Curated Local Events Platform - Business Plan

Executive Summary

Business Concept: A premium local events discovery platform that combines professional curation with community-driven quality control to surface only high-quality, engaging events in users' local areas.

Value Proposition: "Discover exceptional local experiences, not event spam" - providing users with a curated feed of genuinely worthwhile events while giving event creators access to an engaged, quality-focused audience.

Market Analysis

Market Opportunity

- Local events market is fragmented across Facebook Events, Eventbrite, Meetup, and various local platforms
- Users frustrated with low-quality events, spam, and poor discovery
- Event creators struggle to reach engaged audiences amid noise
- Growing demand for authentic, local experiences post-pandemic

Target Customers

Primary Users (Event Discoverers):

- Urban professionals (25-45) seeking quality local experiences
- Newcomers to cities looking to connect with community
- Culture enthusiasts wanting curated recommendations
- Busy individuals who value pre-screened options

Secondary Users (Event Creators):

- Local businesses hosting premium events
- Independent event organizers focused on quality
- Cultural institutions and venues
- Professional networking groups
- Hobbyist communities with high standards

Product Features & Technology

Core Platform Features

Web & Mobile App:

- Clean, Instagram-like interface focusing on visual event discovery

- Location-based event feed with customizable radius

- Advanced filtering (date, category, price, venue type)

- Personalized recommendations based on attendance history

- In-app ticketing and RSVP management

Curation System:

- Two-tier quality control combining AI pre-screening with human review

- Professional curator team for initial approval

- Community "code review" system for ongoing quality maintenance

Community Quality Control:

- Verified attendee reviews and ratings (only post-event)

- Community flagging system for quality issues

- Reputation scores for both events and creators

- "Quality badges" for consistently excellent events

Social Integration:

- Share events to Instagram Stories, Facebook, Twitter

- Connect with friends to see their event interests

- Group planning tools for coordinating attendance

- Social proof showing which friends are attending/interested

Technology Stack

- Cross-platform mobile development (React Native/Flutter)

- Cloud infrastructure for scalability

- AI/ML for event categorization and recommendation engine

- Integration APIs for major social platforms

- Payment processing for ticketed events

Business Model

Revenue Streams

Primary Revenue (60-70%):

1. **Service Fee on Paid Events**: 3-5% transaction fee on ticket sales

2. **Premium Event Listings**: $25-100 fee for expedited review and featured placement

3. **Promoted Events**: Pay-per-impression advertising for approved events

Secondary Revenue (30-40%): 4. **Subscription Tiers**:

- Event Creators Pro ($29/month): Unlimited events, analytics, priority support

- Business Accounts ($99/month): Multi-location events, team management, branded pages

5. **Data Insights**: Anonymized local event trends sold to venues and city planners

6. **Partnership Commissions**: Revenue share with venues and ticket platforms

Pricing Strategy

- Free for basic event discovery and community features

- Freemium model for event creators (3 free events/month, then paid)

- Competitive but premium pricing reflecting quality curation value

Operations Plan

Curation Process

Stage 1: AI Pre-Screening

- Automated checks for completeness, appropriate imagery, spam indicators

- Location verification and duplicate detection

- Initial quality score based on description richness and visual appeal

Stage 2: Human Review

- Team of local curators (part-time, market-specific)

- Review for event quality, authenticity, and community value

- 24-48 hour approval timeframe

Stage 3: Community Oversight

- Post-event feedback from verified attendees

- Community flagging for ongoing quality issues

- Algorithmic adjustment of creator reputation scores

Staffing Plan

Year 1 (MVP Launch):

- 2-3 Core developers
- 1 Product manager
- 2-3 Part-time local curators per major city
- 1 Community manager

Year 2 (Scale Phase):

- Expand development team to 8-10
- Hire regional curation managers
- Add customer success and sales roles
- Scale curator network to 15-20 markets

Quality Control Metrics

- Event approval rate: 70-80% (ensuring high standards)
- Post-event satisfaction scores: >4.2/5 average
- Community flag resolution time: <24 hours
- Repeat attendance rate: >40% (indicating satisfied users)

Marketing Strategy

Launch Strategy

1. **Soft Launch in 2-3 Test Markets**: Austin, Portland, Boulder (cultural, early-adopter cities)
2. **Influencer Partnerships**: Local bloggers, event photographers, cultural tastemakers
3. **Venue Partnerships**: Exclusive launch events at premium local venues
4. **PR Campaign**: "The Anti-Facebook Events" positioning

Growth Strategy

1. **User-Generated Content**: Encourage high-quality event photos and stories
2. **Referral Program**: Rewards for bringing friends who attend events
3. **Corporate Partnerships**: Employee engagement programs with local companies
4. **Content Marketing**: "Best Events This Week" newsletters and social content

Retention Strategy

1. **Personalization**: AI-driven recommendations improve over time

2. **Community Building**: Event photo contests, regular attendee meetups

3. **Exclusive Access**: Early access to popular events for active users

4. **Gamification**: Badges for trying new event types, community contributions

Financial Projections

Year 1 Targets

- Launch in 3 cities with 5,000 events posted

- 25,000 registered users, 8,000 monthly active

- $150K revenue (primarily from premium listings and fees)

- Break-even by month 10

Year 2-3 Growth

- Expand to 10 cities with 25,000 events annually

- 100,000 registered users, 35,000 monthly active

- $1.2M revenue with positive cash flow

- Series A funding for national expansion

Key Metrics to Track

- Event approval rate and time-to-approval

- User engagement: events viewed, RSVPs, actual attendance

- Creator retention and repeat event posting

- Revenue per user and per event

- Net Promoter Score from both creators and attendees

Risk Analysis & Mitigation

Major Risks

1. **Scaling Curation**: Manual review becomes bottleneck as volume grows

2. **Network Effects**: Need critical mass in each market to be valuable

3. **Competition**: Facebook or Eventbrite could copy curation model

4. **Creator Acquisition**: Convincing event organizers to try new platform

Mitigation Strategies

1. **Hybrid AI/Human**: Gradually increase AI capabilities while maintaining quality
2. **Market-by-Market Launch**: Ensure density before expanding geographically
3. **Community Differentiation**: Focus on features big platforms won't prioritize
4. **Creator Success**: Prove ROI with detailed analytics and testimonials

Success Metrics

6-Month Goals

- Average event quality rating >4.0/5
- 60% of users attend at least one event monthly
- 40% of event creators post multiple events

12-Month Goals

- Achieve market leadership in launch cities
- 25% of local cultural events using the platform
- Self-sustaining revenue covering operations

This business plan provides a framework for building a differentiated events platform that solves real problems in the market. The key to success will be maintaining curation quality while scaling efficiently and building strong community engagement on both sides of the marketplace.