

PITCH PRESENTATION

TARGET AUDIENCE

The Olympian gods and goddesses



Zeus



Hera



Artemis



Apollo



Aphrodite



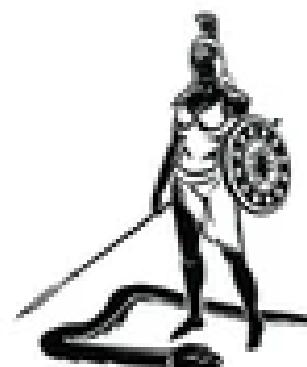
Hermes



Demeter



Ares



Athena



Dionysus



Hephaestus



Poseidon



Hades



Hestia



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NOTE FROM THE DEVELOPERS

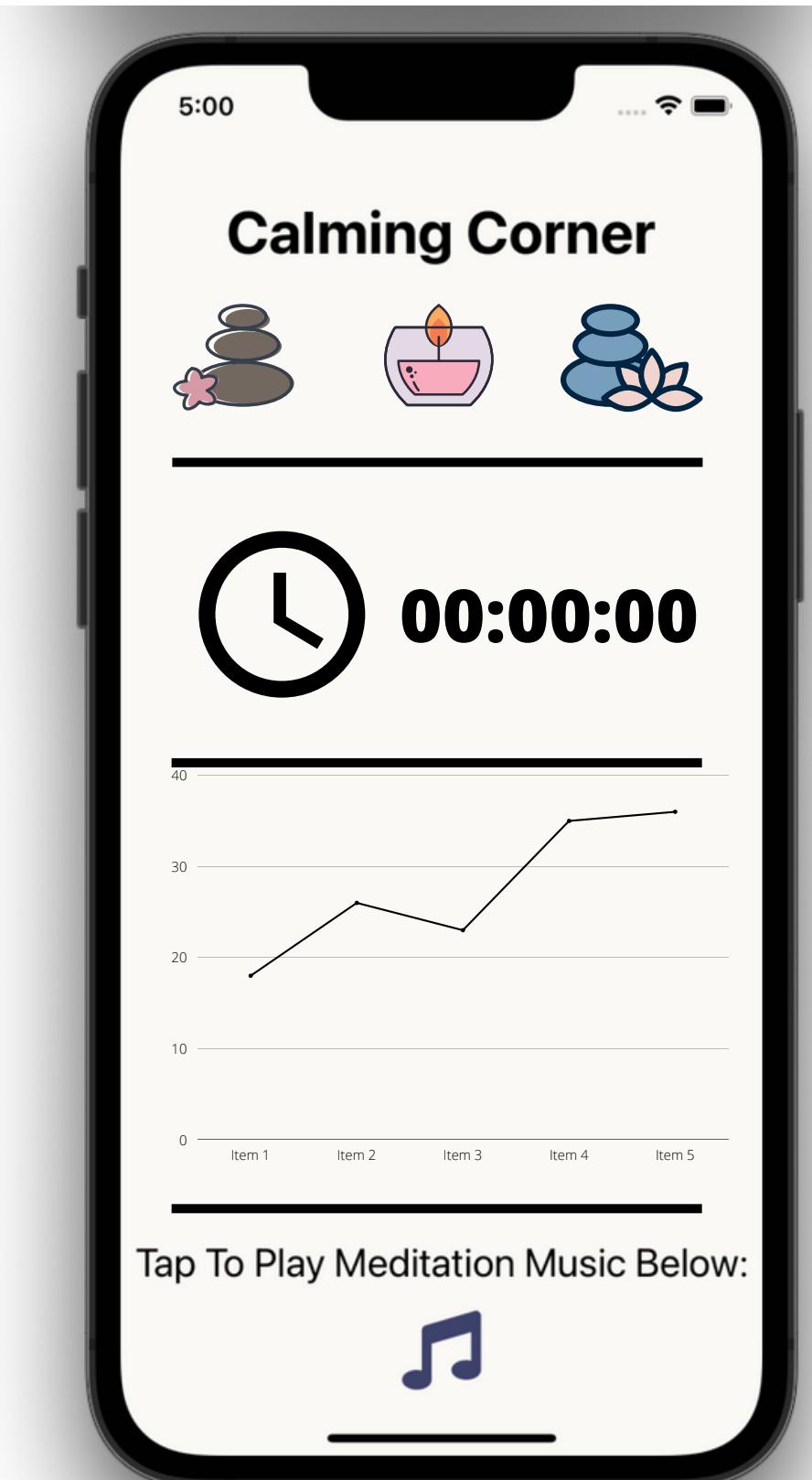
We have a special feature created under the personal accounts of each god and goddess of Mount Olympus. These features will be shared to deities in confidence as they are personalized and unique based on their individual experiences.

SPECIAL FEATURE FOR: **POSEIDON**

MEDITATION FEATURE WITH SOOTHING MUSIC SESSIONS

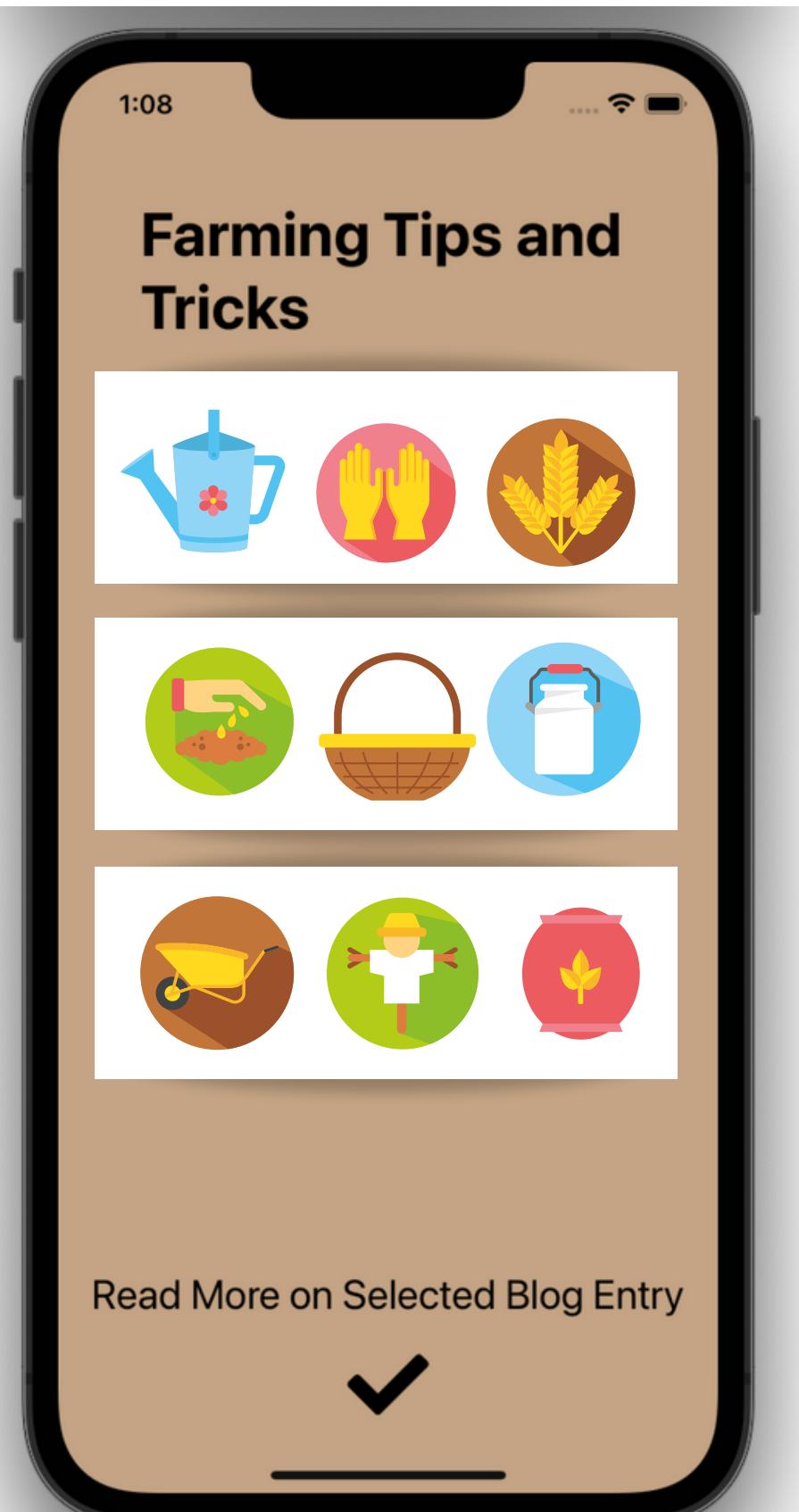
Poseidon is distinctively known for his impulsive, angry, and violent nature. For instance, he is often associated with the bull which is an easily aggravated animal – much like his own temper. This agitated nature is best demonstrated in his loss of Athens against Athena. The anger Poseidon contained over the Athenians for choosing Athena over him, encapsulates his easily offended personality. He created a tremendous flood over the Attic Plain as a punishment, and this symbolizes his capability to cause great destruction.

This feature targets: his angry and tempered side, to encourage the practice of mindfulness. He might find it to be peaceful at the end of the day, to calm his mind from the day.



SPECIAL FEATURE FOR:

DEMETER



#1. FARMER'S BLOG

This is the feature for Demeter to enjoy in the six months that Persephone is with her in Mount Olympus.

Through the myth of Persephone and Demeter, we know that Demeter played a great role over the harvest and agriculture of grains on the Earth. This feature is for Demeter to gain an understanding of the evolution of farming practices on Earth. The development of machines and genetic modification of plants are efforts made by humans to try and grow crops at a faster speed during the season, as well as at a greater rate.

As Demeter reads this farmer's blog, she may be encouraged to bless the soil and support these human efforts. As a result of her joy reading these blogs, the scientific efforts to accelerate and maximize the agricultural capabilities on Earth, may be of success!

SPECIAL FEATURE FOR:

DEMETER



#2. VIRTUAL LOVE BUTTON

Further exploring the myth of Persephone and Demeter, we know that the mother-daughter separation caused great sorrow for Demeter. **This is the feature for Demeter to enjoy in the absence of Persephone.** In the modern day of social media, Demeter would be enlightened to tap her phone and send her love to Persephone. Persephone can wear a bluetooth bracelet which would chime when Demeter taps the heart to send her love.

This feature is targeted to boosting Demeter's mood. As a byproduct, crops may last for longer into the farming season!

SPECIAL FEATURE FOR:

HADES



VIRTUAL LOVE BUTTON

As discovered in the myth of Persephone and Demeter, we know that Persephone spends half of the year in the underworld with Hades, and the other half on Mount Olympus with her mother, Demeter. Long distance relationships are hard, whether it be mother and daughter or husband and wife. In the modern day of social media, Persephone would be glad to see both, her husband and mother sharing their love in her absence. Hades would enjoy this and occasionally spam her with hearts.

APHRODITE

Aphrodite is known to be the goddess of love, beauty, and pleasure. Aphrodite's messy life of love is one full of betrayal, temporary desire, and revenge. She was deceitful and caused conflict among the gods. However, she is a strong representation of love and desire.

Aphrodite introduces the pomegranates to the island of Cyprus. As an aphrodisiac, it invited sexual desire, which is a quality contained within the fruit to this present day. It leaves the humans excited to take glory in the wonderful property of a fruit, which ignites love and desire within individuals. As a result, the feature we have developed for her will draw a lot of human attention!



SPECIAL FEATURE FOR:

APHRODITE

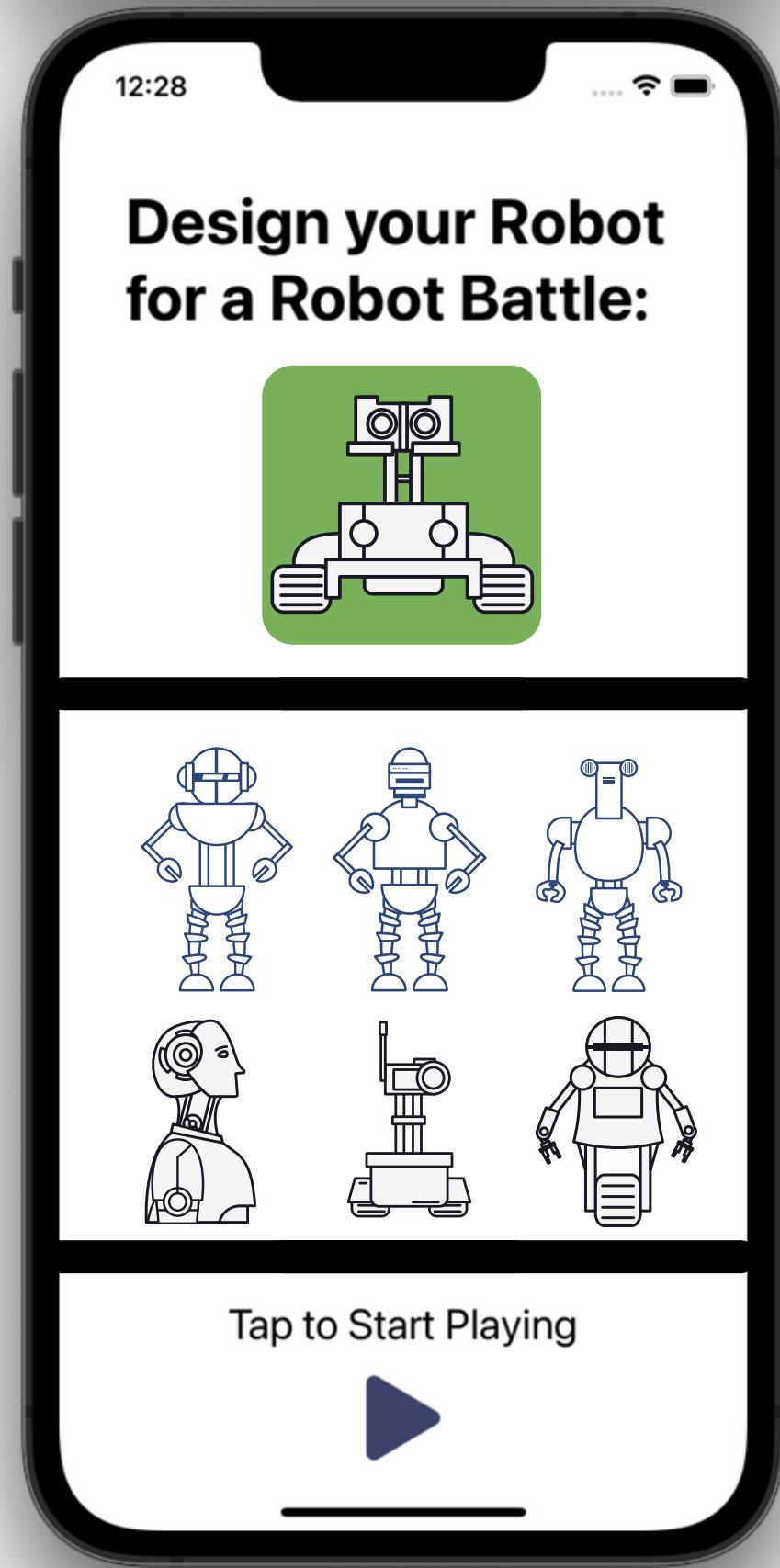


RATING PICK UP LINES

This feature is a way for Aphrodite to redirect her strengths of creating desire, to help people who have trouble finding love. Additionally, people who are looking to put themselves out there and gain some attraction for a date might give this a try as well. She can rate the pick up lines people are thinking to use for first introductions, flirty direct messages, or starting interesting conversations on dating apps.

SPECIAL FEATURE FOR:

HEPHAESTUS



ROBOT DESIGN GAME

From myth, Hephaestus is known to be born lame and cast out of Mount Olympus by his parents. He is not accepted by the Olympian gods and goddesses for both his appearance and interests. He loves to build and create things. Hephaestus would love to use the app in his downtime to practice his interests, while simultaneously being more accepted by the rest of the Olympians. Although his looks are not in his control, if he is not seen building things - which is considered as the work of the lower class--then the Olympians may be more accepting of him. Through this app feature, he can live in Mount Olympus with his family, and still design or build robots on the app. The robots can take part in a virtual battle game with other robots. He would be filled with joy to take part in his interests and still be with his family.

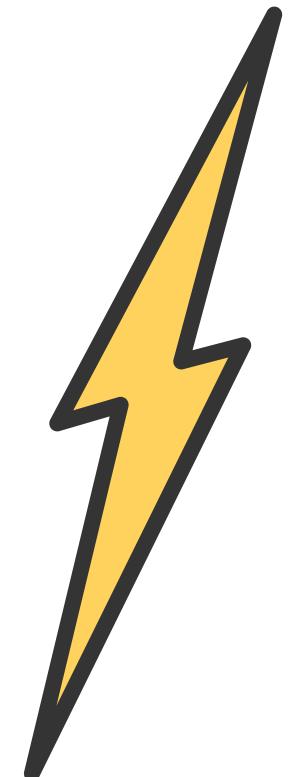
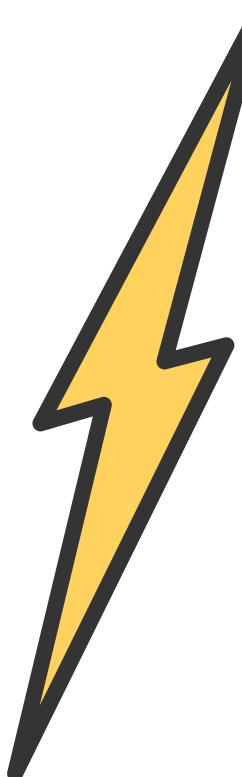
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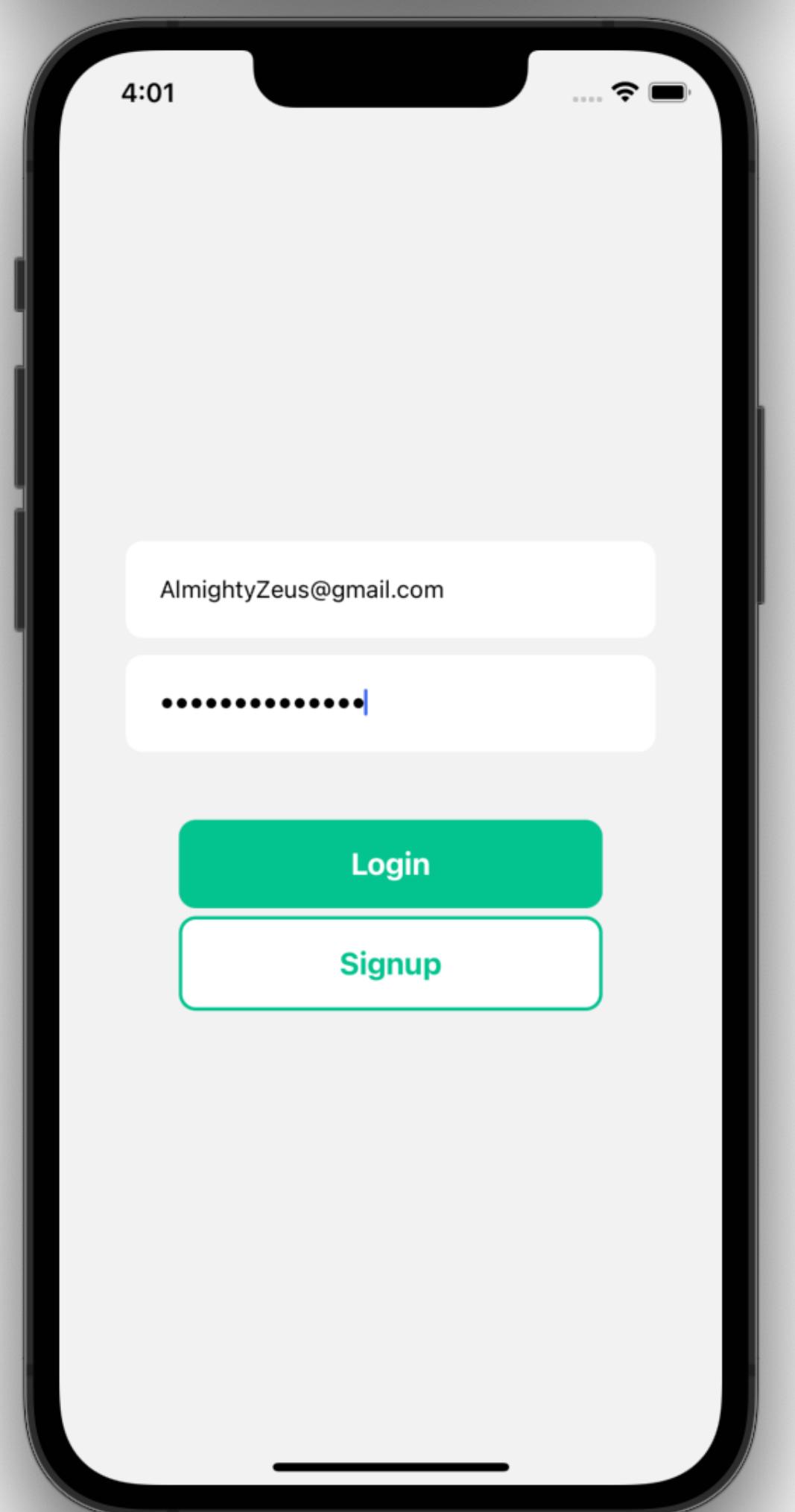
ZEUS

OUTFIT VOTE FORM

This form is a unique way for Zeus to gain gratification on his various outfits and for the humans to share their opinions.

However, the opinions must not be negative. There is an anonymous count of the number of people who pick the emojis at the bottom of the posts. The anonymous count will only be available to Zeus. This is a safety measure as he can be easily offended and must not be disrespected on the app.

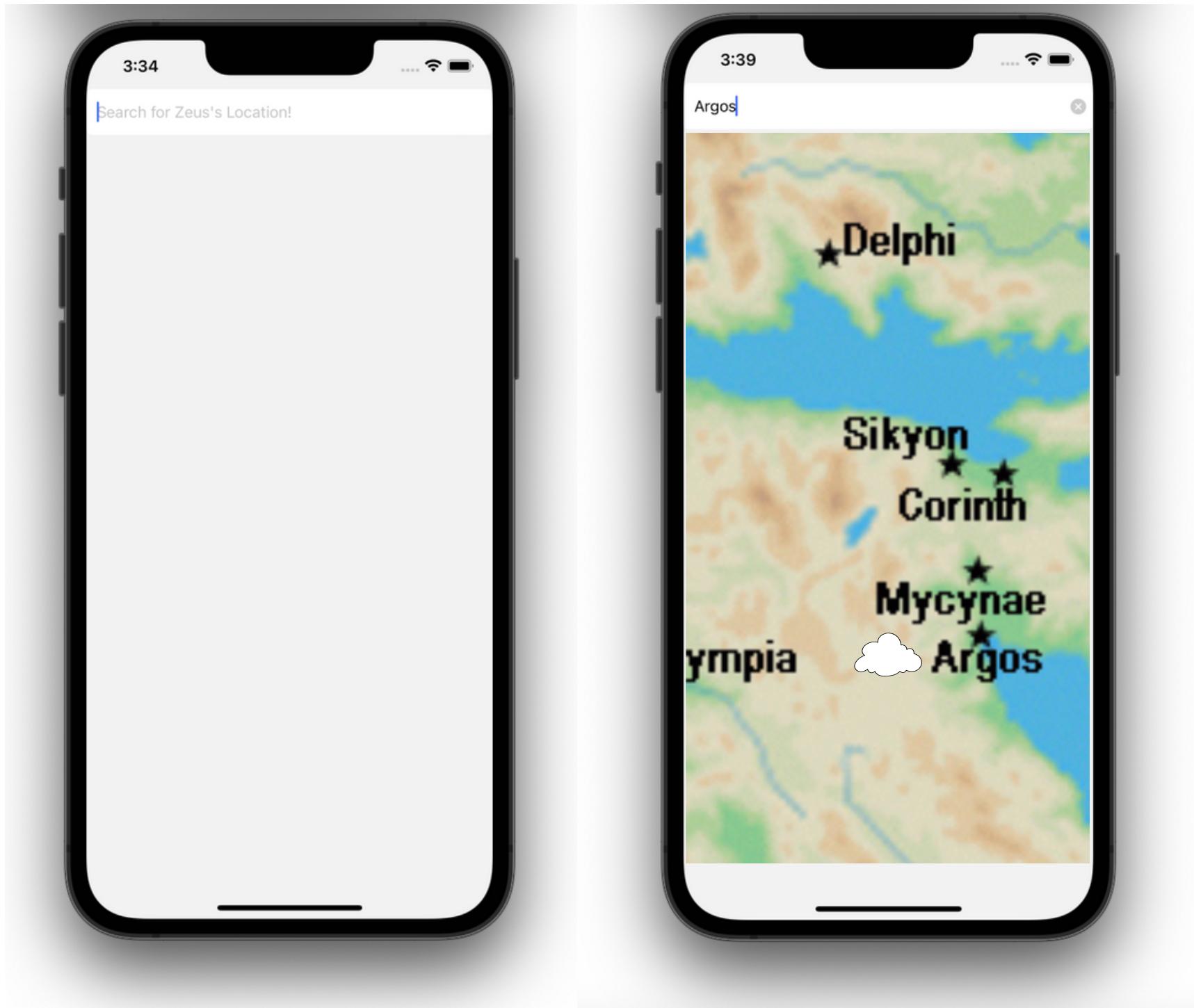




SPECIAL FEATURE FOR:

HERA

LOCATION TRACKING OF ZEUS



Hera is a jealous wife who is often doubting of her husband, Zeus. This is seen in the myth of Zeus and Io. When she learns her doubts were true, her short-tempered nature is revealed. When it comes to her husband being unfaithful, she can be vengeful and cruel with her punishment. Zeus had disguised himself as a cloud and is found in Argos with Io. Symbolic to the myth, the app will track the location of Zeus and display it a cloud on the map. This feature allows Hera to track the location of Zeus - to know when he is lying about his whereabouts. Hera does not have to be worried about being lied to, and can always be able to locate Zeus if he is cheating on her again!

Myth of Zeus and Io Re-told with the App

Io was a beautiful woman who Zeus fell in love with. She was living in Argos, when Zeus had madly fallen in love. Zeus leaves Mount Olympus to go to Argos - with the intention of making love to Io. Hera was very jealous, and spends her time worried that her husband is lying to her about his whereabouts. Once he leaves, she opens the AppForTheOlympians, and discovers that Zeus is headed to Argos. Hera follows close after him. Knowing that her beautiful first priestess Io is from Argos, Hera grows doubtful of Zeus. Hera reaches Argos just as Zeus does, as she was following his location on the app. Although Zeus is disguised as a cloud, he cannot hide since Hera already knows of his true location. Since Zeus is not caught making love with another woman, he has not been unfaithful to Hera. Zeus and Hera give each other surprised greetings. He makes up an excuse to hide his true intentions for being in Argos, just as Hera makes up an excuse to explain her presence. Both husband and wife return goes back to Mount Olympus. Later that day, Hera goes back to Argos and turns Io into a cow to keep her away from her husband. Hera may have prevented her husband from being unfaithful that day, but she felt the need to eliminate the threat of Io's presence as a beautiful girl.

SPECIAL FEATURE FOR: **ARTEMIS**

NATURE PHOTOGRAPHY FEED

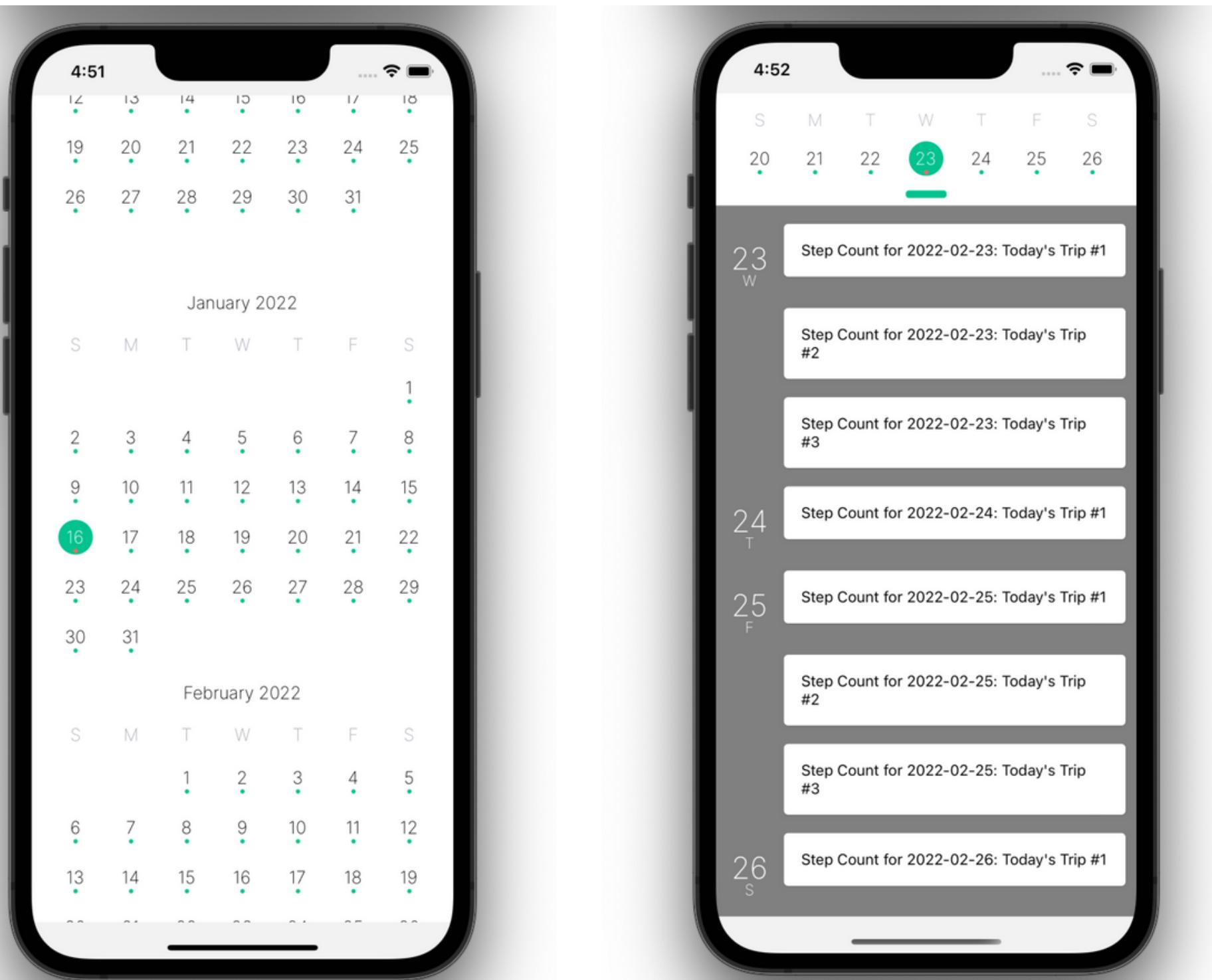
This is a special forum in which people are encouraged to post their appreciation for the wilderness. Artemis is known for her association with wild animals, the wilderness, vegetation and hunting. For hunters who often catch a beautiful sight of the wilderness, they can capture an image and post to this forum to make Artemis happy! Others can also interact through the select buttons at the bottom of the posts.



SPECIAL FEATURE FOR:

HERMES

DAILY TRIPS STEP COUNT FEATURE



Though Hermes may not be walking much, with his winged slippers to help him on his many travels, this is a feature he would enjoy. He would be encouraged to track the data of his distance travelled and total step counts as he commutes from Mount Olympus, to the land, as well as the underworld. The other users on this app will also be tracking their step count, and the daily/weekly/monthly and yearly top performers have their data shared with Hermes. He may be impressed at times, or take it as flattery to know that no one travels quite like him!

SPECIAL FEATURE FOR:

DIONYSUS



BAR HOPPING GROUPS

Dionysus is known for insanity, madness, as well as festivity. As a result, he would be joyful to interact with this Bar Hopping Group feature on the app. In modern day, he can stay up to date on the greatest party plans for the weekend. People can post their bar hopping group icons and only Dionysus will be able to see the routes/outfit themes for each group. Some of these bar hopping groups have quite the wild nights. Dionysus will surely be amused!



ATHENA



Athena is precisely known to be intelligent and wise. Her wisdom and strategic thought are reflected in the myth of Athena and Poseidon.

Athena wanted a city on land to worship her just like Poseidon, so we know that they were both self motivated. However, she chose to offer the olive tree to the people, from which they could have food, and fuel from the oil. She was intelligent and saw that the olive tree would provide a great benefit for the people. She knew that as she desired a city for herself, the Athenians also desired resources/benefit for themselves.

In this way, Athena used her intelligence to get what she had wanted, and used her wisdom to help the people get something they would desire as well.

SPECIAL FEATURE FOR: **ATHENA**

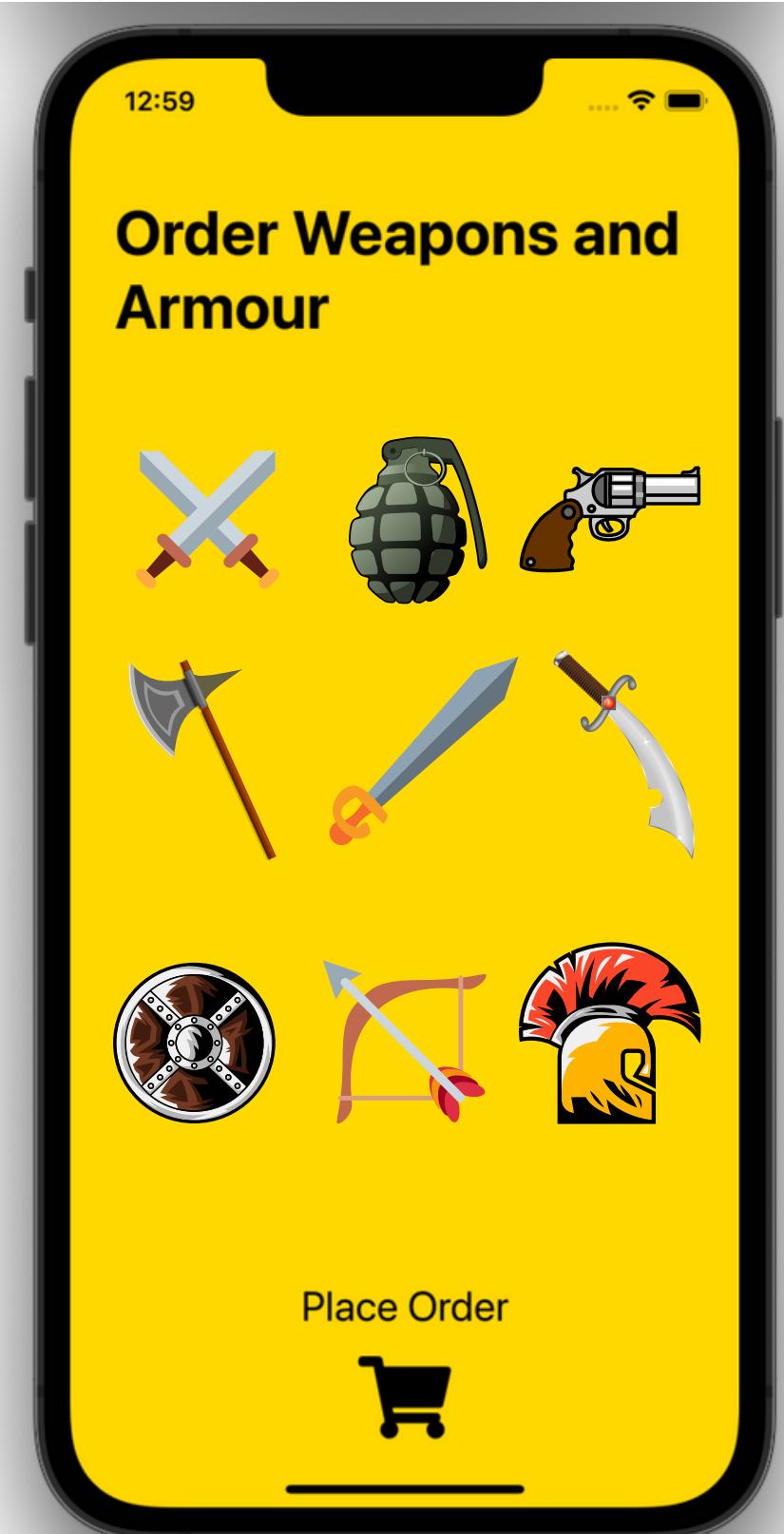
CHESS GAME



As a result of exploring the myth of Poseidon and Athena, it is evident that she is intelligent and enjoys critical thinking. Therefore, this feature provides Athena to practice critical thinking in her downtime! She would enjoy playing strategic games of chess on this app.

In this game, she may sometimes be playing against gods or goddesses. Additionally, she will also receive news of chess tournaments on Earth. If she is really up for a challenge, she can try the Artificial Intelligence option, to play against a computer. It is known to be created by humans, yet can not be defeated by them. However, it is unknown whether or not Artificial Intelligence can stand a chance against Athena's strategic thought! As developers, we have no doubt in Athena's intelligence.

SPECIAL FEATURE FOR: ARES



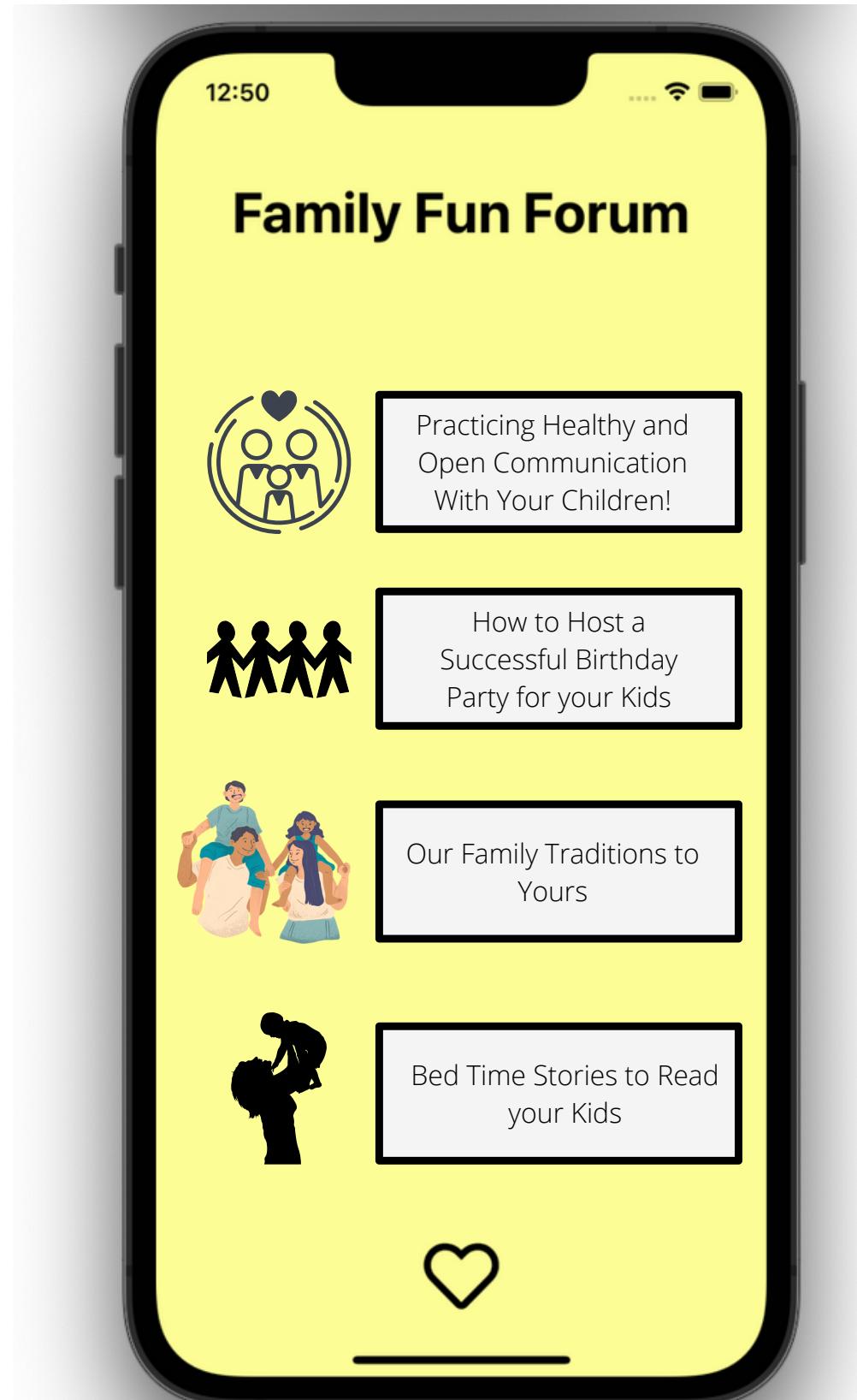
ONLINE WEAPON/ARMOUR SHOPPING

Ares is known as the Greek god of war. More specifically, he has a quick temper, an unquenchable thirst for conflict, and aggressive nature. His role in war is merely to start it. He embodies the brutal, aggressive and bloody parts of war.

As a result of his interest in war, he would be inclined to check this feature. He can stay up to date on weapons or armour being made and can decide if he wants to place a large order for a war he might start. He would also like to observe the new types of weapons being built on earth. For instance, new guns or bombs would excite him.

SPECIAL FEATURE FOR:

HESTIA



HEALTHY FAMILY DISCUSSION FORUM

This feature is a forum for humans to share their family traditions or routines with each other and Hestia. People may post their family concerns or problems anonymously, to start a larger group conversation. These conversations can be used to share ideas of ways to create harmony under their roofs.

As Hestia is the virgin goddess of the family and the home, she would be pleased to read blogs of people sharing their importance for family. This feature promotes families to try healthy practices, as well as help each other through difficulties.