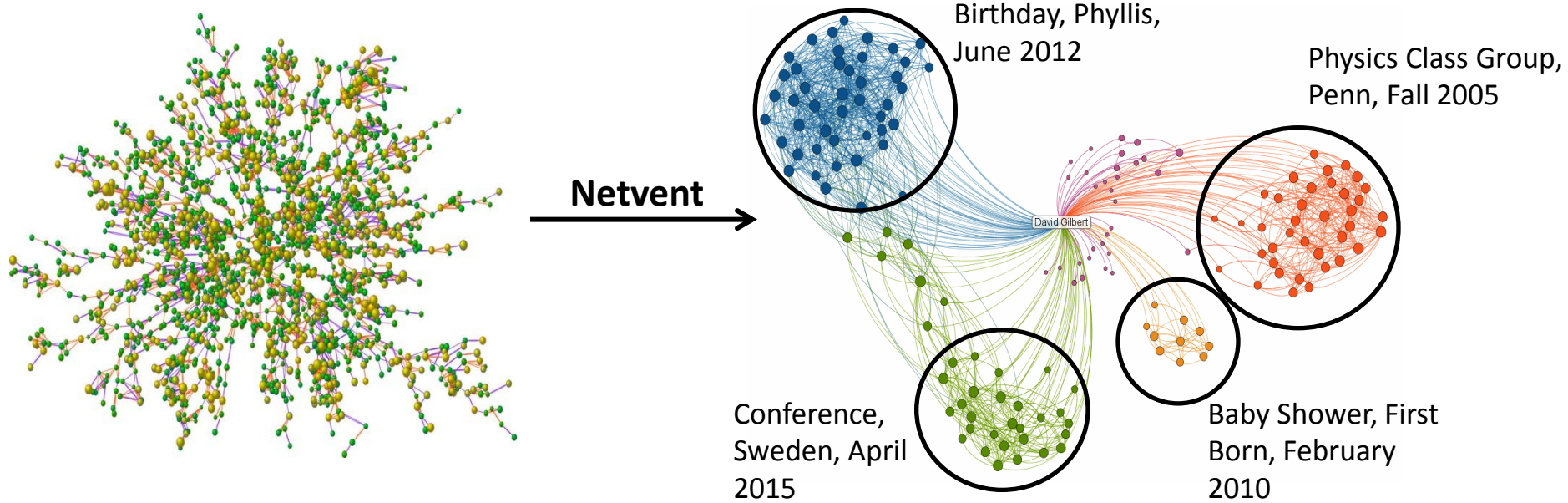


The background of the slide is a light blue field filled with a complex network of thin, grey lines. These lines connect numerous small, stylized human figures. The figures are depicted in various poses, some standing alone and others in small groups. The overall effect is a dense, interconnected web, symbolizing a large-scale network or community.

Netvent

Networking and Event Planning

Opportunity



- A social medium to not just interact with friends and families but to remember all the interactions as a **graphic** memory
- It gathers everyone's perspective about the event in a single place, rather than checking everybody's facebook/twitter profile for their views
- It solves the problem of organizing events on multiple traditional and non-traditional platforms, with the ability to interact with a guest lists **before**, **during** and **after** the event

Event
Planning

Invitations

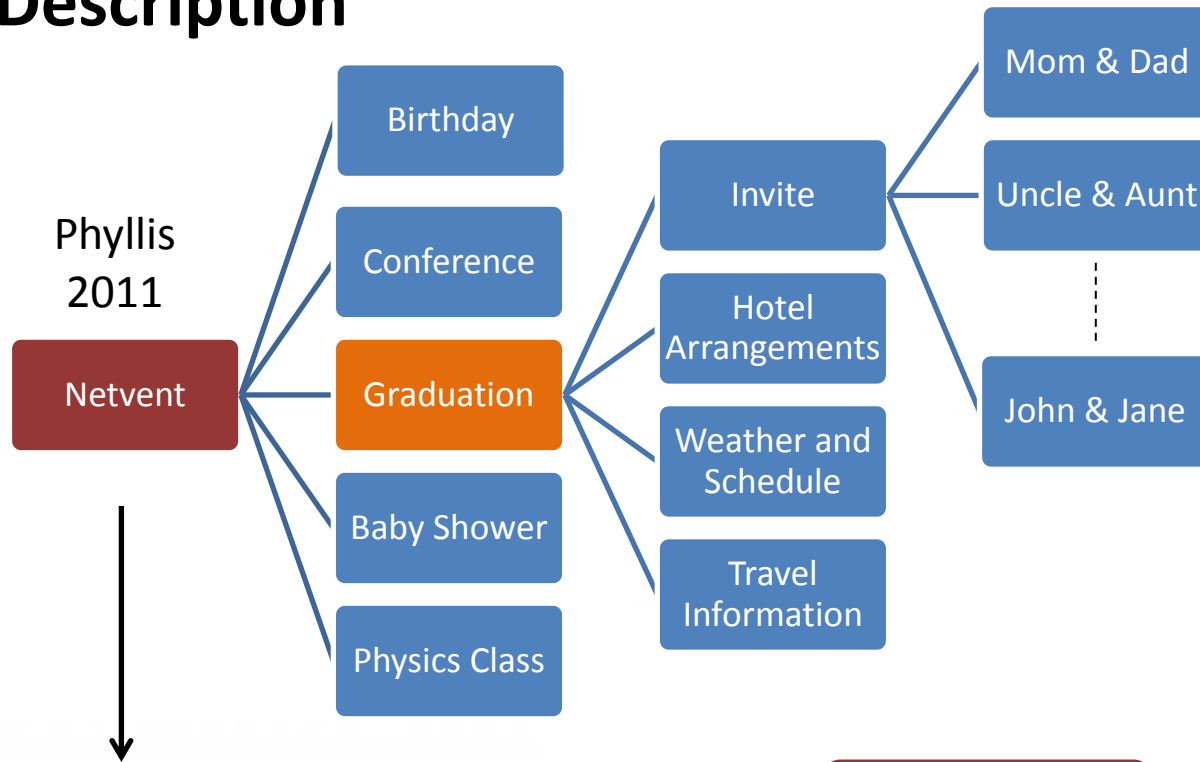
Arrangements

Find everyone's
perspectives –
photos, reviews

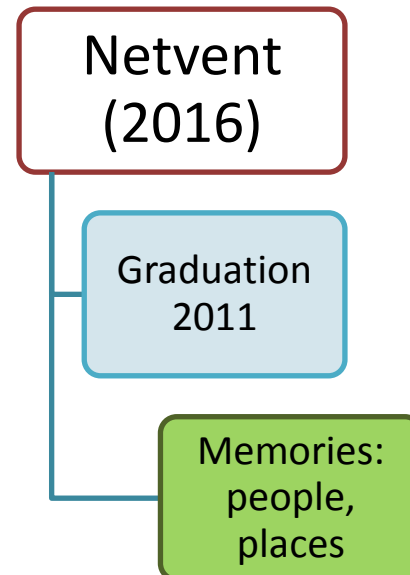
Network
before & after
as well

Share notes,
ideas, etc.:
Like
Blackboard

Description

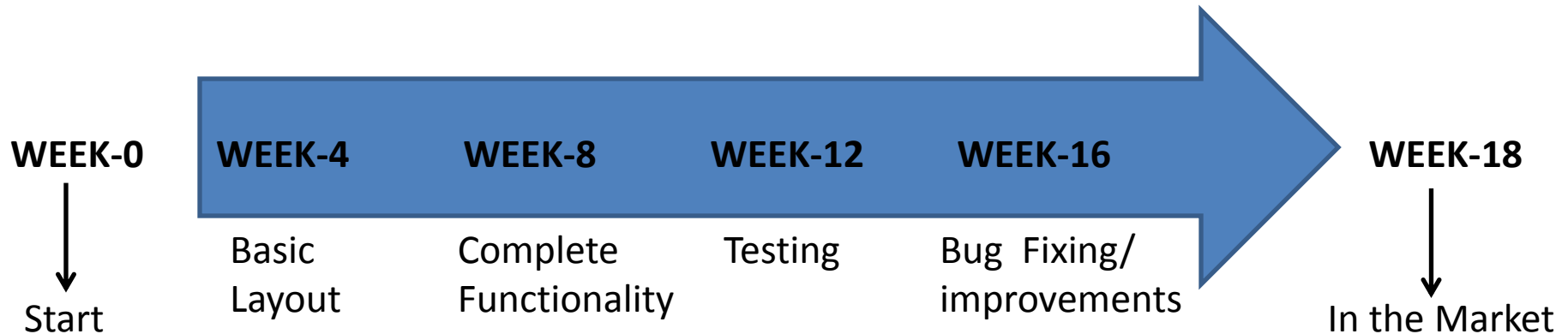


Phyllis's graduation event in 2011 with friends and family



- Phyllis plans her graduation event with Netvent
- She invites friends and family to use Netvent to join the event
- Years later, for example, 5 years later, she wants to find out the list of people who attended and the places they visited; she can just go to graduation (2011)
- Works even better for events where you don't know people or places because you have that information before you go in one place and follow-up with someone later, even years later

DEVELOPMENT PLAN



Development cost would include (6 months):

Basic data base servers : \$465/month

Web Site Domain cost : \$10/month

Marketing: \$200

Full-time App Developer: \$3000

Market

- Target Market:
 - Mobile apps and webapps for organizing events, networking, sharing & easily finding information and others' perspectives about the event
 - Global app economy sits at \$53 billion and is expected to rise to \$153 billion within 5 years
- Users:
 - Any person who wants to celebrate a life event or curate a crowd for a specific purpose
 - The user needs a mobile phone that has the ability to run this application
- Competition:
 - There are many apps for event planning but not many that combine the abilities of a photo album, networking, and blackboard into one platform

Team



Phyllis Anderson:

Undergraduate Social Science
& Communications;
Associates in liberal arts and
Business management



Ashmeet Rekhi:

Masters Electrical
Engineering; Electrical
systems and design,
programming



Mithil Chokshi:

Bioengineer ('13); web
development, business
development, marketing



Asif Javed:

Non-Penn affiliated;
software engineer (mobile
& web); app developer –
iOS, Android, Windows