

Executive Summary

SHORT DESCRIPTION

Town center at your pocket.

postaround.me is a location based pinboard application that answer people on the simplest question: what's good in the hood? By visiting **postaround.me**, people can both to consume information about things around their area and share info to people around them.

By this, the application will pass the experience of town center, where people come to get updated about things around them, like finance, culture, consumption, social, etc. in a model that fits the daily beat.

OPPORTUNITY

Today, people got tons of information from several medias, when they are not the appropriate target audience or the information; on the other hand, the info doesn't get to the people who may be interested in. so the information efficiency is compromised.

On that point **postaround.me** steps in. Visitors can see immediately any location related information, sorted by its distance or date and can be filtered by distance, category and (soon..) by keyword. That data was posted by other people nearby and can be regarding anything, as long as it's location related. Info like local shows, babysitting, borrowing, local issues, private teachers, rents, etc..

BUSINESS MODEL

The business model of **postaround.me** is a location based advertisement. Aside posts from nearby people, telling about what they need, sellers can post promotional information. Such as, the local grocery can advertise its special prices as long as the show bar can tell about their upcoming event. The advertisement will be effective by not only advertise potentially clients, as we know where our users are, but we know what kind of things this area is interested in.

TECHNOLOGY

The major issue the application will face is how quick we will bring the relevant data to a specific area. This issue will be solved by a unique algorithm we developed.

The location is set by Google Maps API and HTML5 Geolocation, the data is stored in MS SQL Server 2012 Database, the server side is powered by wcf, C# and ASP.NET, that use that unique algorithm. On top of it - The data is presented smoothly with AJAX, and strong Front-End development using jQuery and Javascript.

Postaround.me is planned to be cross-platform application. At first we are focused on a web-site application. But on the long-term we will provide applications for Android, and iOS.

REFERENCES

[Nana10 – Israeli Portal](#) 15.8.2012

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CONTACT INFO

Yaniv Aharon | Yaniv@postaround.me

Founder, 29 years old.

B.Sc in Computer Science from Bar-Ilan University, 8 years of experience in the field of internet development.

Tel Aviv: +972-54-7937555, Taipei: +886-9-87255504

www.postaround.me

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