



BAM

(Big Apple Move)

From Noisy to Nice - Let BAM Help You Find Your Perfect Neighborhood.

WHAT IS BAM?

BAM (Big Apple Move) is an interactive web app that provides information and insights about the various neighborhoods and communities in New York City. The app is designed to help people who are planning to move to or are already living in the city make informed decisions about where to live.

OUR MISSION

★ Helping People Learn About NYC

- **Newcomers to the City:** People who are relocating to NYC for the first time and are looking for information about different neighborhoods to help them decide where to live.
- **Residents:** People who already live in NYC but are considering a move to a different neighborhood, or who are simply looking for more information about their own neighborhood or other areas of the city.
- **Tourists:** People visiting NYC who are interested in learning more about different neighborhoods and communities as they explore the city.

★ Promote Local Businesses

- **Real Estate Professionals:** Real estate agents, brokers, and property managers who are helping clients find a place to live in NYC.
- **Moving Companies:** Equipment and vehicle rentals, movers.
- **Local Marketplace:** Exchange of local goods and services

MINIMUM VIABLE PRODUCT

★ Neighborhood Guides

- Detailed neighborhood guides that provide information on local amenities, events, and attractions, as well as historical and cultural context. This is the core of the app and provides the foundation for all the other features.

★ Neighborhoods Safety and Comfort Ratings

- Essential for users who want to understand the level of safety in different areas and make informed decisions about where to live.

★ Customizable User Profiles

- Personalized profiles that allow users to connect with others who have similar interests and needs, build relationships with other users, and showcase their interests and experiences.

★ Services Page for Local Businesses

- Integration with local businesses to provide users with a comprehensive view of available professional services in the neighborhoods they are interested in.

MINIMUM LOVEABLE PRODUCT

- ★ **Interactive Neighborhood Pages**

- Ideally an interactive map that gives context on neighborhood location

- ★ **Interactive Safety and Comfort Ratings**

- Safety and noise level ratings on interactive map

- ★ **Dedicated Marketplace for Local Goods and Services**

- Marketplace where users can interact and exchange local goods and services

- ★ **Forums for User Generated Posts with voting system**

- ★ **Messaging System**

FINAL PRODUCT

- ★ **Interactive Neighborhood Guides**
 - MVP + MLP ✓
- ★ **Integrated Neighborhoods Safety and Comfort Ratings**
 - MVP + MLP ✓
- ★ **Customizable User Profiles**
 - MVP ✓
- ★ **Services Page for Local Businesses**
 - MVP ✓
- ★ **Dedicated Marketplace for Local Goods and Services**
 - MLP ✓

SITE PRESENTATION

BUSINESS MODEL

- **Banner advertisements:** Ads around the marketplaces, services and neighborhoods pages.
- **Local business promotions and sponsorships:** Business can pay a fee to be featured on the services page.
- **Organize paid events around NYC:** Events like neighborhood tours, parties or food gatherings.

FUTURE WORK

- **Interactive forums for users to communicate:** Allowing users to connect with each other and share information and experiences.
- **Upvote/Downvote System:** Voting system for posts on the interactive forums, allowing users to signal their agreement or disagreement with other users' posts.
- **Messaging between users:** Direct communication between users, making it easier for them to share information, ask questions, and build relationships with other users.

THANK YOU!