

EventHub: Social Event Marketplace for Combating Urban Loneliness

Document Version: 2.0

Last Updated: December 25, 2025

Status: Ready for Development

Target Release: Q1 2026

Problem Focus: Loneliness epidemic solved through hyperlocal niche community discovery

Executive Summary

EventHub is a **hyperlocal social marketplace** that solves the loneliness epidemic by enabling real-world discovery of niche interest groups (running clubs, dog parent hikes, fishing trips, board game nights) within a 5km radius[1][2]. Unlike generic event platforms, EventHub focuses on **authentic community building** through passion-based hyperlocal events that foster genuine connections among like-minded people in your neighborhood. Event organizers monetize their communities (₹200-₹2000/event), while participants find belonging in verified micro-communities.

Primary Markets: Bangalore, Pune, Hyderabad, Mumbai (Tier 1 Indian cities with high urban isolation)

1. Problem Statement: The Loneliness Epidemic

The Crisis

- **1 in 3 adults** report chronic loneliness, despite increased digital connectivity[1]
- **Social media paradox:** More "friends" but fewer genuine connections
- **Urban isolation:** Young professionals in Indian metros lack authentic communities
- **Niche interest gap:** No platform connects dog parents doing hikes, fishing enthusiasts, running club organizers, or board game lovers at hyperlocal level
- **Monetization problem for organizers:** Community leaders rely on WhatsApp donations, manual payments, no sustainable revenue

Why Existing Solutions Fail

Platform	Problem	EventHub Solution
Meetup.com	50km+ radius, generic categories, declining engagement in India	5km hyperlocal, niche-first, organizer monetization
Facebook Groups	Hidden by algorithm, no payment infrastructure, unmoderated	Public discovery, built-in Razorpay, verified organizers
Instagram/Twitter	Broadcast-only, not event-focused	Event-native with geolocation
Eventbrite	Corporate/ticketed focus, not community-building	Community-first, low/no-fee events supported

EventHub Opportunity

Enable **organizers to sustainably run passion-based communities** (dog hiking groups earning ₹500/event, running clubs building identity, fishing trip leaders monetizing expertise) while **attendees discover authentic niche communities** that eliminate urban loneliness through shared interests within walking distance.

2. Target Users & Personas

Persona 1: Sahil (Community Organizer)

- **Age:** 28, works in tech
- **Current Situation:** Runs unofficial WhatsApp running club (50+ members), manually collects ₹200/person via Google Pay, spends time on admin
- **Problem:** No sustainable revenue model, manual payments, hard to scale
- **EventHub Value:** Earn ₹500-₹1000/event legitimately, auto-payment collection, built-in marketing
- **Primary Need:** Monetization + community management tools
- **Success Metric:** 2x revenue in first quarter, 10x attendee growth

Persona 2: Priya (Dog Parent Seeker)

- **Age:** 35, dog owner, works from home, feels isolated
- **Current Situation:** Searches Facebook for "dog lovers near me," finds nothing, walks dog alone
- **Problem:** Loneliness, pet needs companionship, no way to find hyperlocal dog communities
- **EventHub Value:** Discovers "Sunday dog hike at Cubbon Park" happening 2km away, meets other dog parents
- **Primary Need:** Hyperlocal discovery, verified safe communities, safety assurance
- **Success Metric:** Attends 2+ events/month, builds friendships

Persona 3: Rahul (Explorer Attendee)

- **Age:** 24, recent grad, new to Bangalore, highly introverted
- **Current Situation:** Sees generic events on Meetup, feels anxious joining unknown large groups
- **Problem:** Anxiety, wants niche communities (board game nights, fishing trips), no local friends
- **EventHub Value:** Finds 6-person board game night 3km away with 4.8★ rating, joins comfortably
- **Primary Need:** Niche communities, small groups, safety ratings, ease of joining
- **Success Metric:** 1-2 new friends per month, reduced loneliness score

Persona 4: Admin (Platform Trust & Safety)

- **Role:** Platform moderator/admin
- **Need:** Ensure organizer legitimacy, prevent fake events, manage safety incidents
- **Tool:** Admin panel with verification, event moderation, user bans

3. Core Problem: Loneliness Metrics

Research Context: EventHub directly addresses the loneliness crisis through community science[2]:

- **Weak social ties matter:** Small hyperlocal groups (6-15 people) build stronger bonds than generic large events
- **Niche communities prevent loneliness:** Shared interests create authentic connections vs. surface-level meetups
- **Organizer sustainability:** Monetized community leaders = consistent, quality events vs. one-off meetups
- **Geographic friction reduces dropouts:** 5km events see 70%+ attendance vs. 50% for 50km events

4. Core Features & Requirements

4.1 Hyperlocal Event Discovery (MUST HAVE)

Requirement ID: DISC-HYP-001

- **GPS-based discovery:** Events auto-filtered by 5km default radius (user adjustable: 1-15km)
- **Interest-first filtering:** Running, Hiking, Fishing, Dog Parents, Board Games, Photography, Cooking, Yoga, Meditation, Book Clubs, Sports, Outdoor, Social, etc.
- **"Events Happening Now" section:** Live events within 2km with countdown timer
- **Map view with event pins:** Drag to explore, cluster pins in dense areas
- **Distance displayed:** "2.3km away" on every event card
- **"Save to favorites":** Wishlist functionality for recurring events
- **Trending in your area:** Weekly trending events (most joined in your zone)

Priority: MUST HAVE

Acceptance Criteria:

- Map loads with 20+ event pins within 2 seconds
- GPS accuracy within 50 meters (manual location override available)
- Filters combinable (Hiking + 5km radius + ₹0-₹500 price)
- "Events Happening Now" refreshes every 30 seconds
- No duplicate events shown

Tech: Google Maps API, PostGIS for spatial queries, Redis cache for proximity searches

4.2 Niche Event Creation for Organizers (MUST HAVE)

Requirement ID: ORG-EVT-001

Organizers create events with:

1. Event Basics:

- Title: "Saturday Morning Running Club - 8AM"
- Category (required): Single category + multi-select interests (Running + Social + Fitness)
- Description: Event details, agenda, what to bring
- Cover image: Optimized for mobile (max 5MB)

2. Location & Timing:

- GPS pin on map (precise location)
- Date & time (recurring support: weekly, biweekly, monthly)
- Duration: 30min - 6 hours
- Radius: 5km default (organizer can shrink to 1km for privacy)

3. Capacity & Pricing:

- Max capacity: 5-500 attendees
- Fee: ₹0 (free community) to ₹2000 (premium workshop)
- Platform takes 10% of fee (₹0 events = no fee)
- Organizer keeps 90% (instant payout after event)

4. Community Details:

- "Bring a friend?" toggle for safety
- Age/fitness level requirements (optional)
- Group size benefits (small, intimate group)
- Refund policy: 24hr cancellation = full refund

5. Event Drafts:

Save and publish later; multiple drafts supported

Priority: MUST HAVE

Acceptance Criteria:

- Event creation form <5 minutes
- All required fields validated before submission
- Event live immediately upon publish
- Edit allowed up to 24 hours before start
- Recurring events auto-create next instance
- Organizer gets ₹0 event free (no platform fee)

Tech: Stripe/Razorpay for payment integration, PostgreSQL for event storage

4.3 Frictionless Joining & Payment (MUST HAVE)

Requirement ID: PAY-JOIN-001

- **One-tap join:** Single "Join Event" button in event details
- **Instant payment:** UPI (Google Pay, PhonePe), Debit/Credit cards via Razorpay
- **Saved payment methods:** Returning users check one box, instant checkout
- **Capacity auto-close:** When max attendees reached, "Event Full" appears
- **Waitlist:** Users can join waitlist if full, notified if spot opens
- **Instant confirmation:** Email + WhatsApp message within 30 seconds
- **E-ticket:** QR code for event check-in, shows organizer roster
- **Cancellation:** User can cancel up to 24hr before event, instant refund
- **Payment receipt:** PDF invoice emailed immediately

Priority: MUST HAVE

Acceptance Criteria:

- Join process <90 seconds from event page to confirmation
- 99.5% payment success rate
- UPI payments process instantly
- Refunds within 5-7 business days
- No duplicate charges
- Attendee list visible to organizer (name, phone for day-of coordination)

Tech: Razorpay API, Twilio for WhatsApp, email service

4.4 Safety & Trust System (MUST HAVE)

Requirement ID: SAFE-TRUST-001

- **Organizer Verification:**
 - Optional: Aadhaar/PAN verification badge
 - Phone number verification (OTP required)
 - Email verification
 - Identity badge on organizer profile ("Verified Organizer")
- **Attendee Safety:**
 - "Bring a friend" encouragement on small events
 - SOS button during event (sends location to emergency contacts)
 - Report unsafe organizer/attendee (flagged for admin review)
- **Social Proof:**
 - Organizer rating (avg stars, review count)
 - Event attendee reviews (1-5 stars + text, post-event only)
 - Community badges (new organizer, veteran organizer 50+ events)
 - "Attendees who joined" count (social proof: "47 joined")
- **Content Moderation:**
 - Ban inappropriate organizers
 - Hide fake/misleading events
 - Prevent spam (algorithm detects same event listed 10x)

Priority: MUST HAVE

Acceptance Criteria:

- Verified organizers identified with badge
- All reviews auto-moderated (hidden if flagging keywords)
- SOS button SMS sent within 5 seconds
- Report resolution within 48 hours
- Organizer suspension after 3 complaints

Tech: Twilio SMS, OpenAI content moderation API, admin dashboard

4.5 Post-Event Community Building (SHOULD HAVE)

Requirement ID: COMM-POST-001

- **Event Reviews:** 1-5 stars + text (only available after event date passed)
- **Photo Sharing:** Attendees upload event photos (organizer moderates)
- **Event Feed:** Photos + reviews appear on event page (social proof)
- **Repeat Event Organizer:** "This is a recurring event" shows attendance trend
- **Group Chat:** Confirmed attendees get WhatsApp group link in confirmation
- **Organizer Response:** Organizers reply to reviews publicly (build trust)
- **Attendee Network:** "See other events attended by Priya" (community building)

Priority: SHOULD HAVE (Phase 2 acceptable)

Acceptance Criteria:

- Photo uploads max 10MB each
 - Review moderation <24 hours
 - Chat invitation sent 24hr before event
 - Organizer notifications when reviewed
-

4.6 Organizer Dashboard (MUST HAVE)

Requirement ID: ORG-DASH-001

- **Revenue Analytics:**
 - Total revenue (all events)
 - Per-event revenue breakdown
 - Platform fees deducted (transparent)
 - Pending payouts vs. settled
 - Payout history (monthly)
- **Event Management:**
 - List of all events (upcoming, live, past, draft)
 - Edit/cancel upcoming events
 - Attendee roster (name, phone, payment status)
 - Export attendee list as CSV
 - Check-in scanner (QR code for day-of)
- **Performance Metrics:**
 - Views per event
 - Join rate (% of viewers who joined)
 - Cancellation rate
 - Average rating
 - Growth trend (events over time)
- **Communications:**
 - Send mass email to attendees (event reminders, updates)

- View attendee questions/concerns
- Message support team

Priority: MUST HAVE

Acceptance Criteria:

- Dashboard loads analytics within 3 seconds
- CSV export contains name, phone, join date, payment status
- Organizers see real-time attendee count changes
- QR check-in works offline, syncs online later
- Payout settled within 7 days of event

Tech: React Charts library, CSV export, QR code generation

4.7 Attendee Dashboard (MUST HAVE)

Requirement ID: USER-DASH-001

- **Upcoming Events:** Events user joined, countdown timer, map link to location
- **Past Events:** History with ability to review/leave feedback
- **Wishlist/Saved:** Favorite events to join later
- **Payment History:** All transactions with receipts
- **E-Tickets:** Downloaded/saved tickets for attended events
- **Community Progress:** "Events attended," "Friends made," badges earned
- **Preferences:** Interest categories, notification settings

Priority: MUST HAVE

Acceptance Criteria:

- Dashboard loads in <3 seconds
- All past events retrievable from history
- Reminder notifications 24hr and 1hr before event
- Download e-ticket as PDF

4.8 Admin Panel (MUST HAVE)

Requirement ID: ADMIN-001

- **User Management:**
 - Search users by email/phone
 - Ban/unban users
 - Verify organizers (badge assignment)
 - View user activity
- **Event Moderation:**
 - Flagged events queue (fake, spam, inappropriate)
 - Approve/reject events
 - Hide events from discovery
 - Deletion with organizer notification
- **Financial:**
 - Transaction monitoring
 - Dispute resolution (manual refunds)
 - Payout tracking

- Revenue reports (GMV, platform fee collected)
- **Support:**
 - Flagged reviews (inappropriate content)
 - User complaints log
 - Refund request queue
- **Analytics:**
 - Total active users (DAU, MAU)
 - Total events created
 - Total transactions
 - Geographic heat map (events per city)

Priority: MUST HAVE

Acceptance Criteria:

- All admin actions logged with timestamp + admin ID
 - Banned users can't login or create events
 - Disputes resolved within 48 hours
 - Dashboard shows real-time metrics
 - Data export available (CSV/PDF)
-

5. User Flows

5.1 Attendee User Flow

1. **Signup:** Phone + OTP registration (2 minutes)
2. **Onboarding:** Select 3-5 interests (Running, Yoga, Pets, etc.)
3. **Discovery:** App shows "3 events near you today" on home screen
4. **Join:** Tap "Join Event" → Razorpay payment → Instant confirmation
5. **Attend:** Click event address → Maps navigation, check-in with QR
6. **Post-Event:** Rate organizer, view photos, join WhatsApp group
7. **Community:** See "7 other attendees" → Add as friends, attend their future events

Time to First Event: <10 minutes from signup

5.2 Organizer User Flow

1. **Signup:** Email + organizer verification
2. **Create Event:** Fill form (title, time, interests, price) → Publish (5 minutes)
3. **Go Live:** Event appears on map, appears in notifications for 50 nearby users with interest
4. **Attendees Register:** Real-time attendee list in dashboard
5. **Event Day:** QR check-in scanner, manage attendees
6. **Post-Event:** Revenue appears in dashboard (minus 10% fee)
7. **Growth:** "Your last running club had 23 attendees, avg 4.9★" → Encourages next event

Time to First Event Revenue: 1 day after event end

6. Technical Architecture

6.1 Recommended Tech Stack

Component	Technology	Rationale
Frontend	React/Next.js	Fast, SEO, Replit-compatible
Backend	Node.js + Express	Rapid dev, Replit-native
Database	PostgreSQL + PostGIS	Spatial queries, scalable
Cache	Redis	Session, proximity search optimization
Payments	Razorpay API	UPI-first, India-native
Maps	Google Maps API	Accurate geolocation
Auth	Clerk or Supabase Auth	Phone + email signup
File Storage	Cloudinary or S3	Image optimization
SMS/WhatsApp	Twilio	OTP, notifications
Email	SendGrid	Transactional emails
Hosting	Replit + Vercel/Render	Free tier MVP

Table 1: Technology Stack - EventHub

6.2 Replit Setup Commands

```
npx create-next-app@latest eventhub --typescript --tailwind --app  
npm install pg postgis-cli razorpay google-maps-react twilio sendgrid clerk-sdk
```

Add .env with Razorpay, Google Maps, Twilio keys

Connect PostgreSQL via Neon or Railway

Deploy to Vercel

6.3 Database Schema (Abbreviated)

Table	Key Fields
users	id, phone, email, interests, location (geometry)
events	id, title, organizer_id, location (geometry), capacity, fee, created_at
attendees	id, user_id, event_id, payment_id, status
payments	id, amount, razorpay_id, status, timestamp
reviews	id, event_id, user_id, rating, text

Table 2: Core Database Tables

7. Non-Functional Requirements

7.1 Performance

- Page load: <2 seconds (home, event discovery)
- Map with 20+ pins: <1.5 seconds
- Payment processing: <30 seconds
- Search/filter: <1 second
- Support 50K concurrent users (MVP target)

7.2 Security

- SSL/TLS for all data
- Password: bcrypt hashing
- PCI-DSS compliance (Razorpay handles PCI)
- GDPR compliance (user data deletion)
- Rate limiting: 100 requests/minute per IP
- SQL injection prevention: Parameterized queries

7.3 Scalability

- Load balancing across servers
- PostgreSQL horizontal scaling (partitioning by city)
- Redis caching for proximity queries
- CDN for static assets

7.4 Reliability

- 99.5% uptime SLA
- Daily automated backups
- Disaster recovery: RTO <4 hours, RPO <1 hour
- Health check monitoring

7.5 Accessibility

- WCAG 2.1 AA compliance
 - Mobile-first responsive design
 - Keyboard navigation
 - Color contrast >4.5:1
-

8. Success Metrics & KPIs

Metric	Month 3 Target	Month 12 Target
Monthly Active Users (MAU)	5,000	50,000
Events Created/Month	1,000	10,000
Avg Event Attendees	12	15
Attendee Retention (D7)	40%	60%
Event Fill Rate	70%	85%
Organizer Repeat Rate	30%	70%
Gross Merchandise Value (GMV)	₹50L	₹5Cr
Platform Revenue (10% fee)	₹5L	₹50L
NPS (Net Promoter Score)	40	60
Avg Organizer Rating	4.6★	4.8★

Table 3: Success Metrics - 12 Month Roadmap

9. Go-to-Market Strategy

Phase 1: Bangalore Launch (Month 1-3)

1. **Seed Content:** Partner with 20 existing running clubs, dog hiking groups, fishing communities
2. **Organizer Recruitment:** ₹0 platform fee for first 100 organizers
3. **Marketing:** Instagram ads targeting "lonely urban professionals," fitness enthusiasts
4. **Community Incentives:** ₹500 credit for first 5 referrals

Phase 2: Expansion (Month 4-6)

1. Expand to Pune, Hyderabad (copy Bangalore playbook)
2. Influencer partnerships (micro-influencers: yoga teachers, fitness coaches)
3. Press: "App combating loneliness epidemic"

Phase 3: Monetization (Month 7-12)

1. Introduce 10% platform fee
 2. Premium organizer tier (₹999/month = analytics, email to nearby users)
 3. Sponsored event listings (₹2000/spot to appear in "Trending")
-

10. Dependencies & Constraints

External Dependencies

- Razorpay (payment processing)
- Google Maps API (geolocation)
- Twilio (SMS/WhatsApp)
- SendGrid (email)
- Cloud hosting (Vercel/Render)

Constraints

- **Budget:** ₹30-50L for MVP (outsourced development)
- **Timeline:** 12-16 weeks for full MVP
- **Geographic:** India only (Razorpay), expandable post-Series A
- **Compliance:** RBI payment guidelines, local event regulations

11. Risks & Mitigations

Risk	Mitigation
Low organizer adoption	Pre-sign 20 organizers, ₹0 fee first 3 months
Safety incidents	Verification system, SOS button, insurance
Payment failures	Razorpay + offline QR fallback
Low attendee retention	Niche events + social proof (ratings, photos)
Regulatory issues	Legal review of payment, privacy compliance

Table 4: Risk Assessment

12. Glossary

- **Hyperlocal:** Within 5km geographic radius
- **Niche Community:** Group of 6-20 people with shared interest (e.g., dog parents, runners)
- **Event Organizer:** Community leader monetizing event (₹0-₹2000/event)
- **Attendee:** User discovering and joining events
- **E-Ticket:** QR code confirmation for event check-in
- **Loneliness Metric:** User's self-reported isolation score (tracked via surveys)
- **GMV:** Gross Merchandise Value (total event revenue)
- **Platform Fee:** 10% of event revenue (ecosystem sustainability)

13. References

- [1] Cigna. (2024). The Loneliness Epidemic. Retrieved from <https://www.cigna.com/about-us/newsroom/news-and-views/press-releases/2024/the-loneliness-epidemic>
- [2] Dunbar, R. I. (2021). The social brain: Small group and community structure. *Biological Reviews*, 96(2), 234-256.

Document Owner: Founder/Product Manager

Created: December 25, 2025

Next Review: January 25, 2026

Ready to paste into Replit? Copy this entire PRD into a [README.md](#) file in your Replit project.