**App Concept Brief**

**1. App Name (Working Title):**

BusyBee Board

**2. One-Sentence Elevator Pitch:**

A free community events platform that empowers anyone to post and discover local events, independent of social media algorithms or traditional media bias.

**3. Problem Statement**:

In many communities, finding local events can be surprisingly difficult. Social media platforms prioritize corporate and influencer content, while local news sources have shrunk dramatically, leaving a gap in visibility for grassroots events. This leaves smaller gatherings and local initiatives underrepresented and disconnected from those who might be most interested.

**4. Target Users:**

* Individuals looking to discover or promote local events.
* Local artists, musicians, small businesses, and organizers.
* Community members who feel underserved by traditional event discovery platforms.

**5. Core Features (MVP):**

* User Accounts: Free registration with CAPTCHA and email verification for spam prevention.
* Event Creation: Users can create detailed event listings (title, description, images, date/time, category, location).
* Event Browsing & Search: Browse events by date, location, and keywords.
* Category Filtering: Events grouped by type (music, food, family, etc.).
* Local Focus: Listings prioritized by geographic proximity to the user.
* Clean & Modern UI: Easy-to-navigate design that works on both desktop and mobile.

**6. Potential Enhancements (Future Features):**

* Personalized Recommendations: Show users events based on their past activity and interests.
* Event Notifications: Let users subscribe to event categories or creators.
* Monetization: Optional paid promotions for event organizers to boost visibility.
* Social Integration: Share events directly to social media or via messaging apps.
* RSVP/Attendance Tracking: Enable users to indicate interest and see who’s attending.

**7. Available Technologies & Practices to Leverage:**

* Web & Mobile Development: Frameworks like React, Vue.js, or Flutter for modern, responsive design.
* Database & Hosting: Use Firebase, Supabase, or AWS for secure user authentication, scalable storage, and real-time data updates.
* Search & Geo-Location: Leverage Elasticsearch or Algolia for fast and relevant search results; use Google Maps API or OpenStreetMap for location-based event discovery.
* Spam Protection: CAPTCHA and email verification services like Google reCAPTCHA and SendGrid.
* Accessibility & Compliance: WCAG standards to ensure the app is accessible to everyone.

**8. Business Model & Sustainability:**

* Free for Users: No cost to browse or post events.
* Revenue Model: Optional paid event promotions or featured listings for organizers.
* Data Privacy: Commitment to user data privacy and transparency, minimizing data collection beyond what’s needed for the service.

**9. Competitive Edge:**

Unlike social media platforms that bury small events under corporate content, Community Board prioritizes local, community-driven listings. It’s a return to grassroots connections, putting people and real-world events at the center.