**Concept of App - pakkaloCaL**

**Objective**

The primary goal of the present application is to create a unique platform for celebration and all special events and occasions with the community (Apart from ​​friends​, ​ family, and neighbour​s​) at a vicinity of 5-10km range. Eventually, this enhances secured local connections as per users’ interest.

**Features:**

* Another vital feature is earning coins forfollower’s likings/likes(feature) and AD views along with Referrals as well.
* Earned coins, redeemed with a feature, gift **to** a friend based on occasion with In-App monetization.
* The existing app helps User to connect with their contacts and friends, whereas this app has a great scope to leverage the connections among people around the user geographical location.
* Earn money by the activity in-app by the user can gift his friends for occasions and festivals by In-App purchases.
* Most of the apps have explored and established their strong base in metro cities and major cities, however, this app explores and attracts especially urban semi-urban including the rural area along with cities.
* Activity done by the user in this app helps user to earn money(In-app monetization) through likes and followers in turn promote the app to expand its wings towards a large user base.
* The app will be designed in all major languages in India for all regions of people for better penetration.
* Activities or posts in this app will last in 24hours, comments can be made only by emojis.
* One cannot afford to gift a friend with their earning or to gift who is not so close to he/she can  
  send emoji based on occasion or situation. This deducts coins from the donor moreover it reflects in to​the recipient account.
* It has the facility of chat request to chat with strangers or people who are familiar unless the user enables this option moreover request should be accepted
* Each and every detail of person (including profile and activity) will bekept in privacy providing options that data is visible only to followers, only to following, both, specific persons, to everyone, or even none.
* It provides chat rooms that can be created for occasions or for similar groups of people of one location.
* Overall User can know the persons in his locality who are celebrating special occasions of a specific day.
* Even user can get assisted for his requirements like electrician, plumber, flat or house for rent, chef and decorators (for parties) maids, Tutors from his/her nearest locations going forward.
* Although the above benefits are provided by specific apps, but their user base majorly in cities.
* This application can provide multiple services for users from his locality. It depends on the usage of the user and how users can explore the options.
* This explains, Ease of usage, scalability with its wide range of applications with multipurpose  
  benefits of specific localities of that locals. Hence it is named “**pakkaloCaL**”.
* Since the App is confined to a specific region as a zone, small business, schools, colleges, garments and grocery shops can promote their business in desired locations.   
    
  **Pages and activity:**  
  App consist of 2 main pages  
  1. ‘Near you’ page- displays celebrations and activities or posts of people near you, besides  
  views advertisements of local business.

2. ‘Following and Followers’ page - displays celebrations and activities or posts of whom  
user is following (following button) and who all are user followers (followers button) along with views and General ads

**Revenue model:**

* Revenue generated by Ad sensing and In-app purchases.
* Assured views for promoters moreover guaranteed business by In-app purchases with earned coins of a user.