

AROUND

FUN, FRIENDS, LIFE



A PLETHORA OF PLATFORMS



Lacking a
Global Vision of
Users



No Integration
of Platforms



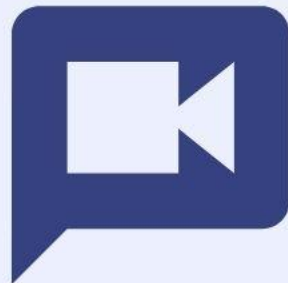
High Multi-
Homing Costs



AROUND.... IN ACTION

Exploring Recommender Components

- Knowledge Base-
- Knowledge Processing Application-
- User Interface-



EVALUATION METRICS

- PREDICTIONS-
- RECOMMENDATIONS-
- BUSINESS-

PREDICTIONS

MAE, MSE,
RMSE

+

PRECISION
& RECALL

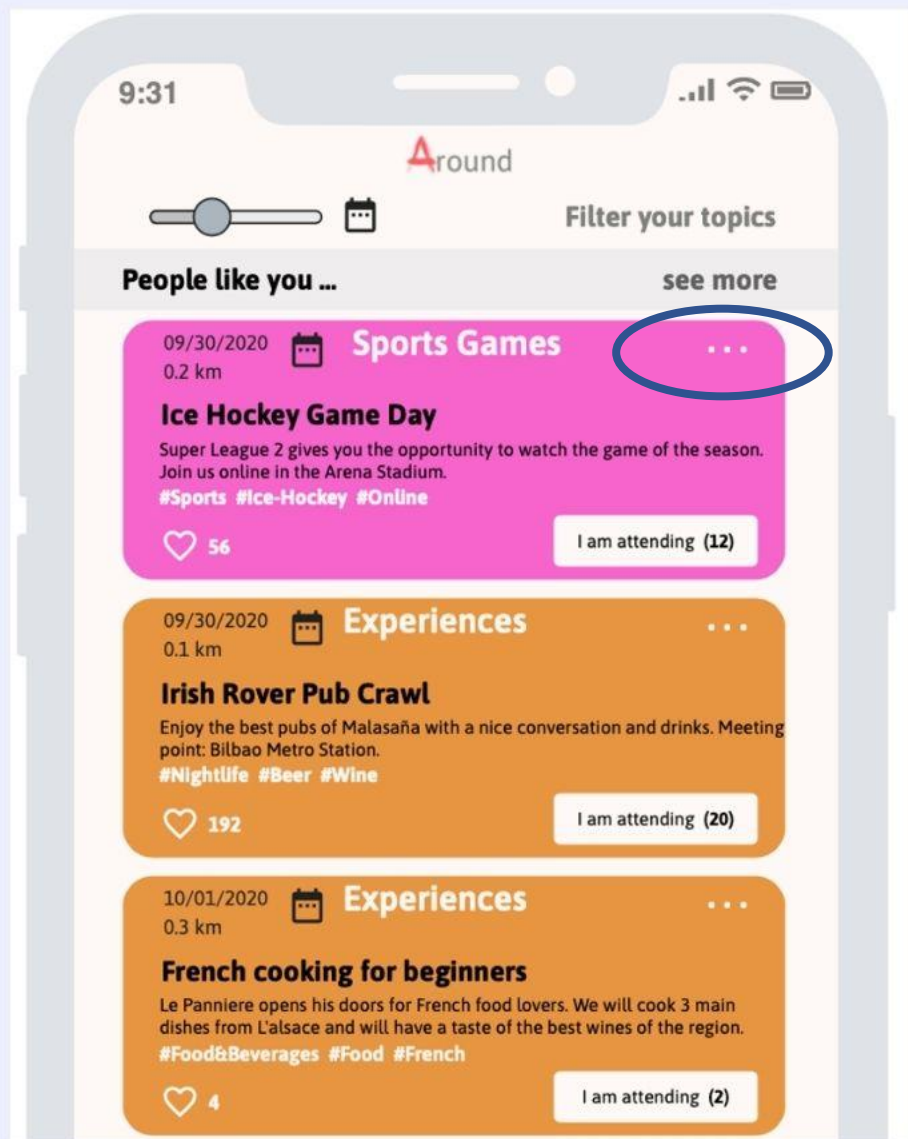
CLICKED

FAVOURITED

ATTENDED



UserID	EventID	EventDate	Clicked	Liked	Signed_Up
a1000	z100	05/10/2020	1	0	1
a1000	z101	09/10/2020	1	0	0
a1000	z100	15/10/2020	1	1	0
a1000	z101	22/10/2020	1	1	0
a1000	z105	25/10/2020	1	0	0
a1000	z378	25/10/2020	1	0	0
a1000	z462	29/10/2020	1	1	1



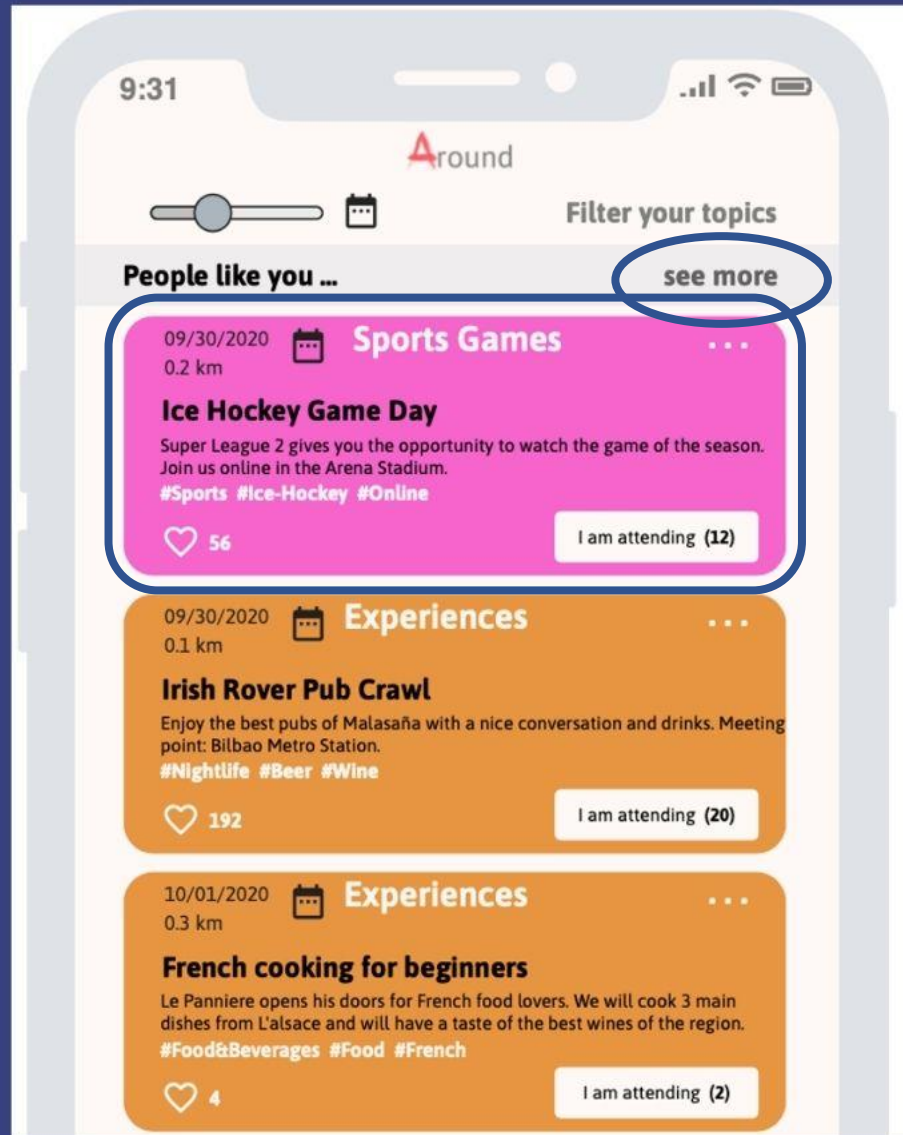
PREDICTIONS

REVERSALS

HOW MANY
RECOMMENDED
EVENTS ARE ASKED
TO NOT BE SHOWN
AGAIN?

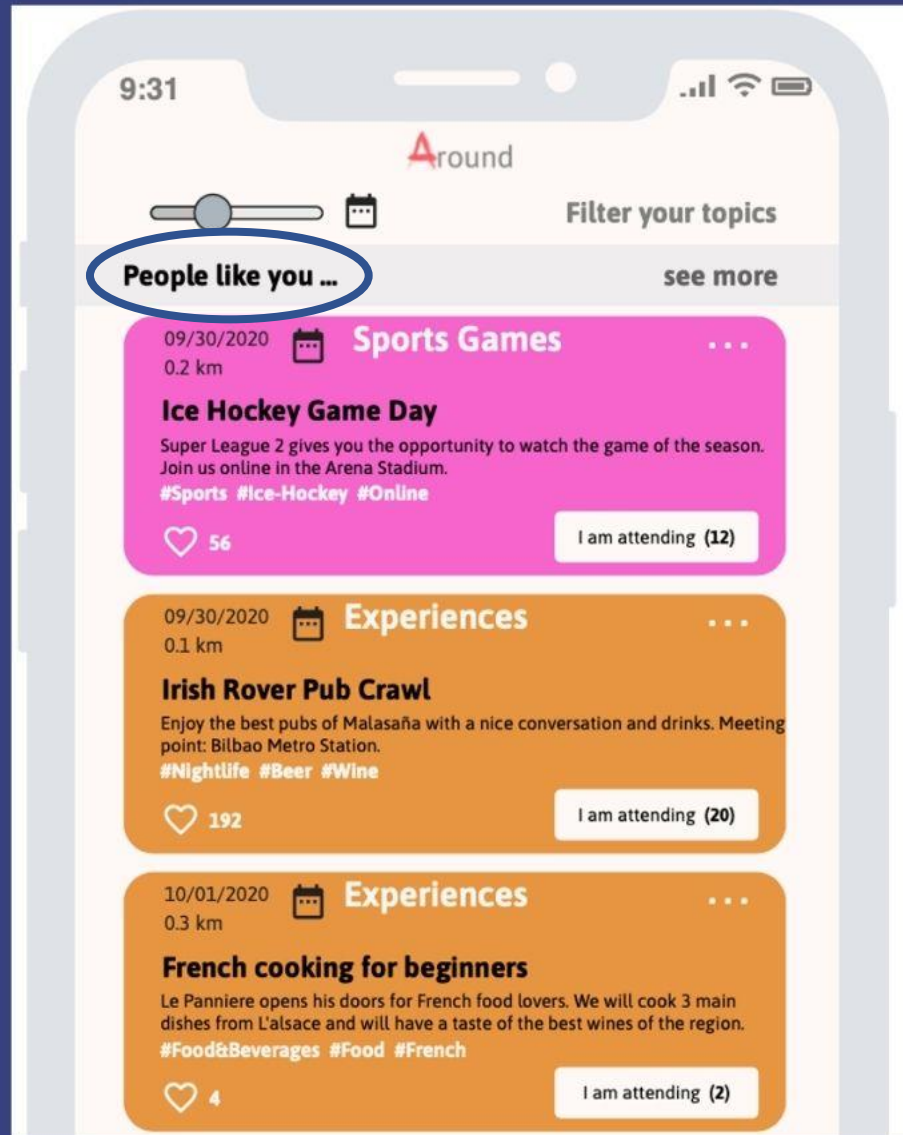


RECOMMENDATIONS



MRR
+
Spearman Rank
Correlation

RECOMMENDATIONS



Additional Metrics

How many more users click into events under "People like you..."?

BUSINESS



Consumer
Adoption Rate

Partner
Sign-Ups

Monthly Event Bookings

BUSINESS MODEL

Generating Value From Data

SUBSCRIPTIONS

User data reports

Business
optimisation
software

MARKETING

Display customised
advertisements

Promote featured
activities

TRANSACTION FEES

Fixed 0,50€ levy
on every activity
booked



VALUE & VENDORS

Fusion of tech & personalisation

A platform that aggregates user data from the leading lifestyle applications.

An integrated app giving consumers one place to view every type of event in their day.



COMPETITIVE ANALYSIS

Variability

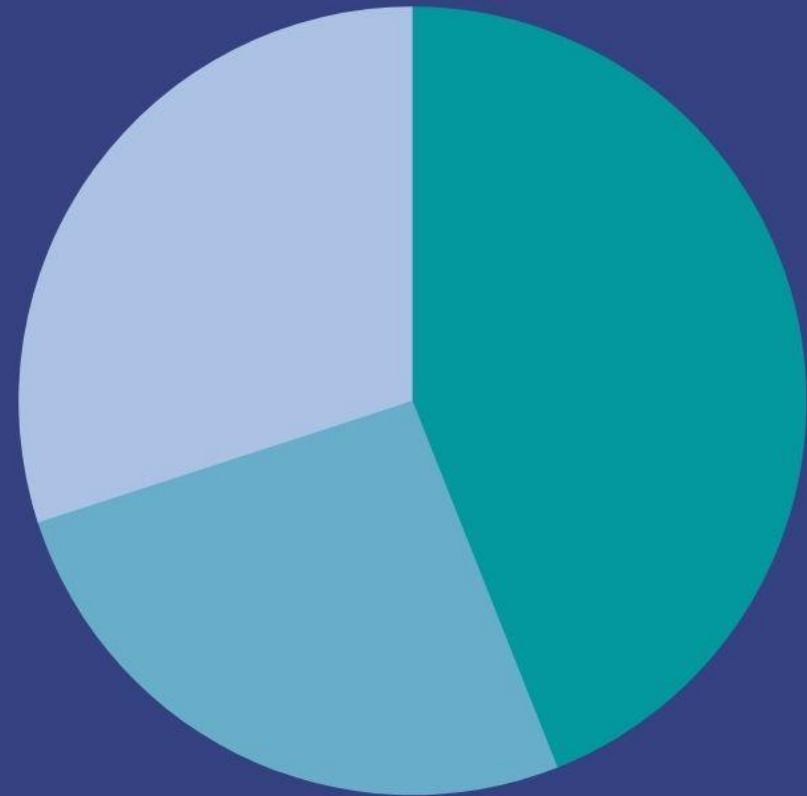
Personalisation



FUNDING REQUEST

34.000€

Rec Engine
30%



MVP
44%

OpEx
26%

AROUND MANAGEMENT TEAM



ASHLEY

Ops - Singapore



PACO

Engineering - Spain



WILHELM

Sales - Spain



RAYAN

Ops - Saudi Arabia



ALBERT

Tech - Lebanon



TIMO

Finance - Switzerland



ALIA

Mgmt - Egypt

Around

A social media app with forums, reviews, a community and curated recommendations.

Maximising today's consumer preferences of interacting.



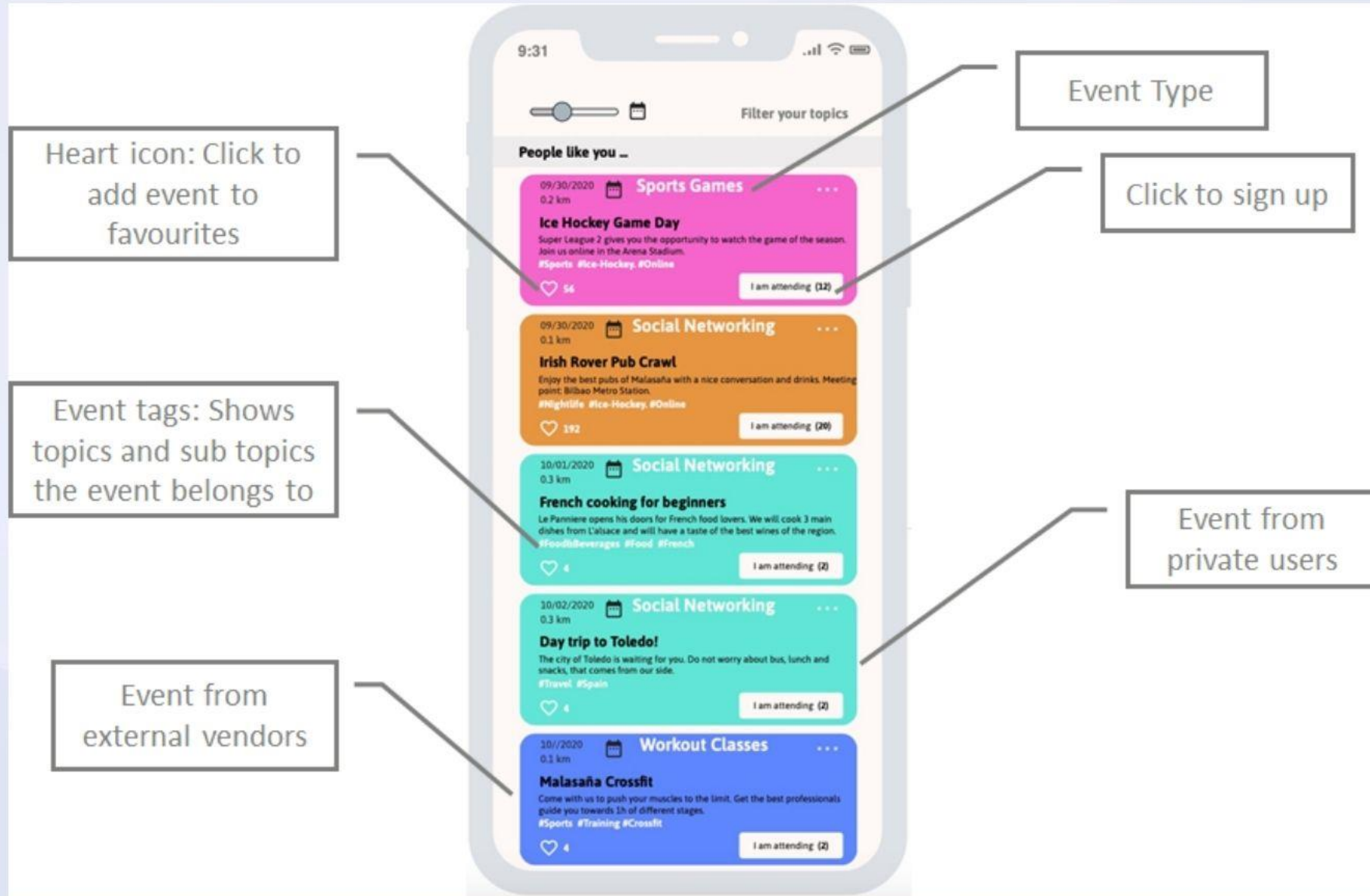
APPENDIX

EVENTS

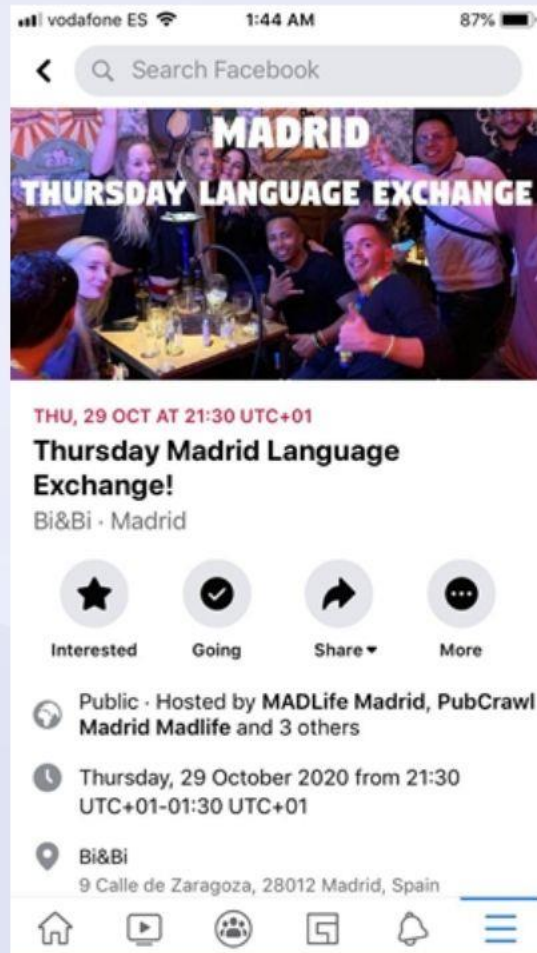
RECOMMENDATIONS

MONEY

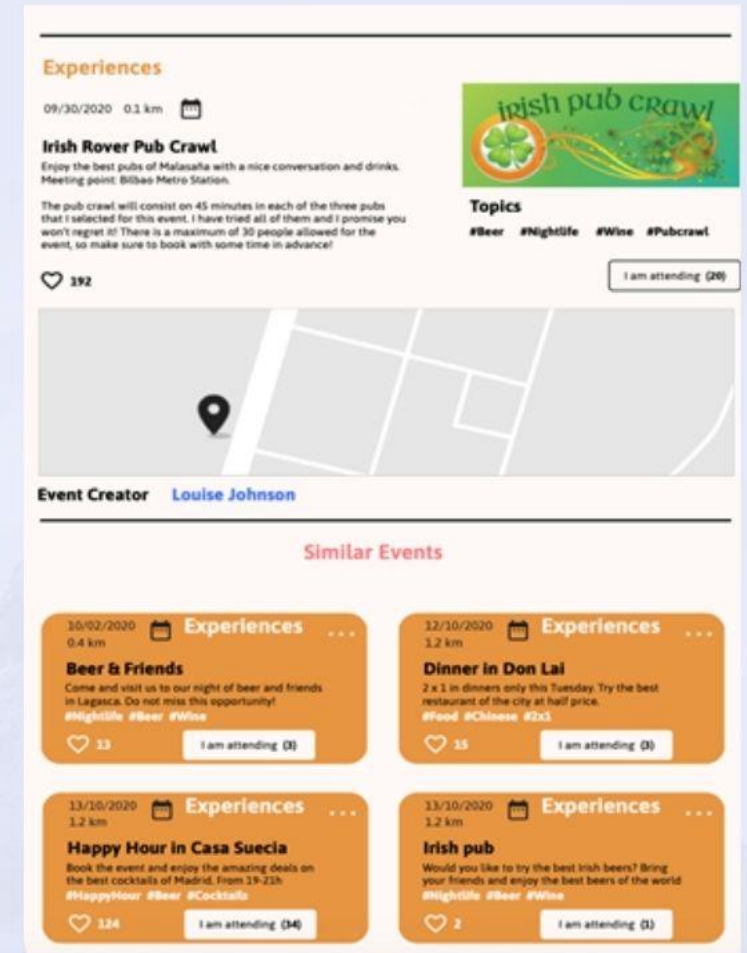
EVENTS



EVENTS - EXTERNAL VENDORS EVENT



API Linkage



EVENTS - PRIVATE USER EVENT

Event Name

Choose Event Date

< > October 2020

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

Event Description

Event Address

Choose Event Type

Add Topic Tags

Upload Picture


Fill Out Event
Details

Experiences

09/30/2020 0.1 km

Irish Rover Pub Crawl
Enjoy the best pubs of Malasaha with a nice conversation and drinks.
Meeting point: Bilbao Metro Station.


The pub crawl will consist on 45 minutes in each of the three pubs that I selected for this event. I have tried all of them and I promise you won't regret it! There is a maximum of 30 people allowed for the event, so make sure to book with some time in advance!



Topics
#Beer #Nightlife #Wine #Pubcrawl

192

I am attending (26)



Event Creator **Louise Johnson**

Similar Events

10/02/2020 0.4 km Experiences
Beer & Friends
Come and visit us to our night of beer and friends in Lagasca. Do not miss this opportunity!
#Nightlife #Beer #Wine
13 I am attending (1)

12/10/2020 1.2 km Experiences
Dinner in Don Lai
2 x 1 in dinners only this Tuesday. Try the best restaurant of the city at half price.
#Food #Chinese #2x1
15 I am attending (3)

13/10/2020 1.2 km Experiences
Happy Hour in Casa Suecia
Book the event and enjoy the amazing deals on the best cocktails of Madrid. From 19-21h
#HappyHour #Beer #Cocktails
124 I am attending (34)

13/10/2020 1.2 km Experiences
Irish pub
Would you like to try the best Irish beers? Bring your friends and enjoy the best beers of the world
#Nightlife #Beer #Wine
2 I am attending (1)

RECOMMENDATIONS - NON-PERSONAL

“EVENTS NEAR YOU...”

- **GEOLOCATION (40%): SHOW EVENTS WITHIN A CERTAIN KM OF RADIUS TO USER'S GEOLOCATION**
- **CHOSEN TOPICS (60%): SHOW EVENTS THAT HAVE THE TAGS OF TOPICS CHOSEN BY THE USER DURING REGISTRATION PHASE**

“EVENTS SIMILAR TO...”

- **ITEM-BASED (100%): SHOW EVENTS THAT ARE SIMILAR (SAME EVENT TYPE OR SAME TOPIC) TO THE EVENTS THE USER HAS CLICKED INTO**

RECOMMENDATIONS - USER COLLABORATIVE

SIMILAR USER PROFILES (100%)

- AGE
- GENDER
- NATIONALITY
- HOBBIES
- WORK
- EXPERIENCE
- EVENT
- TYPE
- INTERESTED TOPICS

PRE-EVENT INTEREST (ADDITIONAL 20%)

- IMPLICIT – WHETHER OR NOT A USER CLICKED INTO AN EVENT (50%)
- EXPLICIT – WHETHER OR NOT A USER CLICKED ON THE HEART ICON (80%)
- EXPLICIT – WHETHER OR NOT A USER SIGNED UP FOR AN EVENT (100%)

RECOMMENDATIONS - CONTENT BASED

PRE-EVENT INTEREST (ADDITIONAL 20%)

- IMPLICIT - WHETHER OR NOT A USER CLICKED INTO AN EVENT (50%)
- EXPLICIT - WHETHER OR NOT A USER CLICKED ON THE HEART ICON (80%)
- EXPLICIT - WHETHER OR NOT A USER SIGNED UP FOR AN EVENT (100%)

POST-EVENT FEEDBACK (80%)

- WHETHER OR NOT USER ACTUALLY ATTENDED THE EVENT (40%)
- NORMALISED USER RATING FROM 1-5 (60%)



MONEY - COMPETITORS

