KASI2KASI APP

NEVER MISS YOUR FAVOURITE EVENT HAPPENING EKASI. WE GOT YOU COVERED WITH ALL THE INFORMATION YOU MIGHT NEED ON WHAT TO ATTEND NEXT.

PROBLEM STATEMENT

➢ Township are behind when it comes to Technology adoption and one of the main reason being the lack of information or knowledge of proper channels..

➢ There are no platforms that provide a database full of information of any events that is happening around Townships.

➢ Tourist find it really hard to move around and attend all the events they interested in because of lack of information on the where abouts of those events

➢ Event organizers find it difficult to reach a larger audience on their township events

➢ People who want to attend find it difficult to find an event that matches their interest

➢ Companies/government officials find it difficult to communicate with people when doing events in townships

➢ Upcoming Township artist/creatives find it difficult to market themselves through digitals platforms, to name the few being high fees that must be paid to monetize
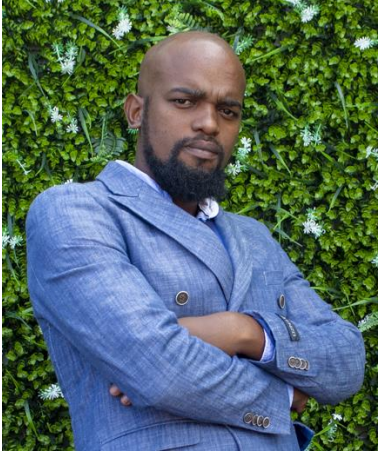
PROBLEM SOLVING

➢ We provide a platform where Event organizers around townships can list their events

➢ Any type of an event can be listed on the platform from Corporate events, Parties, Seminars, Online Events, Traditional events

➢ Users can click notification on their favorite events to be notified of any changes that happen during the preparation stage

➢ People will be referred to ticket sellers' platforms to buy tickets

➢ Generate event guides for artist, speakers, seminar organizers

➢ Connecting Township to township

➢ Providing a Database that has all the events happening around Townships in a few clicks

➢ Database of all Kasi Creatives (Musicians, Actors, filmmakers, speakers, Mcs, event organizers)

➢ Connecting event organizers with creatives.

➢ Growing the Township Economy by attracting more Tourist in the Townships

KASI2KASI APP

WHO ARE WE?

KASI2KASI APP (An EventFinder Mobile Application)

Lumkile Zinyanga

Technology and innovation ICT Sector

What is the innovation/project?

We assist in connecting township event organizers with the people. We provide a database of all the events happening around townships across South Africa. We are promoting their events on our platform and with a special feature to manage events. We also provide a database for Artist/influencers/creatives on our App and there are certain things like the artist profile/ communication with event organizers and monthly event guides/ profile/ event history which they can download. The kasi2kasi App does not only assist the Locals but also cater for Tourist who are looking for any event to attend.

Who is involved?

Event organizers/artist/creatives/tourist/Entertainment companies/pups/government event

organizers/promoters/SmartXchange/ALLiNiT

Achievements since start of the project

Funding: We have been awarded R198 100 by Sefa through SmartXchange

Trademark Registration: We have registered a trademark 'KASI2KASI APP'

App Photoshop Design: We have finalized the photoshop design for the App

Balsamiq Wireframes Design: We have wireframe working prototype showing exactly how the App is going to look like.

Partnerships: ALLiNiT and SmartXchange (our Incubator)

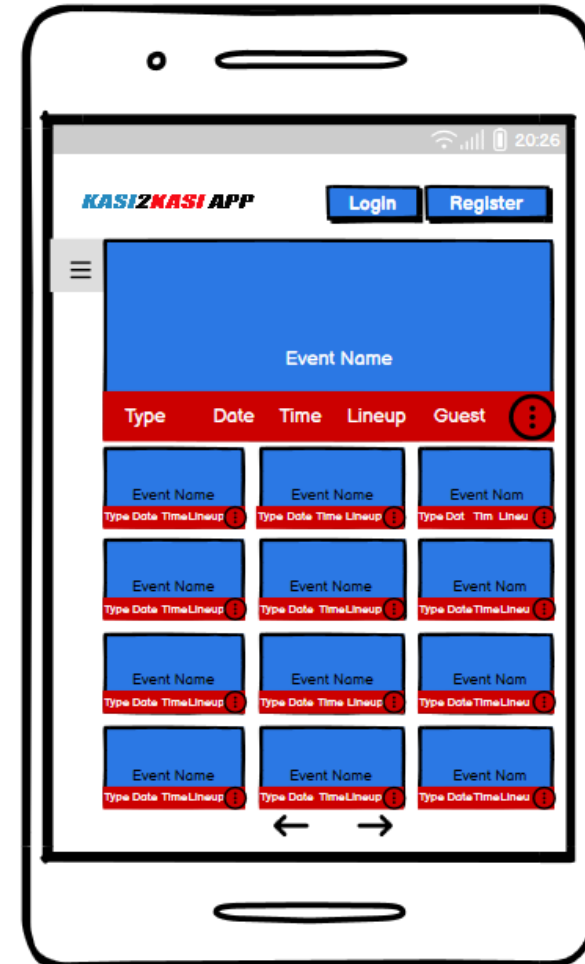**What's next?** Going forward what are you planning to embark on with your project?

We are about to finish with the front-end of the Development phase while we have also started with the back-end phase. We looking to launch in December and we want more funds to fasten the process and increase staff
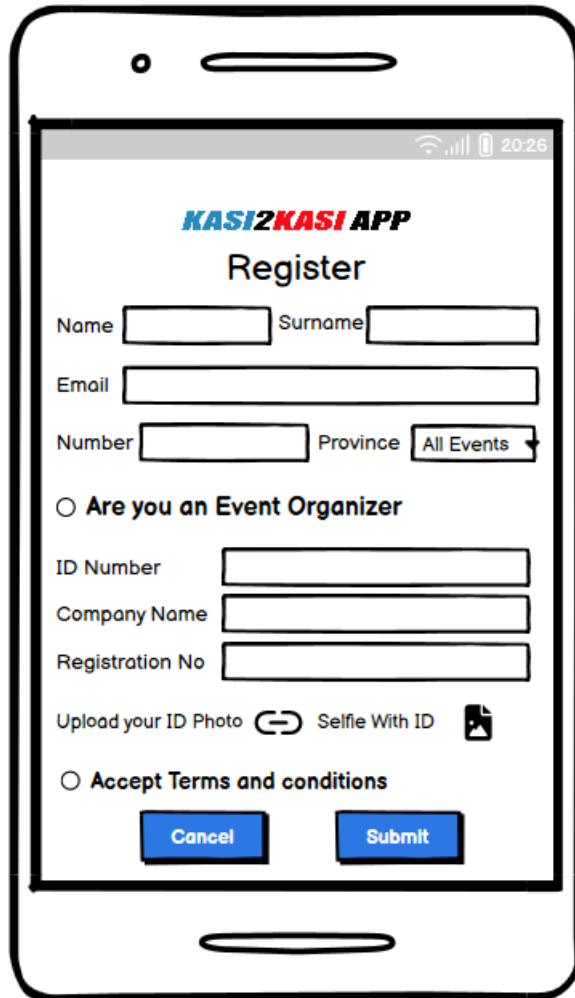
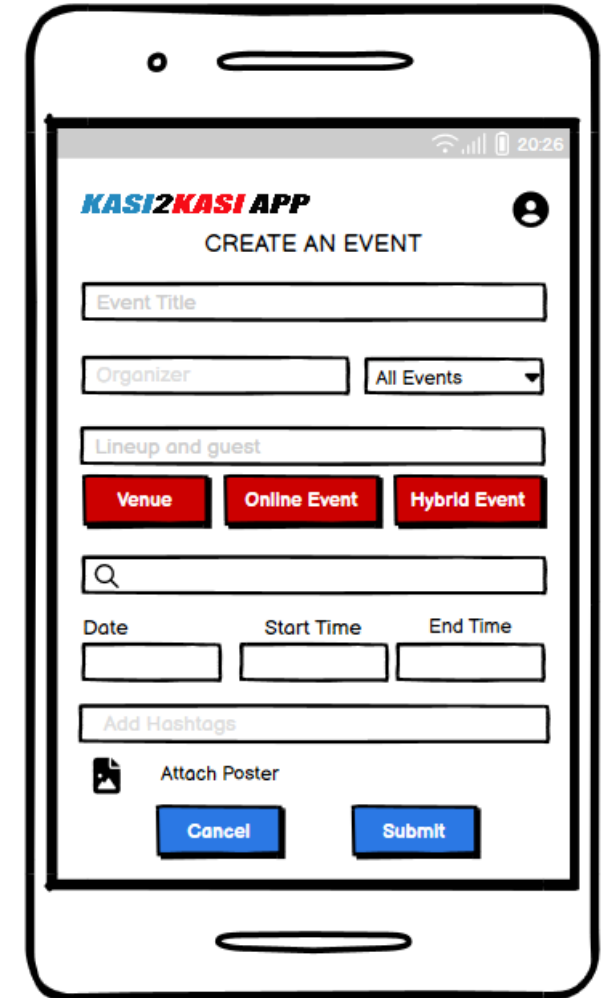**KASI2KASI APP**   **www.kasi2kasiApp.co.za**

Home Page Description

- Event organizers will be able to list an event on the app

- Before some one become and Event Organizer they must be verified first through the registration process where they will be required to put the company or organization they work or own, an ID number is a requirement and also a recent photo of an individual holding their ID

- There are no limitation on How many events can be listed on the App.

- Old Events will be deleted from the App

- The search events by location on the left is the database for all events registered on the App, The user will only need to search for location and every event under that location will appear on the right hand side

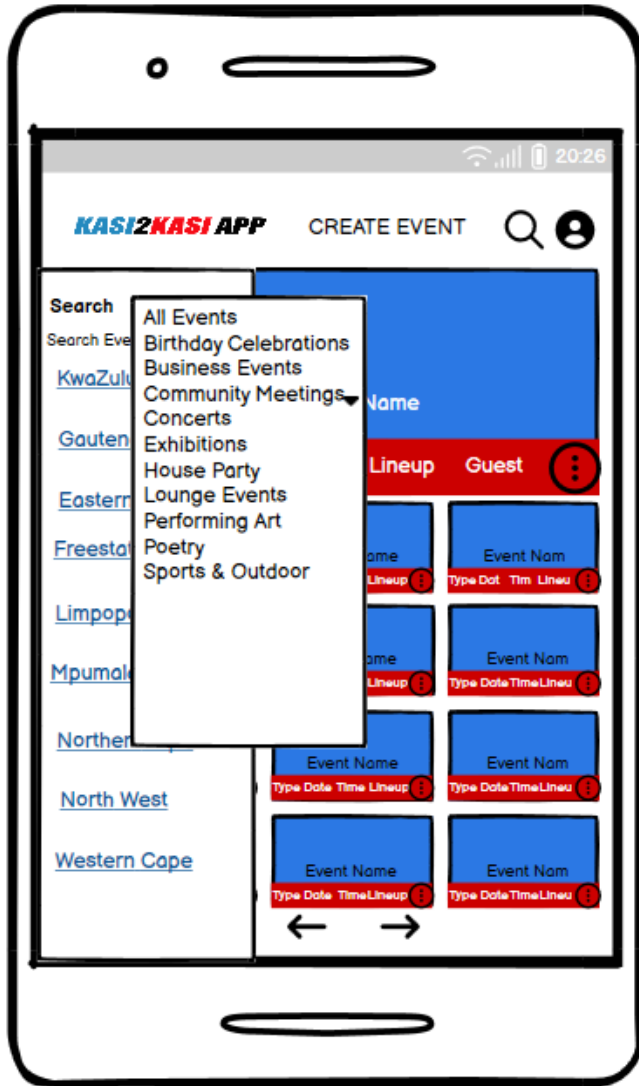- The Monetized event will appear at the top on the right hand corner

KASI2KASI APP

Register

Name [   ] Surname [   ]

Email [   ]

Number [   ] Province [All Events ▾]

○ **Are you an Event Organizer**

ID Number [   ]

Company Name [   ]

Registration No [   ]

Upload your ID Photo ⊂⊃ Selfie With ID 📄

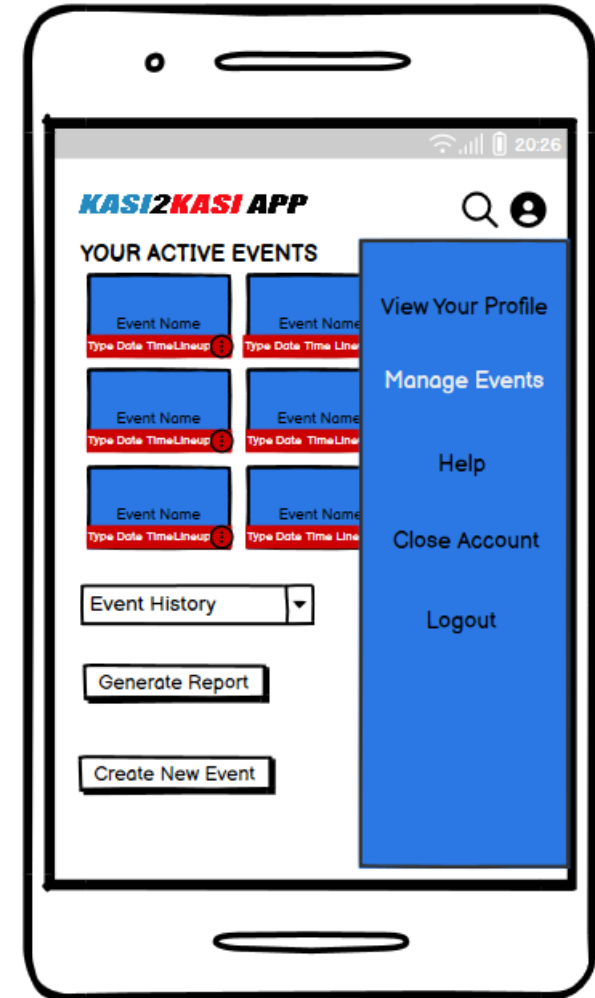○ **Accept Terms and conditions**

[Cancel] [Submit]

An event organizer must Register on the platform so that they can be approved to avoid scammers using the platform to lure people away. Details like ID, photo taken with ID, company details will be very crucial to verify an event organizer. It is not compulsory for a user to register on a platform if they only want to browse through the platform to check an event. The verification process will take 1 to 2 days

KASI2KASI APP

CREATE AN EVENT

[Event Title]

[Organizer] [All Events ▾]

[Lineup and guest]

[Venue] [Online Event] [Hybrid Event]

[🔍]

Date Start Time End Time
[   ] [   ] [   ]

[Add Hashtags]

📄 Attach Poster

[Cancel] [Submit]

Once the registration has been approved, can now login to the platform. Once login it will be possible to create an event, Edit, View event history, Generate report,

USER TYPES

There will be 4 types of users on the App

1. The Admin – approves event organizer registration, can list event, monetize event, Delete an Event

2. EventOrganizer – can list an event, generate schedule, gig guides, Edit listed event

3. Artist/Influencer/Creative – can create profile, chat with event organizer/download profile/ download event schedule booked in

4. Normal User – view an event, Set Reminder/ Receive event notification

5. Unregistered user - View Events, Register on the App

People who will use the platform

Event organizers – To list an event, generate schedule

individuals looking for an event to attend

Entertainment companies

Recording labels

Artist

Tourist – to search for an event to visit around township
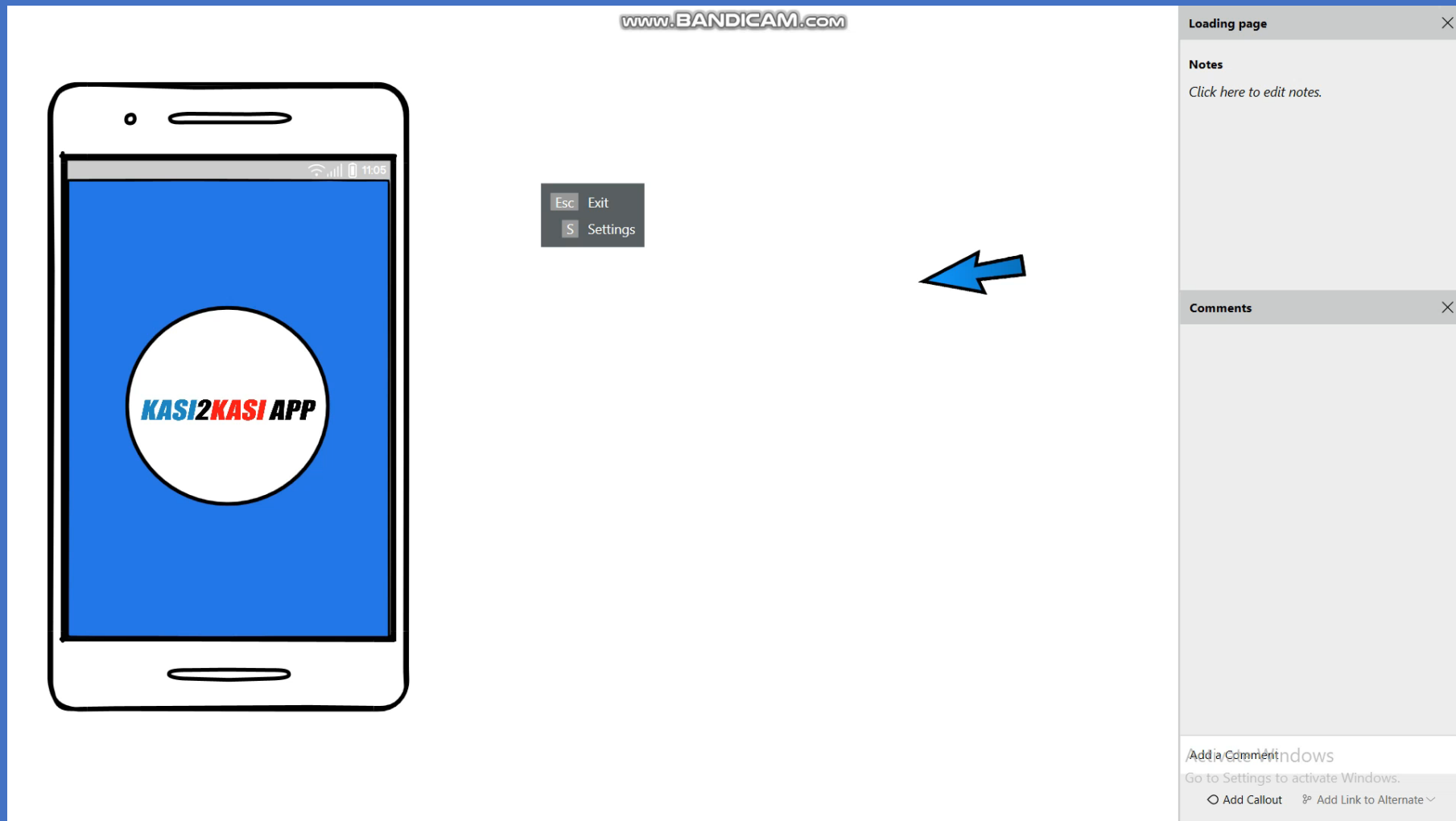
Government Event organizers

Ticket sellers'

Pups – To list their events on the App

How are we going to make money?

❖ Monetization of events (if you want your event to appear on top)

❖ Event Organizers subscription fee (very small fee from R2.50 Cent per event)

❖ Advertisement on the App

❖ Artist Profile & Events guides downloading fee (From R1.50)

❖ Sponsors

AMOUNT NEEDED

Description	Each Item	Amount
Dell P2722H 27-inch Full HD 8ms LCD Monitor * 3	R4 699.00	R14 097
Dell Vostro 3910 Core i7-12700 8GB RAM 1TB HDD Win 11 Pro Midi Tower N7560VDT3910EMEA01 * 3)	R18 799.00	R56 397
Back-end App Development (Testing and updating)	R80 000	R80 000
Website development	R30 000	R30 000
Website hosting for 12 months	R1 500	R18 000
Developer Account * 12 Months	R2 200	R26 400
Promoting the website and App (Online Ads/Radio/printing)	R90 000	R90 000
Labour * 3 * R5 000 per person * 12 Months	R15 000	R180 000
TOTAL		**R494 894.00**

This is the Balsamiq Wireframes Design of the Application showing how the App is going to function and the design

THANK YOU, ANY QUESTIONS?