

MEMORANDUM

VISIT PHILADELPHIA
30 S. 17TH STREET
PHILADELPHIA, PA
215.599.0776

OCTOBER 30, 2017

Dear Ms. Reader

A product of Visit Philadelphia, Uwishunu's website is Philadelphia's go to resource for the best happenings in and around the city. The Llama Company recommends that the Uwishunu organization tailors this experience even further and capitalize on a missed opportunity by allowing users to view a live feed of local happy hours and events. Through the Social Llama app, heatmaps will provide users with popular promotions and deals, capacity levels, etc. all in real time. This presents an exciting opportunity, as being able to understand a bar or restaurant's current atmosphere typically isn't public information through applications such as OpenTable. Connecting potential patrons with bars, restaurants, and social gathering establishments through the use of our app creates an ideal outing experience. Our target audience includes men and women ages 21-40 both Philadelphia residents and tourists to the area.

Apps like Yelp allow the user to write a review. OpenTable and NoWait let users make dinner reservations and show their customer rating. However, none of these apps give a live feed and provide a heat map to show current specials and promotions as well as levels of activity. That's where Social Llama will excel—in helping users select the right bar or restaurant in that exact moment.

The app is used 100% in the mobile space. We want our users to be able to use the app while they're already out so they always know what their next move is and that it's the right one. Constant usage is critical for Social Llama in order to provide the necessary information to keep users hungry (hungry for small capacity!). In order to successfully measure usage and trends, DevOps metrics and KPIs will be used to track application performance metrics.

As this product develops, we aim to expand to cities beyond Philadelphia. We'd also explore growing in scale to include other venues including coffee shops, gyms, and salons. In the future, the app should become a one stop shop experience by partnering with other companies for a more complete experience. By connecting accounts with other existing apps like Lyft or OpenTable, users could more easily make a reservation or find a ride to and from the location.

The Llama company is hoping to partner with Visit Philadelphia in order to enable growth for all stakeholders. The executive board members contain the knowledge and skill sets necessary for success of this project as well as future goals. Please feel free to review our [company website](#) and contact anyone on the executive board for further information. Thank you for your time and we look forward to our possible future together.

Sincerely,

THE SOCIAL LLAMMA TEAM