

**Curated Local: The Premium Platform for Local Event Discovery**  
Subtitle: The anti-Facebook Events — high-quality, curated, trusted.

# Vision

*Vision:* Redefining how people discover and experience local events — with quality, community, and trust at the core.

# Problem

Event discovery is fragmented & overwhelming (Facebook, Eventbrite, Meetup)

Listings are low-quality or spam-filled

Creators can't access engaged local audiences

Lack of trust or editorial control

# Solution

Curated marketplace for premium local events

Tri-layer review system: AI + human + community moderation

Visual-first discovery with smart recommendations & social sharing

# Competitive Positioning

Why Deals  
Are **Won**  
And **Lost**



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Axes: **Discovery Quality** (X-axis) and **Event Quality Control** (Y-axis).

Plot your platform in the **top-right** quadrant; others (Facebook, Eventbrite, Meetup, Local Blogs) spread lower.

This visually communicates your premium positioning vs. incumbents.

# Competitive Grid

Platform	Quality Control	UX / Discovery	Community	Monetization Model
Facebook	✗ Minimal	Broad reach	✗ Low	Ads (spammy, low ROI)
Eventbrite	✗ None	Poor discovery	✗ Low	Ticket fees only
Meetup	⚠ Basic groups	Dated UX	✓ Group	Subscription-based
Local Blogs	✓ Manual	Static lists	✓ Trusted	Ads/Sponsorships
Our Platform	✓ Multi-layered	✓ Visual + smart	✓ High	Hybrid: tiers + transaction

# Strategic Advantage

**Curation-as-a-service:** AI + human + community oversight

**Visual discovery + data structure:** polished UX with real event metadata

**Creator reputation system:** builds trust and rewards quality

**Local density model:** deep-city penetration strategy

**Community flywheel:** user reviews, badges, real-time engagement

# Market Opportunity & Sizing

Estimated US local events market: **\$50B+**

Digital market (discovery and ticketing): **\$2B+**

Target demographic (urban 25–45 y/o): **\$500M+** spend annually

Initial Serviceable Obtainable Market (SAM): **\$2M/year** across 3 cities, scalable 10× in 5 years



# Business Model

**Transaction fees** on ticketed events (3–5%)

**Featured listings** for event hosts (\$25–100)

**Creator Pro / Business tiers** subscription offers

**Data services and insights** for partner businesses

# Go-to-Market Strategy

Influencer-led launch in cities like Austin, Portland, Boulder

100+ venue partnerships + 500 founding users per city

Press positioning: "Anti-Facebook Events" narrative

Invite-only launch events hosted with local influencers

# Early Traction Goals

Month 6 targets: 8K users, 2.5K MAU

5K curated events listed

~\$25K MRR

Avg event rating > 4.2

Repeat user attendance rate  $\geq 30\%$

# Team + Why Us

Highlight founder expertise in product, community, and events. Emphasize local knowledge and trusted credibility in target markets.

# Ask

We're raising **\$X million** to:

- Scale regional operations & growth marketing
- Build out AI + moderation tooling
- Expand to 5 additional markets
- Launch full creator + influencer toolkit