Elevator Pitch to Businesses/Organizations

In today’s market, social media has connected the people with the people, and left the businesses out. WaggleBee fixes this problem by providing a platform for businesses and customers to connect beyond just a “marketing” level. WaggleBee allows organizations to host events, communicate within organizations, and most importantly, and interact with customers. This application seamlessly connects advertising, marketing, and collaboration into one platform.

Elevator Pitch to People

The current state of Social Media has gotten to the point where privacy no longer exists and connections between people are superficial/unproductive. WaggleBee will change the face of Social Media by allowing people to control their Social Media interface using personas that organize the social environment. Additionally, this event-based application allows users to host events, see what events are going on around them based on their interests, and communicate with people based on context.

5 companies/organizations that could use WaggleBee

Fraternities

Macy’s (any consumer retail store)

HooCrew

Trinity (any bar,club)

Universities