**VC PROJECT PITCH**

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Project Description

Our goal is to connect people across their favorite shopping activities whether they are at home or are traveling to a new destination. This can include shopping for clothes, antiques, music, food and other related shopping experiences. We want to fundamentally change the way people connect and provide a platform to make that process easier.

Target User

Although the platform can be used by anyone we will market to adult age across women, across socio-economic backgrounds, who want to enhance the shopping experience by connecting with a local or someone new who lives in their community.

Importance

Life is all about the experiences. Those new experiences whether at home or while traveling enhance the moment and make it memorable. We want to make people’s lives better by connecting them with others who want to share in some shopping experience. By connecting via an online platform we can make life more dynamic and enriching – not only can we help improve the overall shopping experience but also help people forge meaningful relationships.

Why us

After doing a survey of the current tools in the market including Highlight and related tools we realized that the current marketplace for connecting people focuses on group meetings and experiences. We want to connect individuals who conduct activities in safe and public environments to new people. Although technology has transformed our world, the people connection is still important and is a great way to use technology to connect people