

# EVENTSERA

## About Us

EventsEra is a mobile-first redefining event discovery, networking and booking platform. Users are presented with a curated list of things to do, including last minute events, which can be booked directly on the App.

It is the element of curation, highlighting different events for each user that can be booked, from a few hours away, to months in advance.

It has full coverage and a large range, but highlights the very best up front .The absence of too much choice makes the consumer buy more rather than less. If you have 100 events you would be less likely to go to one because you would be overwhelmed by choice.

Events are selected by hand and advanced personalized algorithms. Things like Facebook likes ,the users location ,browsing history ,browsing behavior ,tag selection and the browsing history of their friends affect which events are highlighted .

### Basic Problems:

- Experience is marred with confusion, frustration and distrust
- No Guidelines on pricing
- Almost anyone can become a curator
- No- Eco system for evaluating
- Quality of the events
- Protect consumers from bad choices (Helping them make smarter choices)
- Fragmentation of the market
- No such Aggregation for all the Local/small events or hosters/curators