

# **DOWN2GO Pitch Critique**

by SXSW

# Goals

- Clear statement of the problem
- It was an engaging presentation. We appreciate your drawings!
- Not completely clear that the proposed solution solves gridlock in planning social outings
  - Wished for a clear statement of what your app does to solve the problem

# Features and Concepts

- Feature descriptions weren't very explicit
  - Who does what in your app? Who proposes an agenda, who chooses a place?
- Does chat help the group reach a decision?
  - Chat could lead to the same problem your app is seeking to address, just online
  - What part of the app brings the group to a decision?
- Are users expected to continue using the app once a consensus has been made?

# Challenges and Risks

- Re: display
  - Good choice on the Google Maps API! CartoDB.js is another alternative.
- Re: People averse to using another app
  - This is a people problem, not a front-end problem
  - Consider this: your app needs to have very little overhead to start an event-- perhaps with “suggested agendas?”