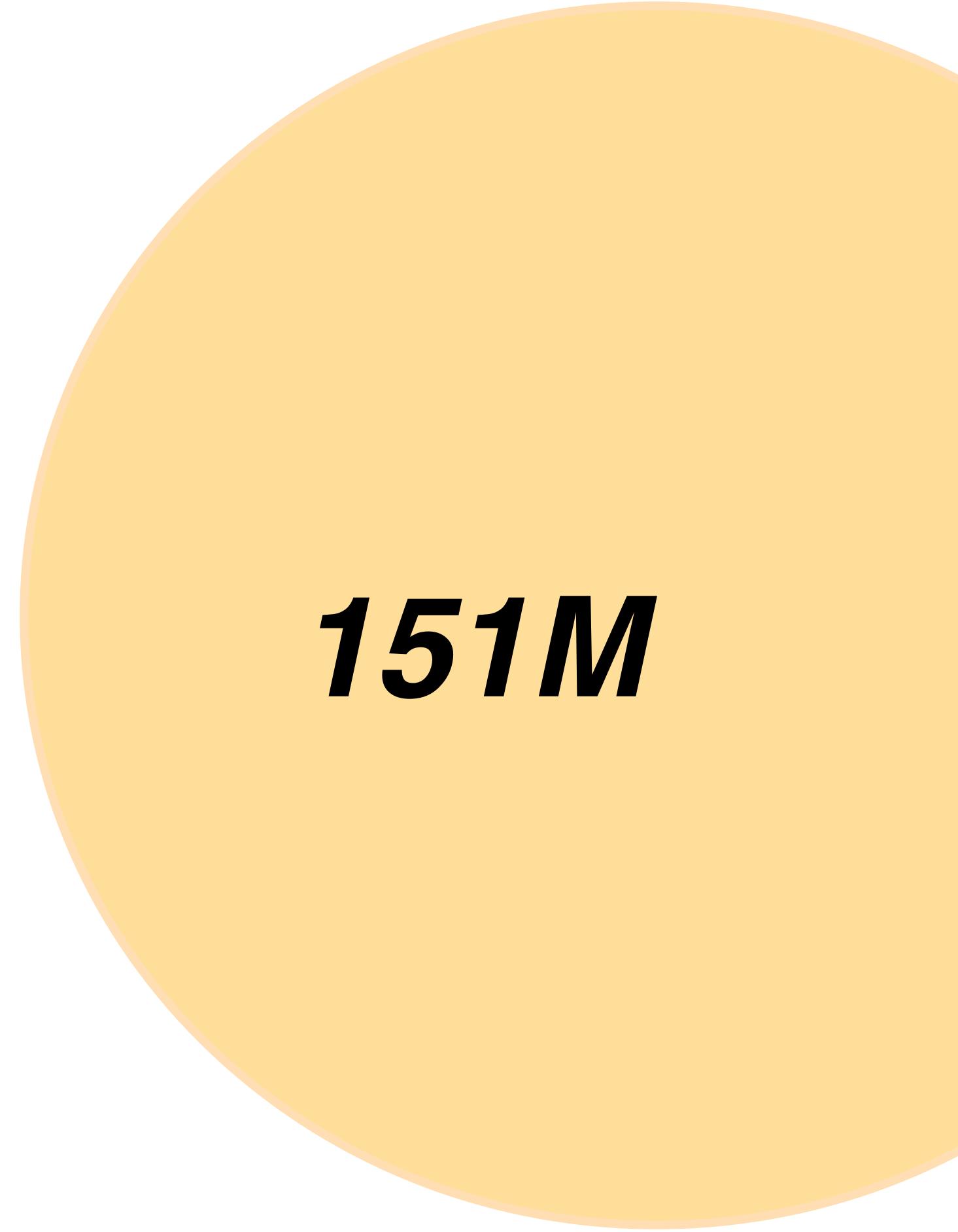
**Stanford**  
Sandbox (2 Months)



**California**  
Beach-Head (12 Months)



**USA**  
Target Market (36 Months)



**World**  
Total Available Market

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# The Actual Market



**Students / Young Professionals**

**Age:** 18-30

**Location:** Stanford & Palo Alto

**Needs:** Better ways to find and  
plan events/activities

**Stanford**  
Sandbox (2 Months)

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# The Actual Market



**52 Students / Young Professionals**

**72% would use Ziffly**

4% would not



- Get 350 key influential Stanford students on our app through advance invitations
- Marketing campaigns on TikTok & IG

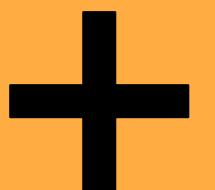
**Stanford**  
Sandbox (2 Months)

**Ziffly**

# Revenues & Risks

## Subscription

Service providers pay monthly to list their public events & activities (private events by users are free forever)



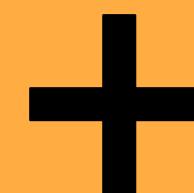
## Event Advertising

Service providers optionally pay to further “push” their public services on the platform

# Revenues & Risks

## Subscription

Service providers pay monthly to list their public events & activities (private events by users are free forever)



## Event Advertising

Service providers optionally pay to further “push” their public services on the platform

### *Risk #1: Initial scraping of data can be risky*

Data-scraping will only be a **stepping stone**, with the ultimate goal of having sufficient credibility to pull providers to come to us. Until then, **safe scraping techniques** will be implemented.

### *Risk #2: Recommendations not being personal enough*

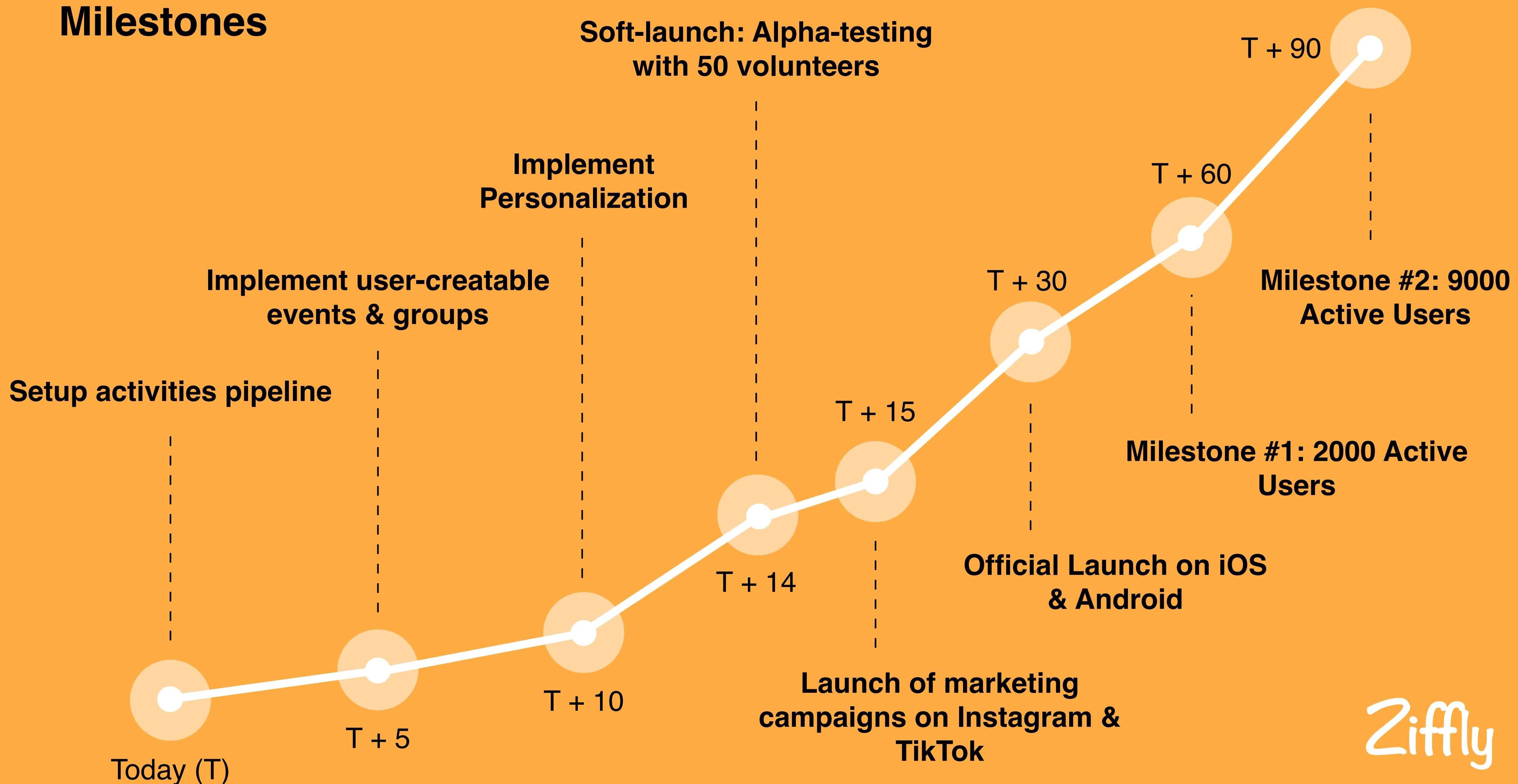
Unlike competitors, **opening up personal event planning to users** will promote re-use and allow us to capture more of their preferences for deeper personalization. We capture preferences by:

1. **Public Events & Activities attended**
2. **Personal Events attended**
3. **Personal Events created**

### *Risk #3: Service providers not willing to pay to list their services*

Public Events & Activities will be **listed for free until we reach a critical mass of users** (Private events will be free forever). Once value has been shown to the providers, they will be charged for both listing and for promoting their services to the public.

# Milestones





***Thank you!***