Scenter: Spreading Words in a Region

-- a Geofencing Platform for Microblogging

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Motivations and System Design

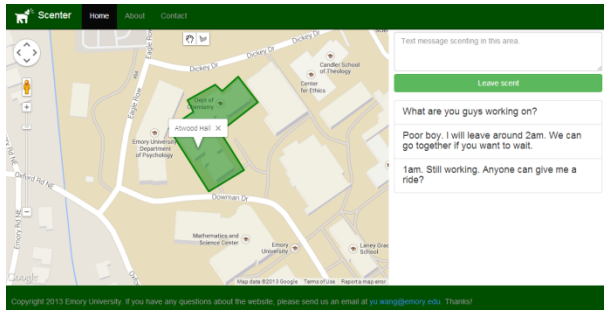
As a content provider:

Share a message to a region, to someone you may not know.

Influence news feed in an area.

As a content consumer:

See what's going on nearby.



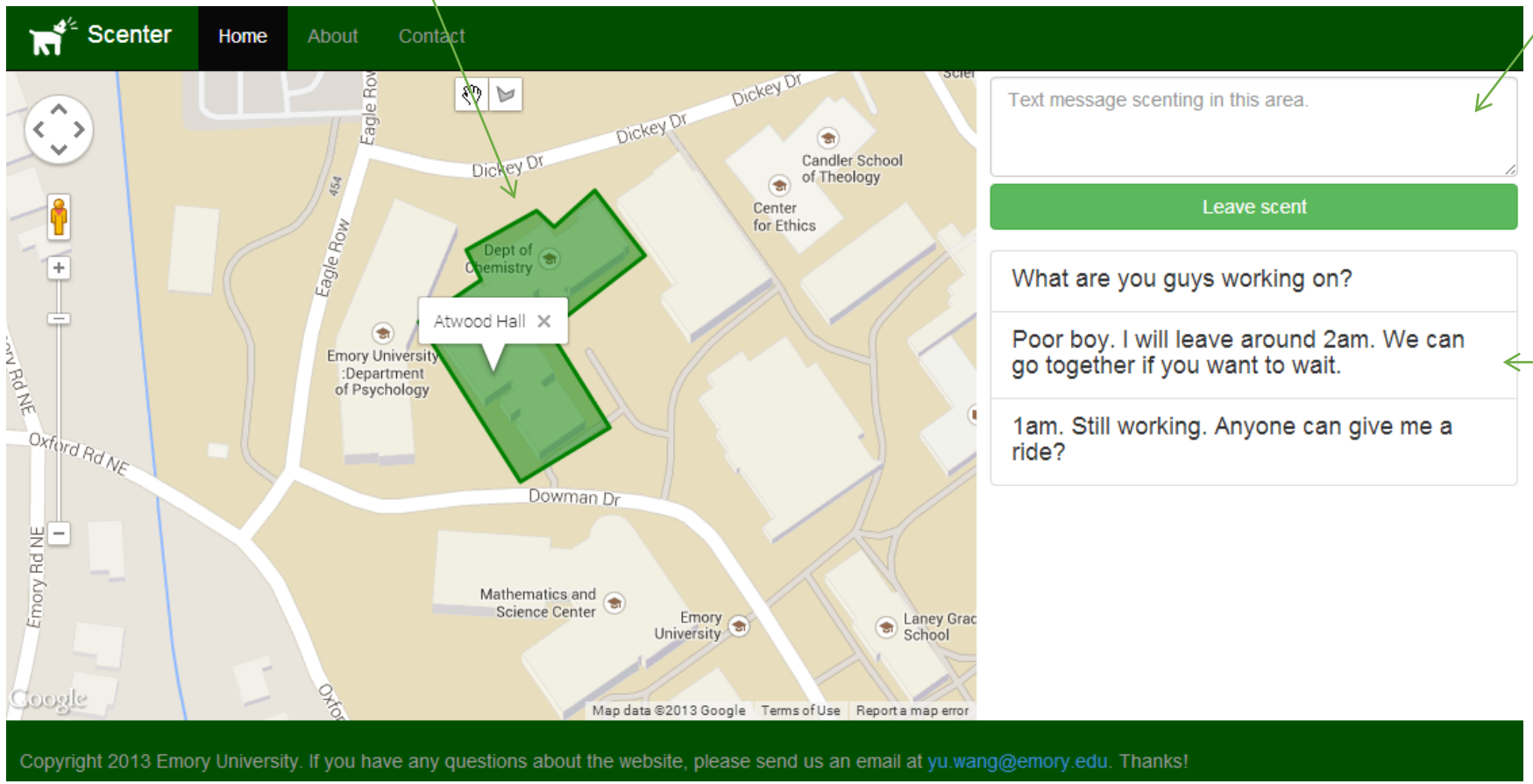
Website: create a region, send messages

Mobile: detect regions, receive messages

Create a region, leave a scent – Web client

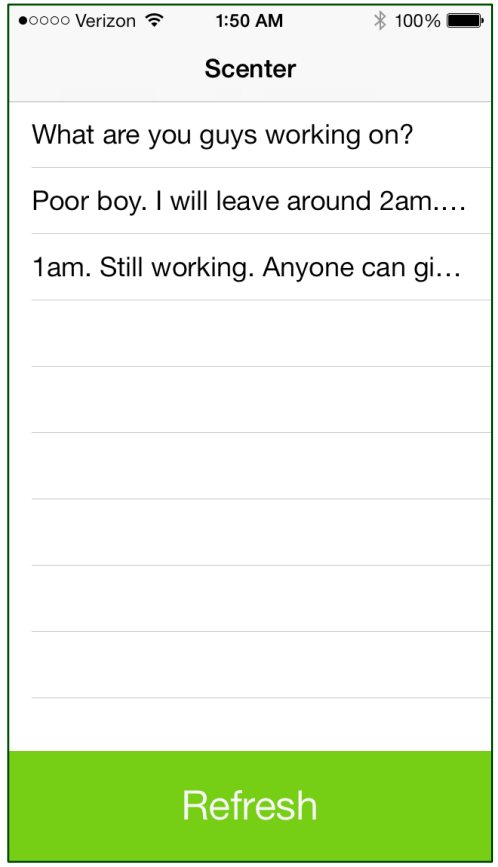
Draw and name the region

Leave *scents* to that region

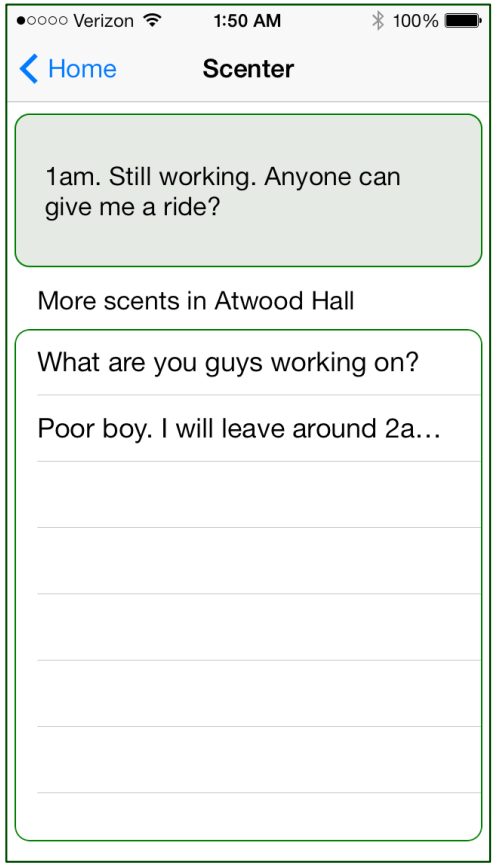


Existing *scents* in the region

Check out What's going on Nearby – Mobile client

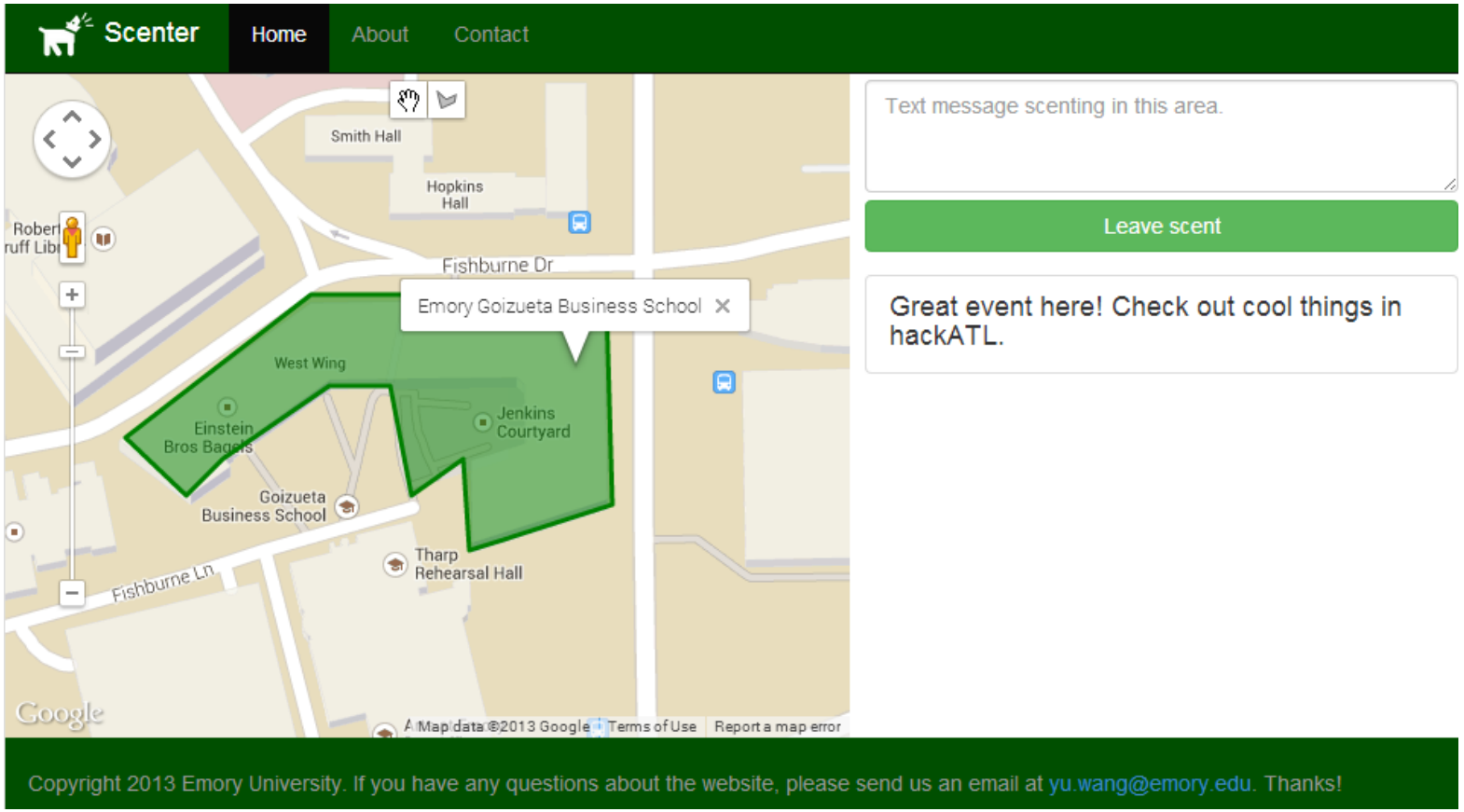


Scents nearby

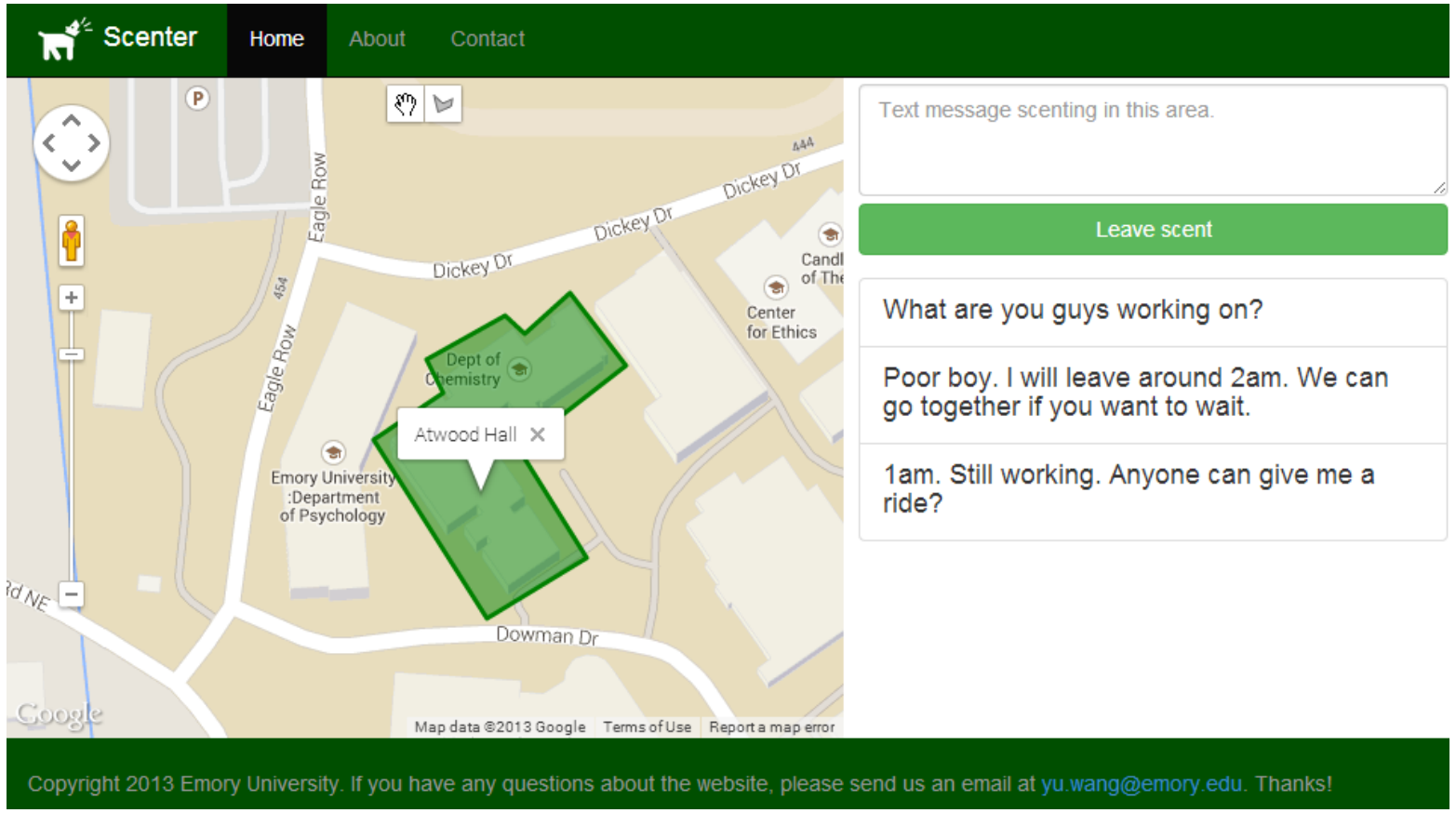


Scents from the same region

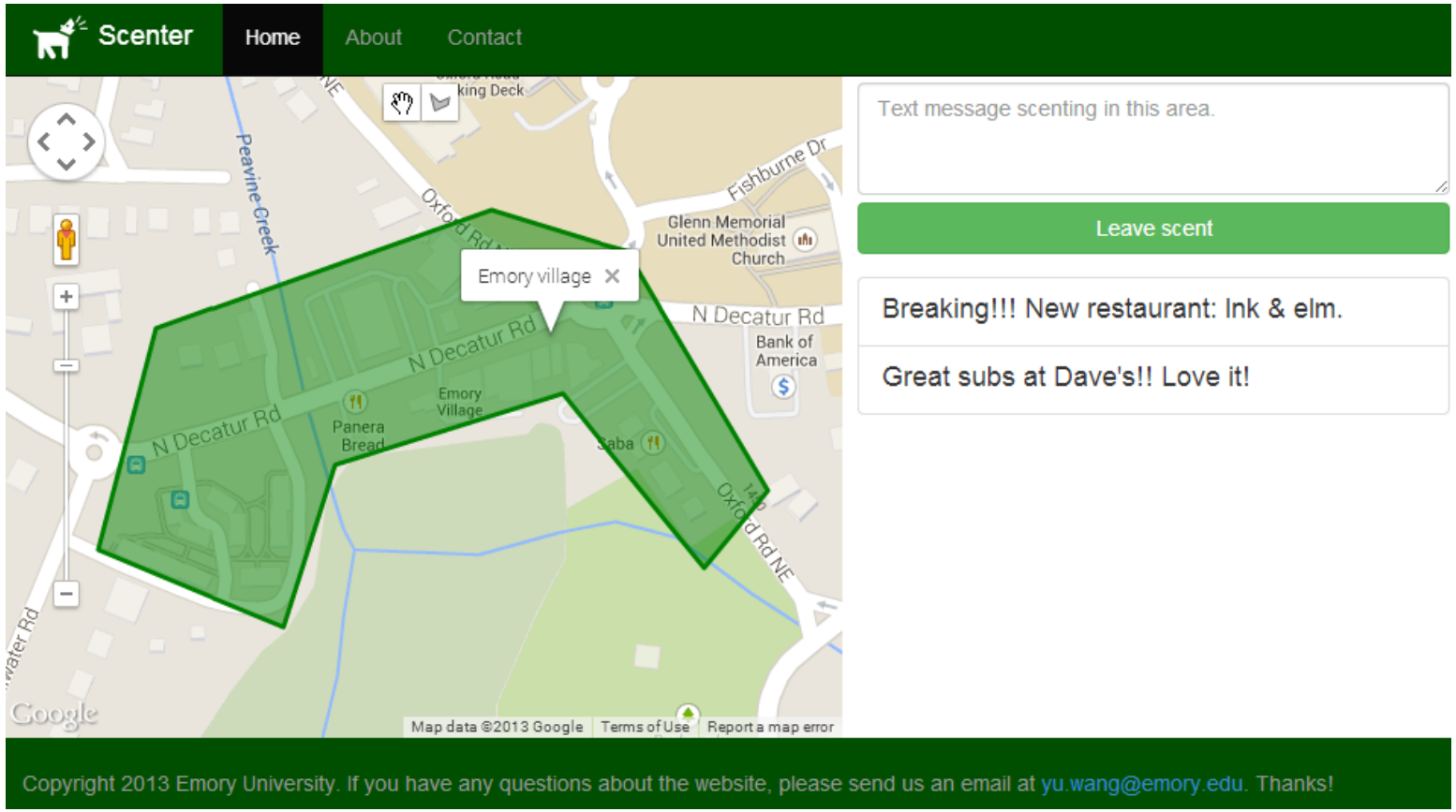
Use cases – Events



Use cases – Local chats



Use cases – Local business



Scenter: a Geofencing Platform for Microblogging

- Monetization plan:
  - Businesses pay for featured scents.
  - Businesses pay to the users who carry commercial *scents* to other area.
  - Businesses pay to create large regions.
- Chatting with people nearby.
- Meeting with new people.
- Promoting and discovering local events and news.

Happy Scenting