

The logo for 'textabl' is centered in the upper half of the image. It consists of the word 'textabl' in a sans-serif font, where 'text' is white and 'abl' is dark blue. The text is contained within a blue speech bubble shape that has a tail pointing towards the bottom-left.

textabl

**Team Hedgehog**



# The Problem:

Everyone (and no one) uses Facebook's Event Creator





# The Problem:

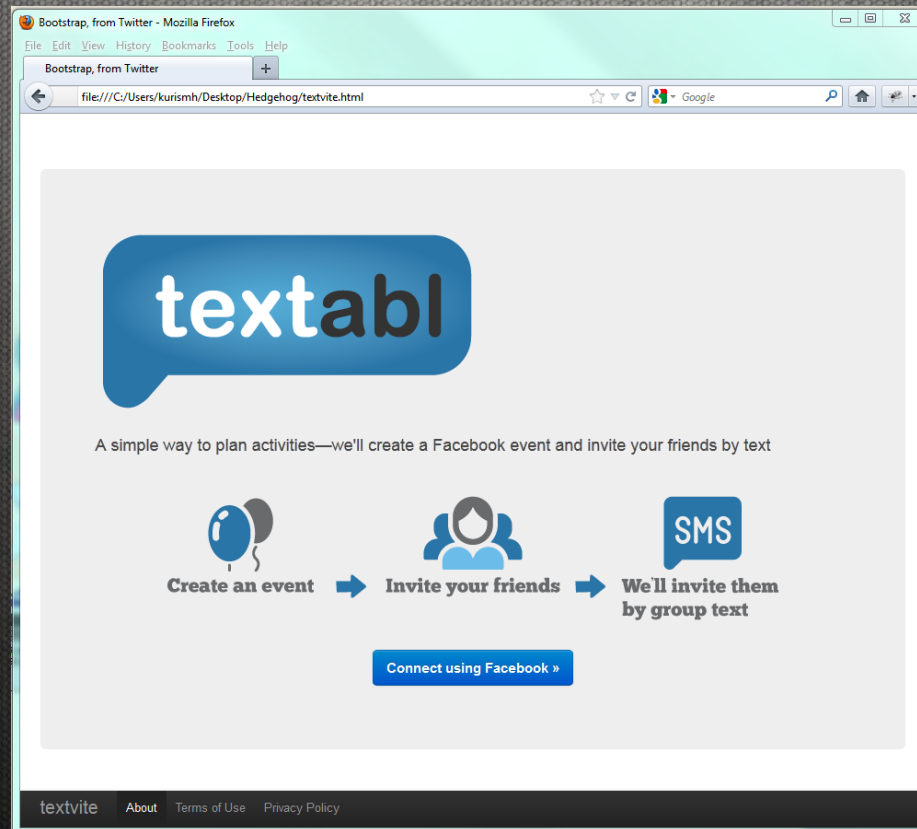
Everyone texts, but it's hard to create an event that way





# The Solution:

Combine the things that everyone uses:  
Facebook + text messaging





The logo for textabl is a blue speech bubble with a tail pointing towards the bottom-left. Inside the bubble, the word "textabl" is written in a white, lowercase, sans-serif font. The "text" part is white, and the "abl" part is a slightly darker shade of blue.

textabl

**Manage your event, your way**

Friends text to RSVP

Update via textabl's easy Event Creator

Use Facebook to coordinate



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## **Monetization concepts**

Freemium model/pay-by-group size

Text message advertising

Context-aware event advertising



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**Get the party started, your way**



# **Team Hedgehog**

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