postaround.me
Executive Summary

WHAT IS IT?

What's good in the hood?
PostAround.Me is a social pinboard that lets you share with your neighbors, anywhere, any location related information. By Posting on a location based bulletin board, PostAround.Me passes the experience of town center, where people come to get updated about things around them, in a model that fits the daily beat, with cool user interface.
It's not just a website, it's a way of living!

OPPORTUNITY

Today, we stay in touch with most of our friends, the technology lets us speak with people located on the other edge of the world. But, not always we will aware of the things and the opportunities around our location.

At that point PostAround.Me steps in. Users can see immediately posts from other people located around their location, and can easily share any post with them. The posts may be related to – Entertainment, Borrowing, Rentals, Restaurants, Recommendations, Private Lessons, and more.. All sorted by nearest or newest and can be filtered by distance, category and of course - location.

CONTACT INFO

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BUSINESS MODEL

The business model of PostAround.Me is a location based advertisement. We have 3 different ways 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 around. So everybody around will see it immediately.

Businesses based revenue
Pay Per Impression, Pay Per Lead – We will calculate how many users saw this ad – and by this we will charge the business for it. By this, the local grocery can advertise its special prices as long as the show bar can tell about their upcoming event.

Publishers based revenue
White Labels – we will offer our product as a private service for specific regions, and institutes. In a way that will let publishers to fully-customize our product, make it restricted to a specific location. For example, Tel Aviv municipality will use PostAround.Me to grant its residents a free use of the service, as much as they can post on a regular bulletin board in the street.

IN THE PRESS

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