

Companion

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Team 5 : Maroon 5

Aarjav Dutt	Anuja Waikar
Astha Rastogi	Swagath V C
Aditya Mohan Kumar	

VISION

For “individuals”

Who are “facing challenges in finding the activities of their interest”

Our “Companion app is a one-stop solution for multiple domains”

That provides “individuals with a single platform to get recommendations related to their interests”

Unlike “Google or Facebook or Yelp”

We offer “personalized recommendations to enable an intelligent assistant, with an amazing user experience and relevant results ”

UNMET NEEDS

One Stop Solution

Relevant Results

Clarity of Choice

User Friendly App



CUSTOMER SEGMENTS

Recommendation Seekers

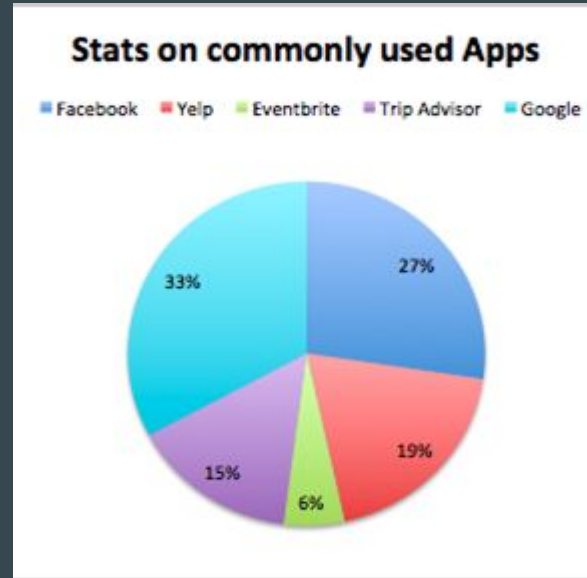
Users in search of personalized recommendations, Students, Tourists, Hobbyist.



Recommendation Providers

Event Organizers, Restaurant Owners, Hoteliers, Designers, Musicians, Movie Distributors etc. trying to reach relevant interest groups.

Existing Solutions



USE CASES

Recommendation Seekers

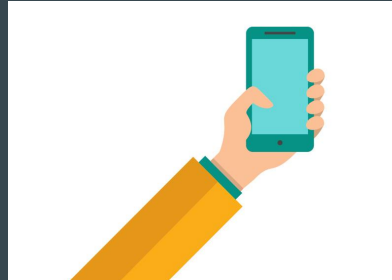


- He creates a profile on companion
- Enters preliminary information about himself
- Chooses the domains he's interested.
- Clicks on filters to fine tune his search based on sub domains.
- Answers pop up questions trying to know his interests in a particular domain.
- Finds the recommendations in the notification tab.

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Market Size



Smartphones users in US (2018) is the Total Addressable Market (TAM)

237 million

Note: Our App captures multiple domains. it is difficult to estimate the actual market size. But by analyzing our competitor's statistics in a few domains, such as Food, Travel, and events, We can estimate our Market Size.

Market Size

Domain	Market Size
Restaurants (Google)	13 million
Restaurants (Yelp)	12 million
Shopping (Yelp)	14 million
Events (Eventbrite)	50 million
Music (Spotify)	180 million

Risks

Privacy concerns

Lack of user support

Legal concerns

Technical viability

Cost

THANK YOU