

WhatsLive

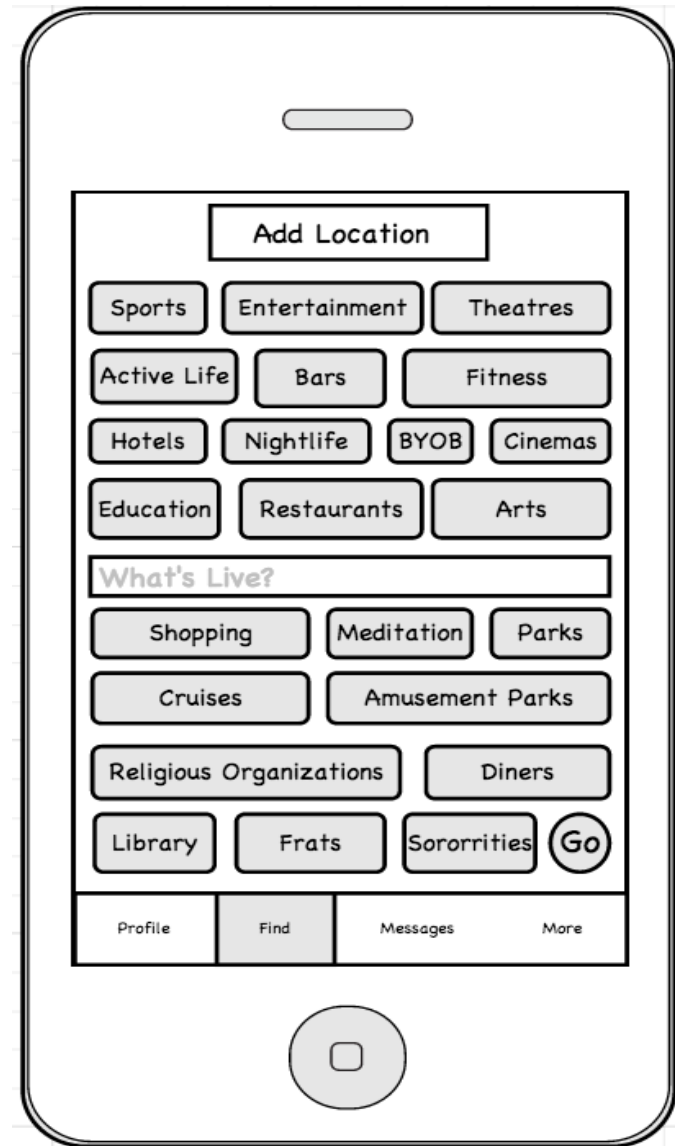
Inform Your Decisions in Real-Time

Problem

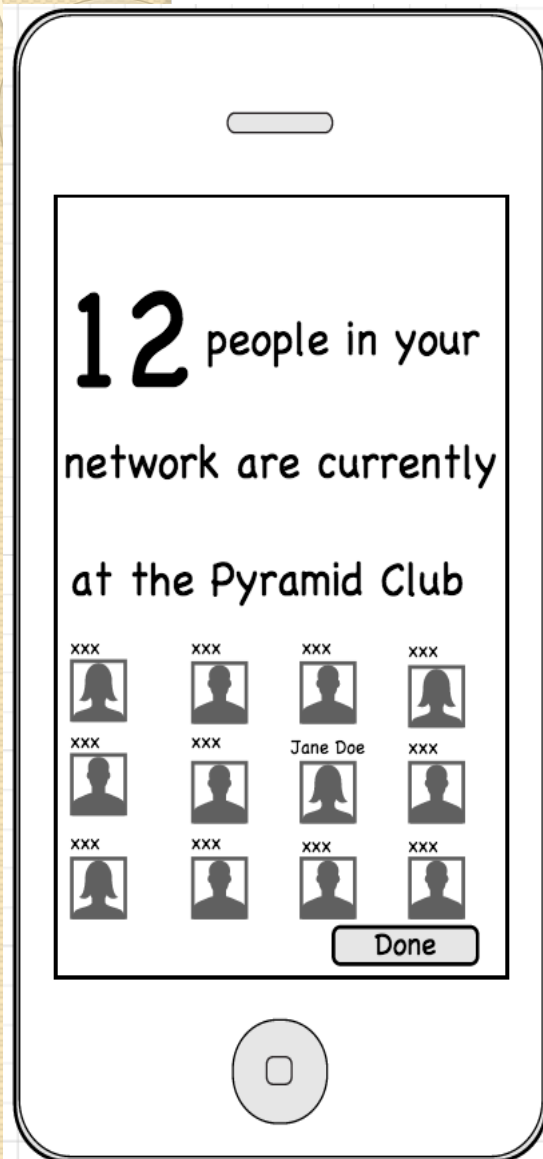
Each of us goes through a thought process, weighing the costs and benefits, when it comes to decision-making for everyday events. Whether it's deciding what restaurant to go to, which party to attend, or even what library to study in, there is an opportunity cost for the time and effort it takes to make the decision, and ensure that it is a good one.

Value Proposition

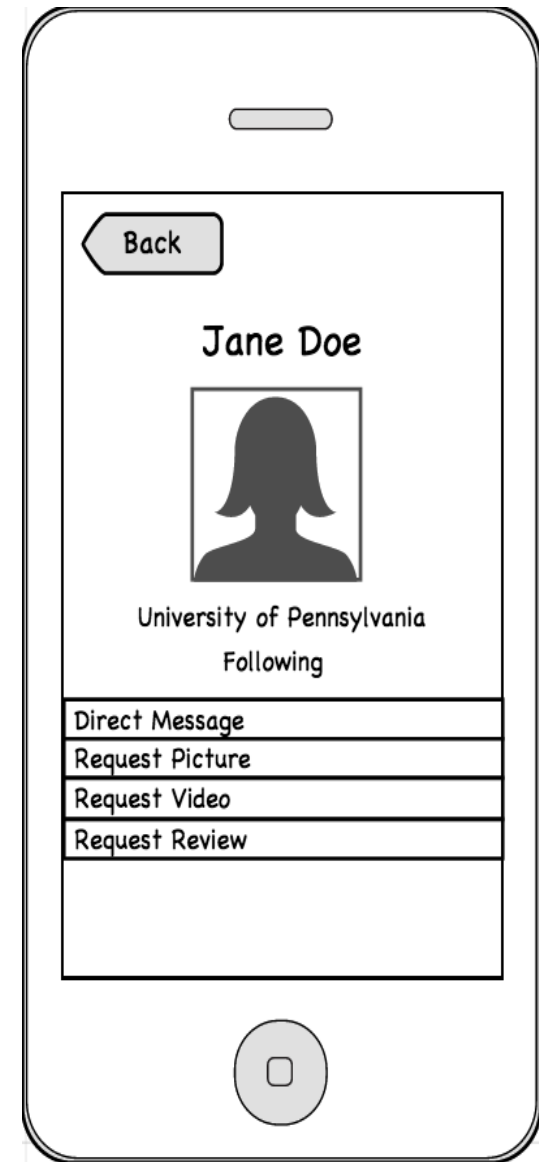
Spend Less Time Searching.
Spend More Time Living.



Product



- WhatsLive is a mobile application that modernizes local search and discovery. It curates the decision making process for everyday events using instant feedback, a newly conceptualized concept that we've coined "real-time review," and machine learning. The WhatsLive App can identify the specific number of people from one's network who are currently at an establishment. This will enable users to directly message a member within that network, or request a photo, a video, or a "real-time review." It also allows for an ordered listing of the places that are most filled by people within a users network.
- WhatsLive is an innovative platform because of its incorporation of the multiple "live" features, and machine learning.



Market

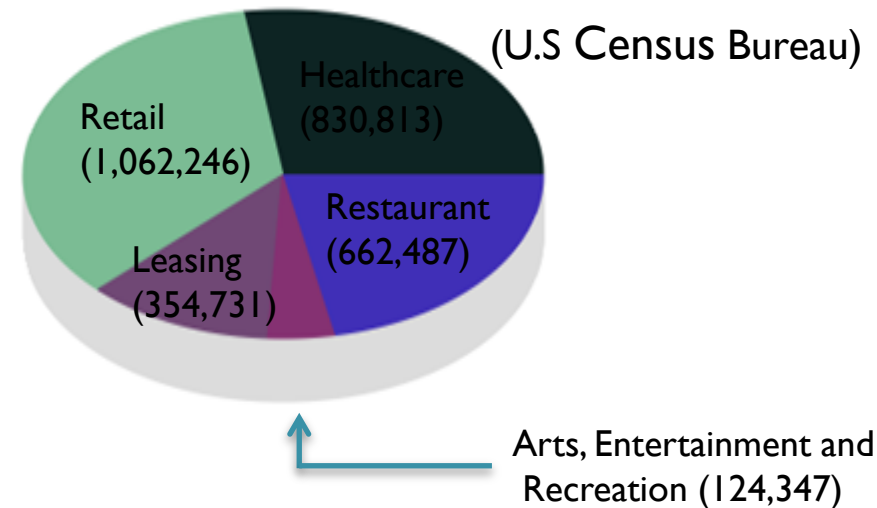
Our Consumers

- Young adults between ages 18-24
- On the consumer side we will cater our marketing and sales strategy to 18-24 year olds in colleges within cities, beginning with Penn.
- College students are a profitable population. They boasted, for instance, \$117 billion of discretionary purchasing power during the 2013-2014 year.
- Nearly 21 million college students were expected to attend American colleges and universities in 2014. According to the National Center for Education Statistics, by 2023, this population is expected to reach 24 million (National Center for Education Statistics, 2013).

Competitors

WhatsLive modernizes user review servicing by moving away from traditional time-lapsed reviews into real-time reviews. Therefore, our competitors are other user review, and local search and discovery businesses on the market: Angie's List, Google Places, Yahoo Local, Merchant Circle, Citysearch, Insider Pages, TripAdvisor, Foursquare and Yelp,

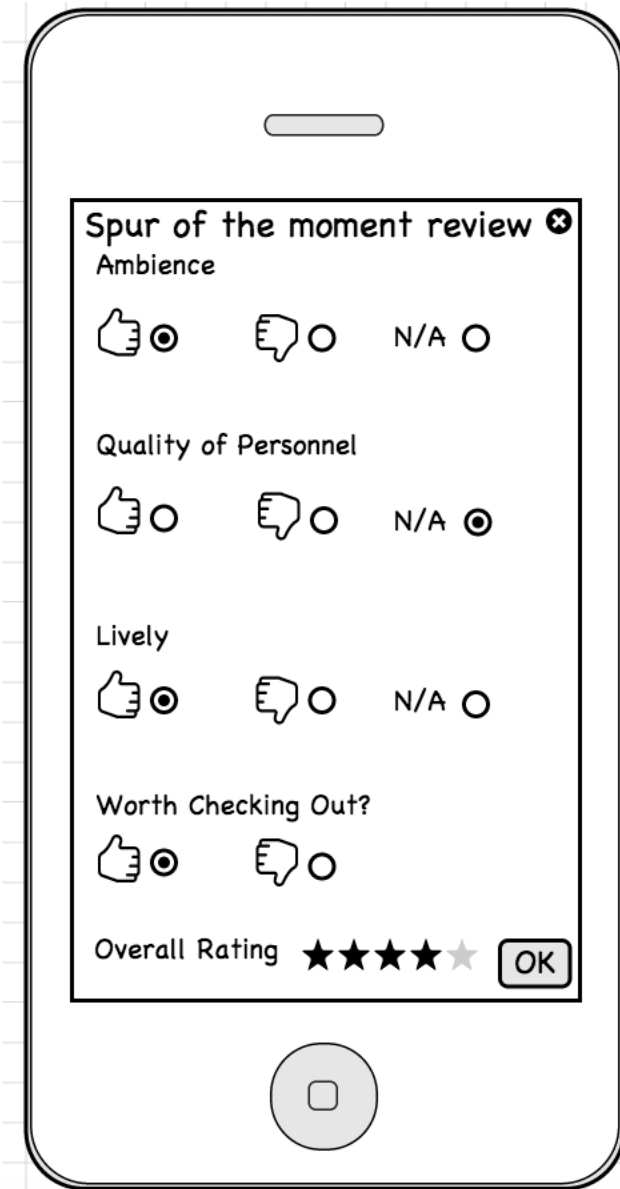
Our Customers



- Our management team intends to start by focusing on Arts, Entertainment and Recreation

Timeline & Milestones

- Our team is working on putting together a prototype for the android platform. We expect to have this first iteration completed sometime between the beginning to middle of march.
- We anticipate needing 25k for the application's short-term development. This will go towards custom interface design, following the completion of our initial product and early iterations. We intend to subject our product to usability testing and further development from March to July.



Management Team



Allanté Keels (L'16/C'13) is in his second year at Penn Law, and is pursuing his certificate in management at Wharton. He holds several leadership roles at Penn Law including Executive Director of Penn Street Law, Admission Chair for Black Penn Law Association and Sports Law Society. Allanté received his Bachelor of Arts from Penn in Communication and Public Service. In addition to having served as a summer associate at Jones Day, he is currently a law clerk for Commissioner Clyburn of the Federal Communications Commission. Allanté will be ensuring the security and legality of our intellectual property.



Alan-Michael E.S Hill (L'15/C'11) is in his third year at Penn Law, and is also earning his certificate in management and finance from Wharton. He serves as an executive director for several outstanding student organizations at Penn Law. He is the director of the Penn Association of Law and Business and the Black Law Student Association. His experiences include serving as a former corporate law intern at Fried Frank, and FBR Capital Markets. He received his Bachelor of Arts from Penn in Philosophy, Politics, and Economics with a minor in Business Ethics. Alan has taken the lead on conceptualizing and solidifying the team's revenue model, and will be guiding the team on its finances going forward



Akinyemi Bajulaiye (C'13) graduated from Penn with a degree in Biology and now serves as a Research Coordinator in the Cardiovascular Institute at the Perelman School of Medicine. He has identified and brought together the talent that now constitutes WhatsLive's management team. As a design hobbyist and student entrepreneur under Dr. Nancy Hanrahan's tech graduate seminar and incubator, Aki put together the preliminary moqups, paper prototypes and development materials for WhatsLive. Going forward he will be in charge of maintaining contact with outside support and advisors, and ensuring the day-to-day progress of the project.



Seck Barry (C'13) graduated from Penn with a degree in Political Science. He currently works as a program coordinator for Playworks, a national non-profit organization that organizes structured play in order to promote fitness, fun and safety for children. In addition, Seck serves on the Advisory Board of Design Meets Mind, LLC, an informal education consulting firm in Philadelphia. Seck will be taking charge from a marketing standpoint, including ongoing market research, strategies for approaching our target population, and the software's launch.



Nishank Shinde (ESE'15) is a second year Electrical Engineering Masters Student at Penn. On campus, he serves as a Graduate Research Assistant in the High Energy Physics Instrumentation Group. Prior to arriving in Philadelphia, Nishank worked in a variety of roles for a number of technology companies. He was a Co-op intern for the information technology consulting company CMC Ltd, a research intern at the Raja Ramanna Centre for Advanced Technology, and a Technology Analyst at Infosys Ltd. Nishank will be the team's primary software developer, dividing his contributions between focusing on the user interface design, and incorporating machine learning into the software's creation. He will also be supervising the partner members of our software team.

*Please note that the WhatsLive team also has various lawyers, businessmen, and entrepreneurs providing support outside of our core team. There are also additional app developers contributing to the creation of the software