PARTY SAFE!
MEET THE TEAM

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System Analyst
• API Integration
• Database Development
• Safe Route Implementation

Richa Kharbanda
Business Analyst
• API Integration
• Business Model
• Database Development

Subaya Codanda
Data Analyst
• Web Design
• Data Analytics
• Data Visualizations

Vishal Shah
Project Manager
• Web design
• Crawling Implementation
• Analytics
Web & Mobile Application
Party Safe! is a web and mobile application that targets:

- People Who Enjoy Partying
- People Who Enjoy Alcoholic Drinks
- People Concerned About Safety On Roads
Application Features V1.0

- Cocktail Recipes
- Party Places Around Me
- Buying Party Accessories
- My Kind of Drinks
- Share With Friends
- Is My Drink Vegan?
Application Features V2.0

- Safe Route
- Analytics
- Bar/Pub Ratings
- Track Me
Application Architecture

User Interface

Party Safe! Application

APIs
Mashups
Crawlers
Analytics

Apache Webserver
MySQL Database

Backend
## Market Competition

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<tr>
<th>FEATURES</th>
<th>Drinks Mixer, Yumml'y</th>
<th>Yelp, Foursquare</th>
<th>Cocktail DB</th>
<th>Amazon</th>
<th>Barnivore</th>
<th>Android Safe Route</th>
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Business Model

- Selling User Data
  - Selling to Pubs/Bars
    - Better Services
      - Coupons/Deals
  - Selling to Search Giants
    - User-Specific Ads

- Premium Accounts
- Affiliate Marketing
- Coupons
- Cab Service
- Ads
APIs/Crawling/Mashups

**Crawling**
- DrinksMixer
- Foursquare
- GooglePlus Pages

**APIs**
- Foursquare
- Barnivore API (Vegan / Non Vegan)
- Amazon API (Ecommerce)
- Social Sharing
- Google Places Autocomplete
- Google Places API
- Google Geocoding
- Google Map Engine: Mashup
- Repustate API

+ DrinksMixer = Mashup
Future Potential

- Expanded Analytics
- Social Platform
- Customised Recommendations
Thank You