

# **Spiring**

Turn Inspiration Into Real-Life Experiences

## **Problem Statement**

Today's inspiration platforms focus heavily on products and ads rather than experiences. Users save outfits, aesthetics, travel ideas, and lifestyle content but are left asking where they can actually go to experience that vibe. Pinterest prioritizes shopping, while event discovery platforms lack personalization and visual context.

## **Solution**

Spiring bridges the gap between inspiration and action. Users can upload images and videos, create boards, and save content. Instead of recommending products, Spiring recommends real places and social experiences such as restaurants, pop-up shops, fashion events, and local outings.

## **MVP Scope**

User authentication, inspiration boards, media uploads, likes and saves, explore feed, rule-based recommendations, tag-based matching, and location-aware suggestions.

## **Data Impact**

Spiring leverages user behavior, aesthetic signals, and engagement patterns to power personalized recommendations and trend detection while building a scalable data foundation.

## **Tech Stack**

Frontend: React Backend: Python (FastAPI/Flask) Database: PostgreSQL, BigQuery Data Engineering: Python, Pandas, SQL Deployment: Cloud Infrastructure