postaround.me

Executive Summary

WHAT IS IT?

What's good in the 'hood?
PostAround.Me is a social pinboard that lets you share any location related information with your neighbors worldwide. By posting on a location-based bulletin board, PostAround.Me provides you with the experience of a town square, where people come to get updated about things around them. PostAround.Me boasts a model that is in synch with the daily city beat, with a cool user interface and a very intuitive user experience.
It's not just a website, it's a way of living!

OPPORTUNITY

Today, we stay in touch with most of our friends, as technology gives us the opportunity to speak with people located on the other side of the world. However, we are not always aware of the opportunities, events and activities going on right under our nose.

This is where PostAround.Me steps in.
Users can immediately see posts from other people located within their vicinity, and can easily share any post with them. The posts can be related to, but not limited to – Entertainment, Borrowing, Rentals, Restaurants, Recommendations, Private Lessons, and more.
All of the posts are sorted by closest location or newest post and can be further filtered by distance, category and of course - location.

IN THE PRESS

newsgeek

לילה כלכלי

FEEDER

nanac

BUSINESS MODEL

The business model of PostAround.Me is a location based advertisement.
We have 3 different tracks for this:

Users based revenue
Pay Per Position – "emergency" tagged posts can be posted in bold on top of the page, and can be pushed to mobile phones in the vicinity of the user. So everybody around the user will see it immediately.

Businesses based revenue
Pay Per Impression/Lead – We will calculate how many users see this ad – and this will determine the payment. For example, the local grocery can advertise its special sale prices just as the neighborhood bar can post about upcoming live band shows.

Publishers based revenue
White Labels/Co-Branding Service – We will offer our product as a private service for specific regions and institutes. This will allow publishers to customize our product, and restrict it to their preferred and specific location. For example, the Tel Aviv municipality will use PostAround.Me to grant its residents free use of the service and let them post on it, just as they would post on a 'real' bulletin board on the street, and in return, they will pay monthly fee/bring traffic to the website, and expose users to more posts from the website.

CONTACT INFO

Yaniv Aharon
Founder, 29 years old
yaniv@postaround.me | +972-54-7937555

B.Sc in Computer Science from Bar-Ilan University in Israel, 8 years of experience in web development and graphic design.

LINKS

Website | Blog | Facebook | Twitter