ATLAS

Pitch Deck

A location-based social media platform near you

THE PROBLEM

COVID has also caused a national economic recession causing more than **100,000** local businesses to shut down. Ongoing trend that re-emphasizes investing more into our local communities and businesses.

THE SOLUTION

LOCATION-BASED INTERACTIVE MAP INTERFACE

Shows events happening in real time

CONNECT TO COMMUNITY THROUGH EVENTS & BUSINESSES

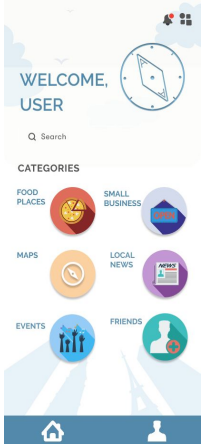
Keep in touch with your friends, family, and community

ACCESS TO REAL TIME LOCAL NEWS

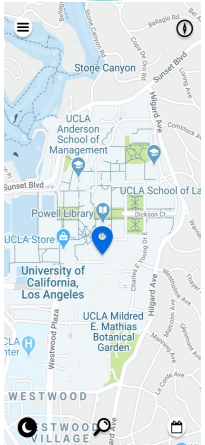
Get community updates

OUR TECHNOLOGY

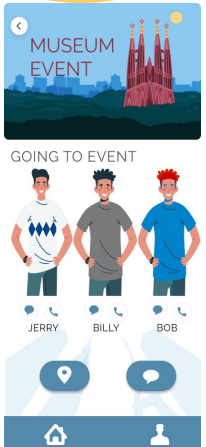
ADVANCED SEARCH
Comprehensive search and filter feature for specificity.



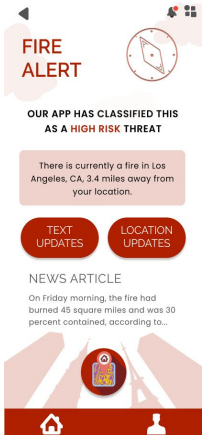
MAP API
Location-based services and real-time geo-data.



SMS
Connect with people and groups through text.



WEB-SCRAPING
Scapes internet for news articles in user's area.



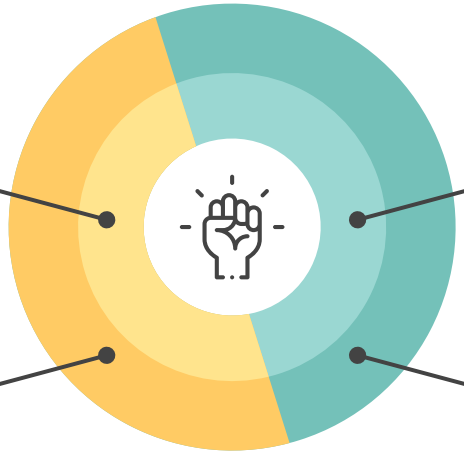
CLOUD-BASED
Relies on remote servers to process data and for rapid scalability

MARKET VALIDATION

FAVORABLE FEATURES

Advanced search filter **#1 desirable feature**

Most likely use: **finding events**

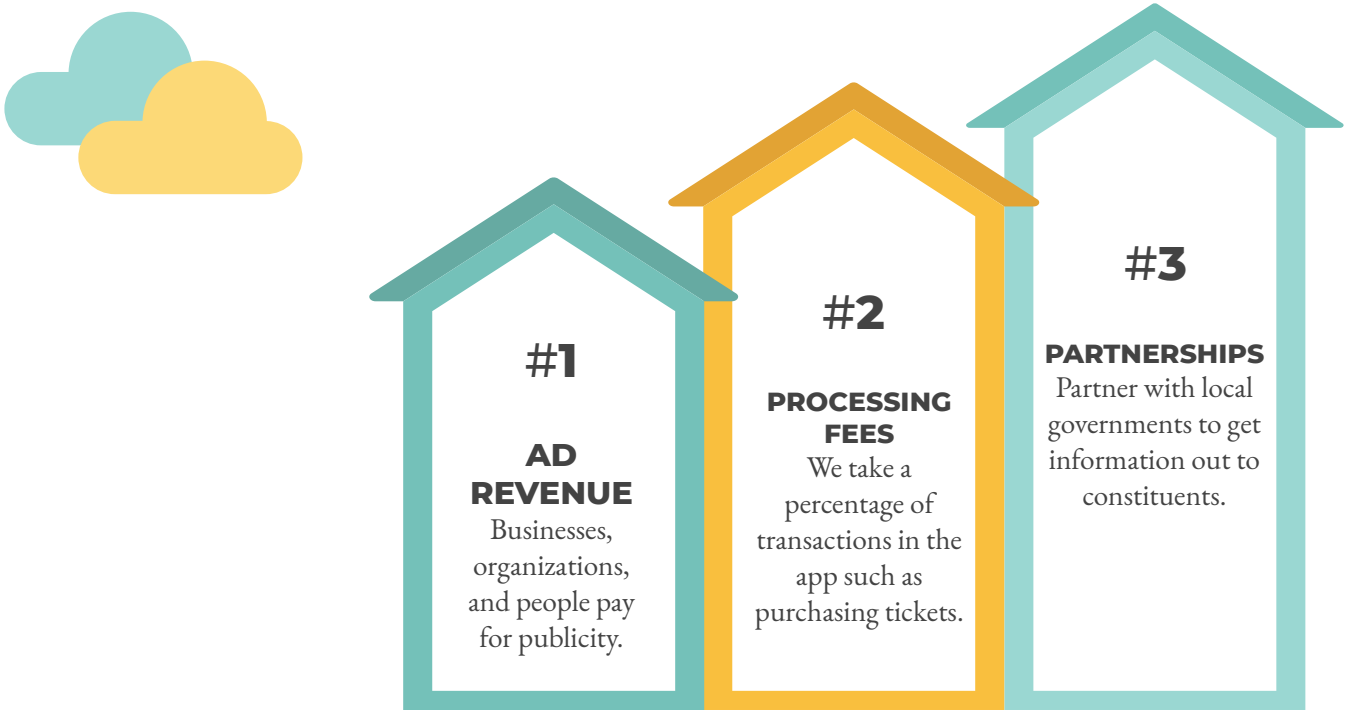


USER INTEREST

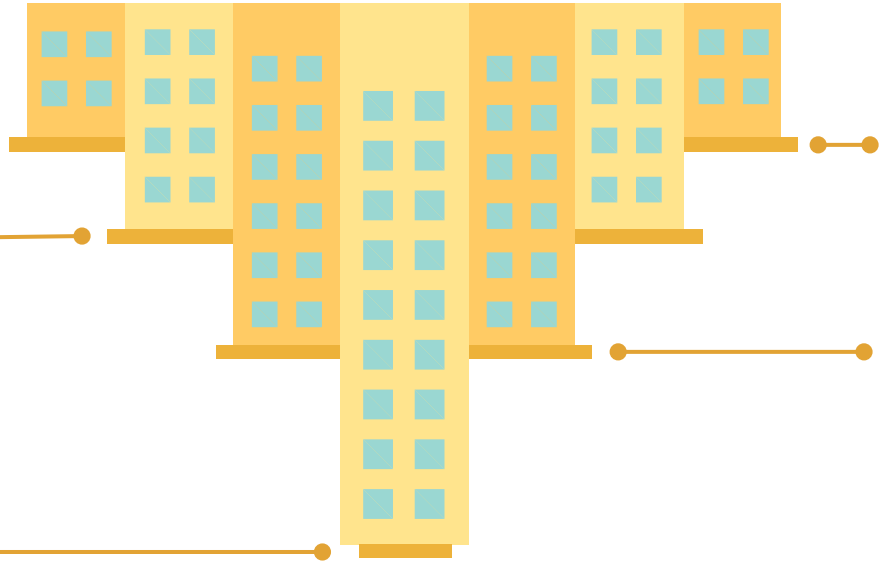
First survey: **73.5%** of people likely to use Atlas (64 responses)

After demo, **93.4%** considered using Atlas (30 responses)

BUSINESS MODEL



COMPETITOR ANALYSIS



EVENTBRITE
Does not have extensive level of communication with friends in events.

HIVEBRITE
Less connection in community and feels more surveillance like.

FACEBOOK EVENTS
Doesn't allow for much connection between participants and can be hard to find.

ALL EVENTS
Doesn't really allow for much connection between participants in the events.

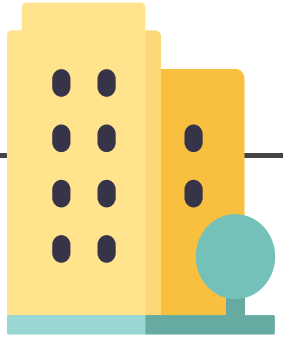
TIMELINE

2020

Application development. Introduce app in UCLA/Westwood

Late 2021

Partner with investors. Launch in counties across CA



2022 and Beyond

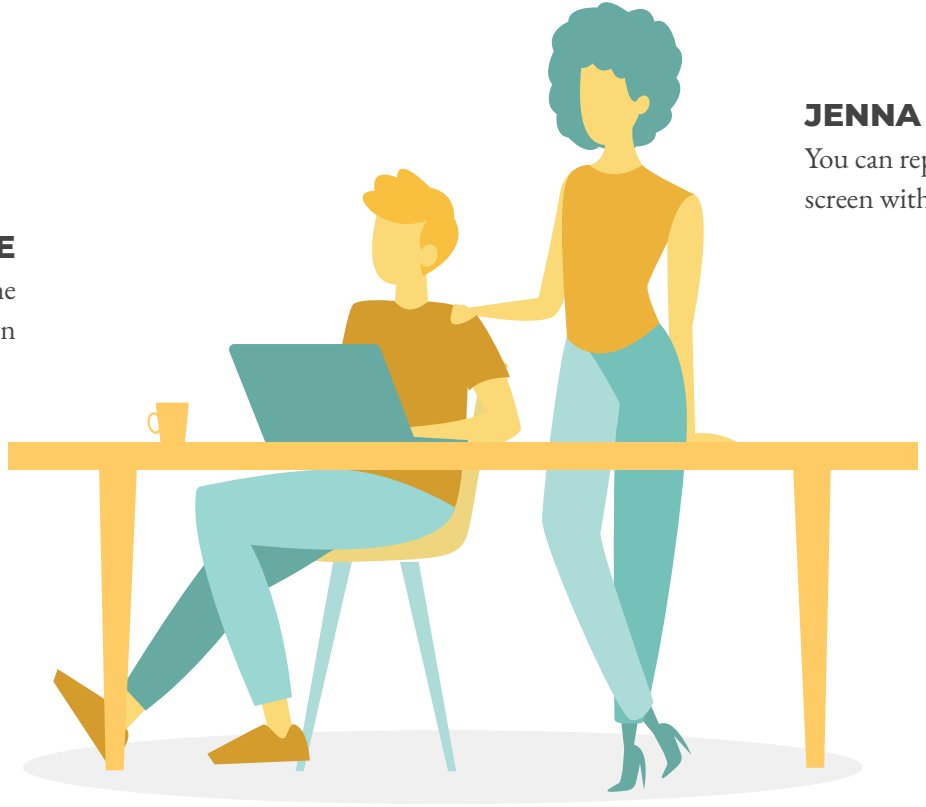
Branch out into multiple cities around the country.

This is Atlas - **the new way to connect locally.**

CLOSING OPTION

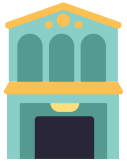
JOHN DOE

You can replace the image on the screen with your own



JENNA DOE

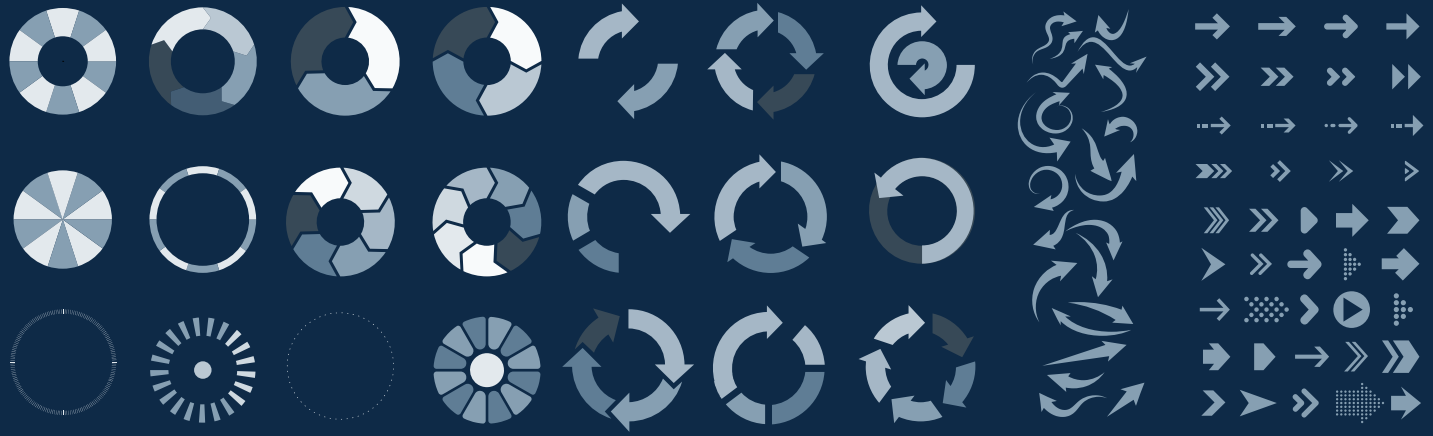
You can replace the image on the screen with your own\



ALTERNATIVE ILLUSTRATIONS

Use our editable graphic resources...

You can easily resize these resources, keeping the quality. To change the color, just ungroup the resource and click on the object you want to change. Then, click on the paint bucket and select the color you want. Don't forget to group the resource again when you're done.



...and our sets of editable icons

You can resize these icons, keeping the quality.
You can change the stroke and fill color; just select the icon and click on the paint bucket/pen.
In Google Slides, you can also use Flaticon's extension, allowing you to customize and add even more icons.

Educational Icons

Medical Icons

Business Icons

Teamwork Icons

Help & Support Icons

Avatar Icons

Creative Process Icons

Performing Arts Icons

Nature Icons

SEO & Marketing Icons

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