**Introduction:**

      The city of London (Ontario) has a reputation for being a "party city". The students at the University of Western Ontario are notorious for their excessive partying and not to forget the revelers at Fanshawe College. From house parties to bar crawls, we do them all. But how do 36k+ students from Western stay in the loop for all these events and parties? The truth is, they don't. Students are missing out on the biggest events and parties in their city simply because they don't know about them. That is the problem we are trying to solve.

     This problem became evident when some friends and I made a trip to the University of Waterloo. We only knew a few friends there but we wanted to party. You could say that my friends had a medium sized network of friends and so finding a couple of parties was not a problem. We went to a couple parties but each one had very few people. We asked the hosts if they made an event page to promote their party. Each and every host said they made a Facebook event but they also admitted that they were relying heavily on word of mouth. They also said that when they were planning for this party, they thought this was going to be "The biggest f\*\*\*\*\*\* party ever". That got us thinking hard. If the host's best friends were supposed to spread the word about a party, how big could that party actually get? Logically, the best friends would have overlapping friend circles so how could they reach the people outside of their friend circles? As that night progressed, we became more and more exasperated by the lack of good parties. We wished there was an app that could help us locate the best parties and events nearby.

     The current methods of bringing awareness to an event/party are very ineffective. The first approach that comes to mind is creating a Facebook event. Anybody who has ever tried creating a Facebook event knows how unproductive it is. First of all, inviting all your friends on Facebook is very tedious. You have to go through your long list of friends and choose who to extend the invite to. You would not want to send a party invite to a family member or somebody you are not on good terms with. Another downside of using Facebook events is that you are constrained to only inviting people you are "friends" with. What's the point of a party when you know everybody there? Parties are supposed to be social events and good opportunities to meet new people. Also, one of the biggest problems for Facebook events is that the numbers for people "going", "maybe and "invited" are very misleading. Many people make it a habit to not click "going" or "maybe" for an event because of social fear, laziness or any other reason. This can be detrimental to the success of the event. If people see that a low number of people are going, they could be misled into thinking that the party will be a bummer. Apps like Eventbrite and Smobber only provide a boring list of concerts and paid events that are in your vicinity. The problem with these apps is that they target an older generation. If you search "party" on Eventbrite, your results are "SCP Christmas Karaoke Party" hosted by "Royal Canadian Legion Sir Arthur Currie Branch 116" or "LEDC Holiday Open House" hosted by "London Economic Development Corporation". University students who are looking for a good time would not be using these apps to find the next big party.  Another problem with these apps is the dull presentation of these events. These apps strictly list out the events that are close by. It requires the user to select from a long boring list of events and read through the description paragraphs. And even after all that reading, the user still wouldn't know if the event was going to be good and whether or not he/she should bother going.

**Idea:**

     Our idea is to create a social network specifically for events. We desire to turn our app into a social hub where students can go to find the best parties and events closest to them. The concept of our app is very simple. As a user looking for a party, you log onto the app which is synced to your Facebook account. Depending on how far you want to travel, you can set your distance to show only the events happening within that radius. Event banners will start appearing on your screen one-by-one. If you are interested in learning more about the event such as the date, costs, who's hosting and pictures, you can click the event. Not much detail is included to keep it straightforward. There will be a maximum character limit so there will not be much to read. If you are interested in going to this event, you swipe up ("Turn-up") and if you wish to pass and skip this event, you swipe down ("Turn-down"). This simple gesture makes our app more interactive and almost like a game. If the event is an "open" event meaning everybody is welcome (usually for bars, clubs, concerts and frat parties) you will get "matched" right away. When you get "matched", the details of the event will be sent to you. Details not included when browsing through the events such as time, address, who's interested in going, reviews and what to bring to the party will be included in the information sent to you. If the event is "private", the host will receive a notification that you are interested in going. The host can then decide whether or not to let you come by swiping up or down as well. Factors the host may consider could include whether or not you have mutual friends and your appearance. As a user looking to create an event, you will be prompted to fill out a template. The app will instruct you to fill out basic information such as the name of the party, the date, affiliation with an established club/bar, whether the event is "open” or "private" etc... It will also suggest that you upload pictures of who the hosts are and if possible where the party will be. Another important feature is the capacity limit. If the host wishes to keep the party under 200 people for example, he/she may set the limit at 250 (some people who claim they're interested may change their mind last minute). After 250 people have "swiped up" and declared their interest, the event will no longer appear be available to users still searching. For more serious partyers, a premium account will ensure that their event is one of the first couple events users see when searching.  The app is designed to help the host create the best party possible with the least amount of effort. This is the outline of our idea.

     We have included additional features to give the users a complete experience and to differentiate us from existing apps. Once a match has been made, users can message the host with any questions or concerns they have. There is also an event wall for every event. That wall will primarily be used to give reviews and ratings during and after the party. During the party, users can access this wall and post about the status of the party. If the party is going great, they can make a quick post saying "Party is live" and more people will come. If the party is a dud, someone can post "Lame" and people will quickly find a different event to attend using our app. The idea of ratings and reviews is the fundamental basis for our social network. Since users are synced via Facebook, profiles are easy to create for hosts. The reviews and ratings the party received will contribute to the host's "score". Over time, scores will accumulate and this translates into the host's credibility. For more serious partyers, a premium account can "follow" these hosts. Following a host will ensure that any event they throw will be near the top of the list when searching. An additional feature includes "flagging" and reporting abuse. Any inappropriate comments can be reported and the account could be suspended.

**Analysis:**

     Our current Total Addressable Market (TAM) are all the partyers in London, Ontario although we are primarily focusing on university students at Western and Fanshawe College. We are targeting this market because they make up the bulk of the population who go out and party on a regular basis. Our Segmented Addressable Market (SAM) would consist mainly of clubs and bars although our business model does target serious partyers. Our Share of the Market (SOM) will be the same as our SAM because as an app, we are not confined to physical restraints such as lack of manpower.

     We will have a subscription based revenue model that will begin in our second or third year of launch. Our app will be free to download but you will have to pay to upgrade to a premium account (flat fee or annual fee). Premium accounts will primarily be used by bars and clubs to promote their events.