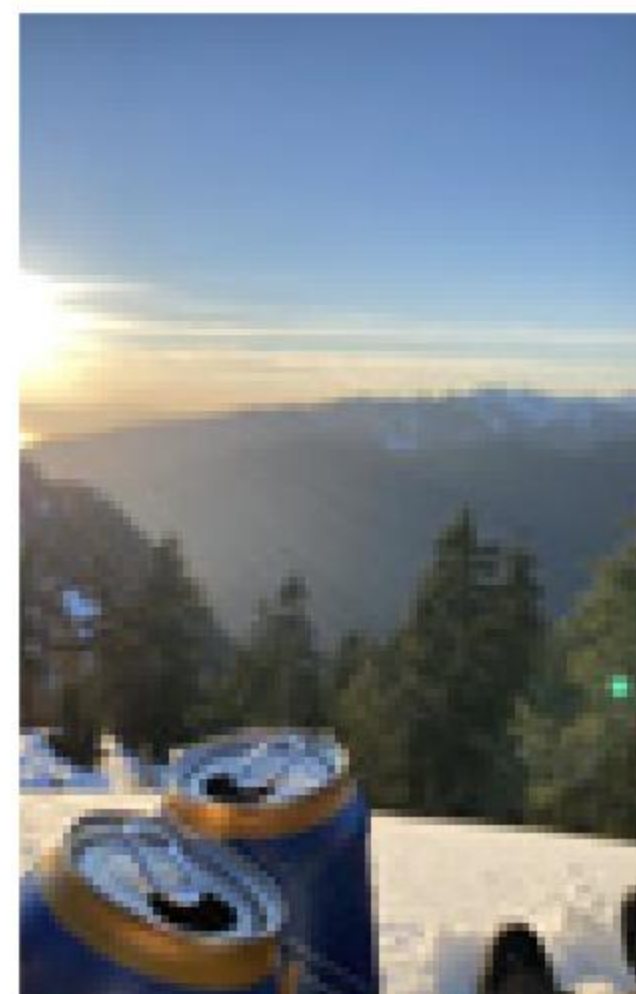
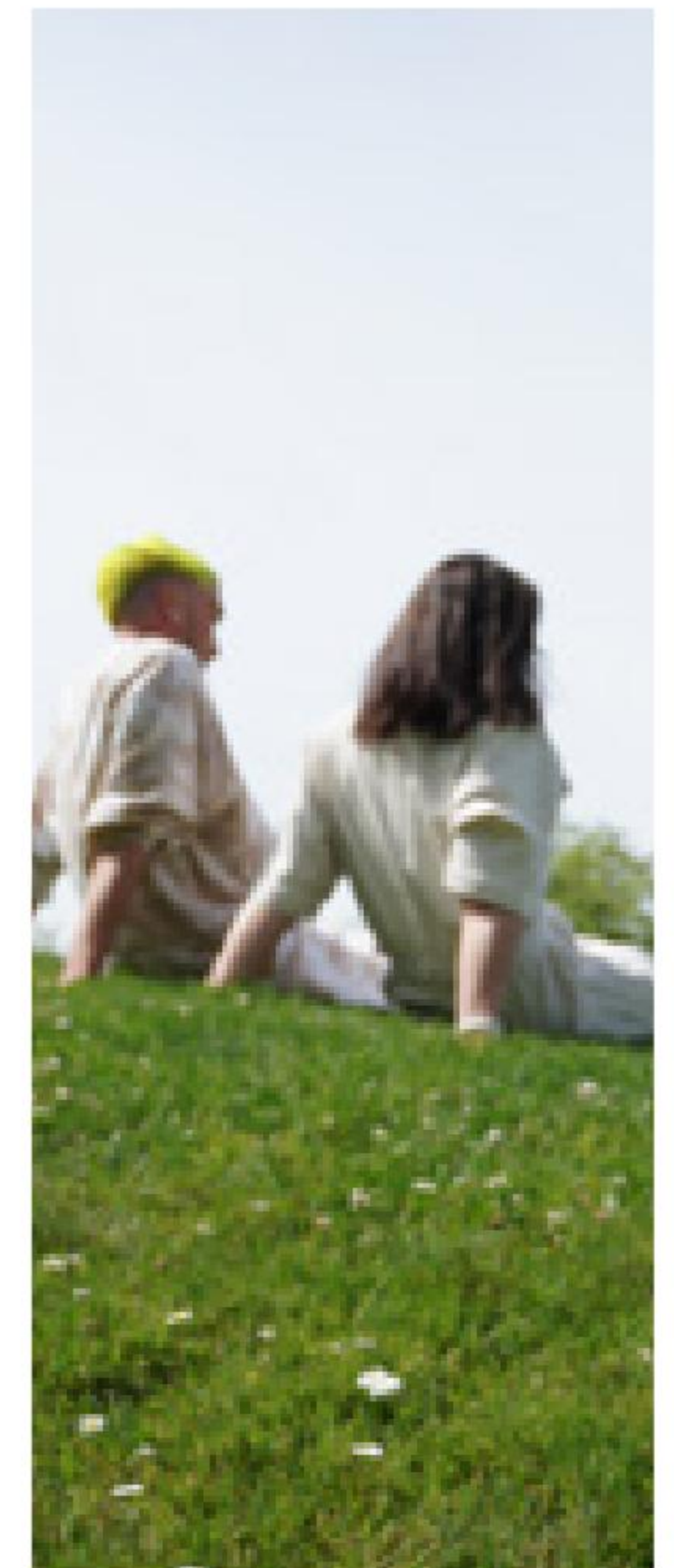
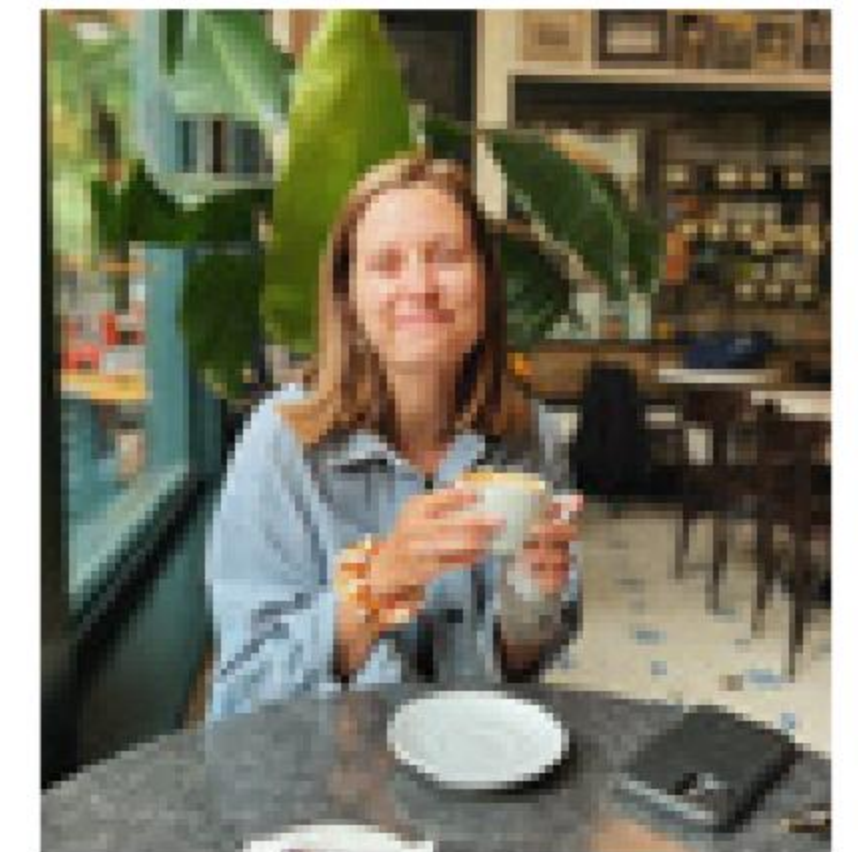
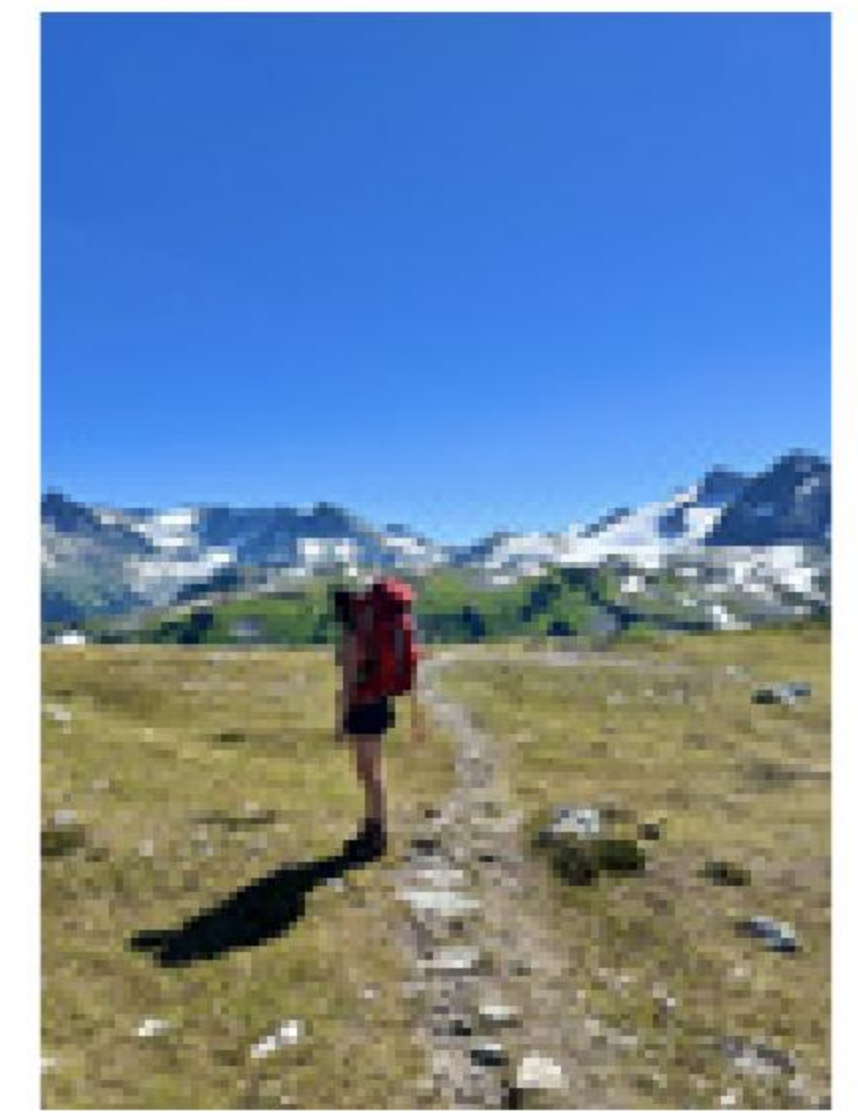




Lumi

Our Vision

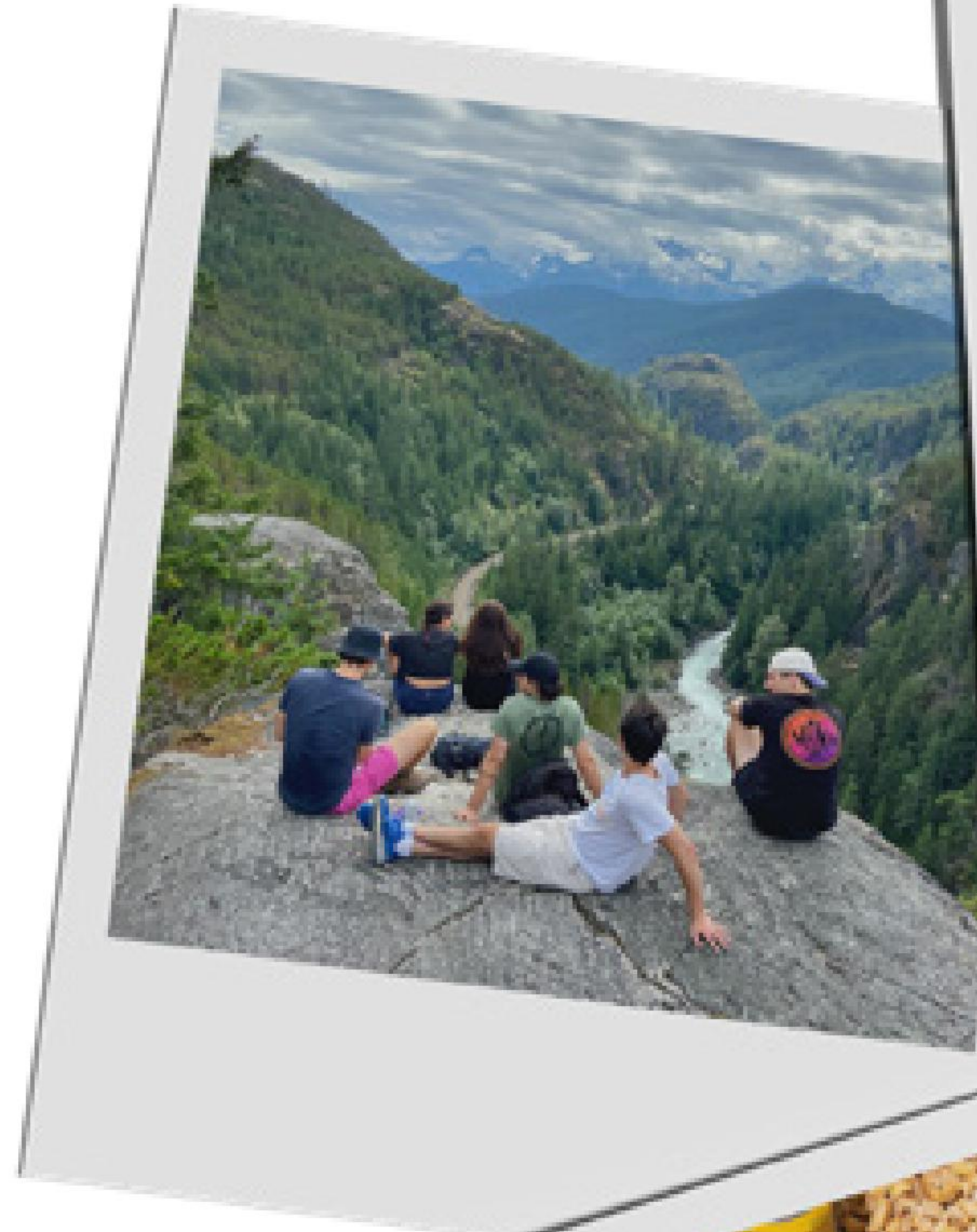
Lumi is dedicated to helping people rediscover their own city. It is easy to get caught up in routine and planning can be stressful. Our goal is to get users out of their comfort zone, try something new, and get the most out of their city. With our curated suggestions, an in-app planner, and an activity randomizer, we cultivate new experiences for our users and allow them to share valuable memories with those around them.



About The Project

Lumi began with the simple idea of a date generator. The plan was to take away the decision-making stress that comes with planning a date with someone new or a long term partner. From there, it has grown into a full scale activity planner that can help organize your whole outing from start to finish.

There's an excitement that comes with trying a new activity or restaurant. Lumi is here to make that process seamless. Lumi is a solution for the bored locals, the avid daters, the travelers, the half planners, the large groups, and the spontaneous ones. With our activity randomizer, suggested collections, and easy in-app planner, we have something for every type of user. Our goal for the future is to become an "everyday" app that people use to create all their plans.



Lumi



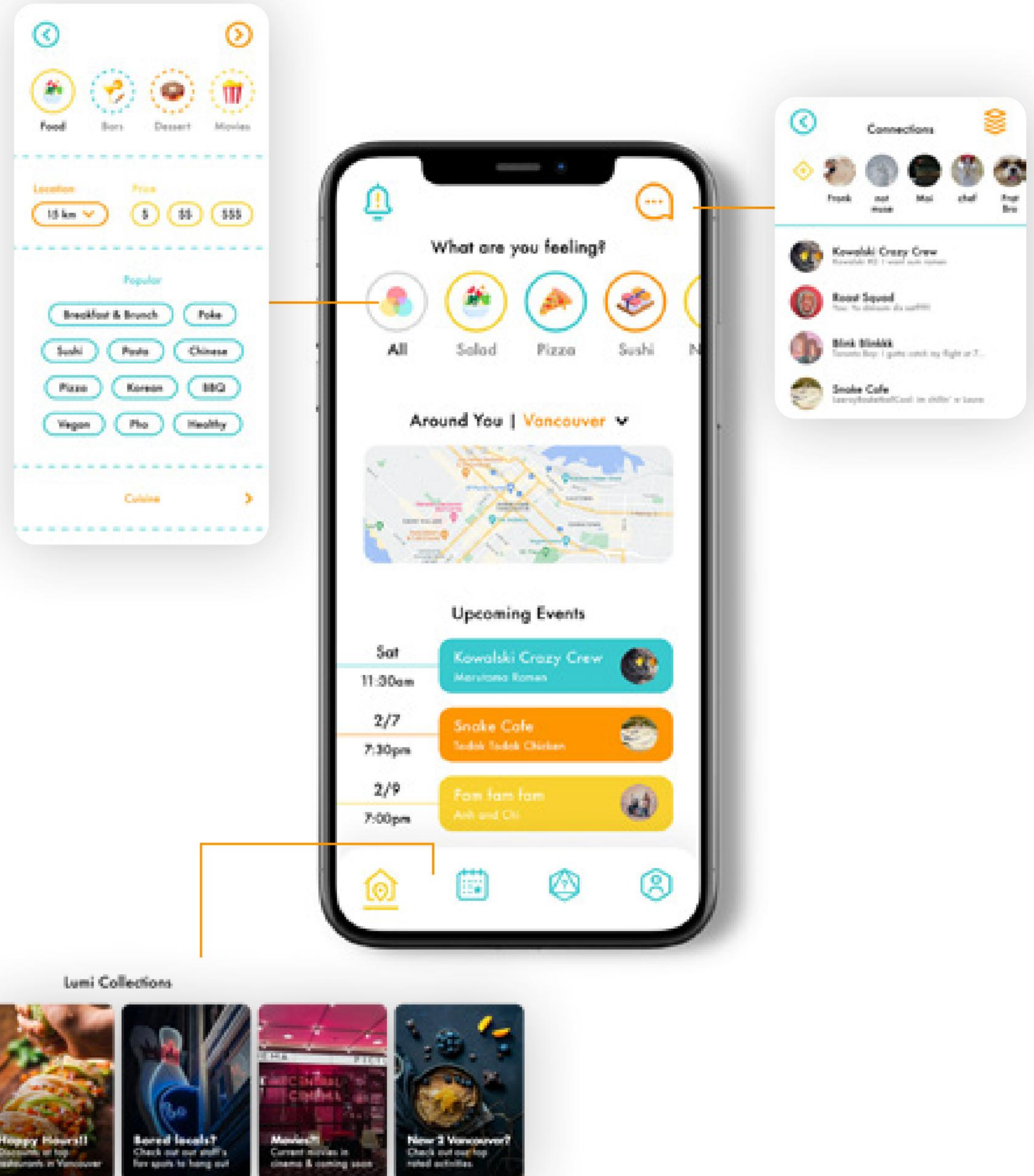
Explore Page

The explore page acts as a dashboard. Users can see a map view of activities, collections, and their upcoming events.

The filter allows the user to adjust the given options to suit their preferences

The chat feature creates a space for users to communicate with their connections about their plans

The collections activity groups curated by Lumi based popular themes or user activity. These groups are shown below your upcoming events on the explore page.

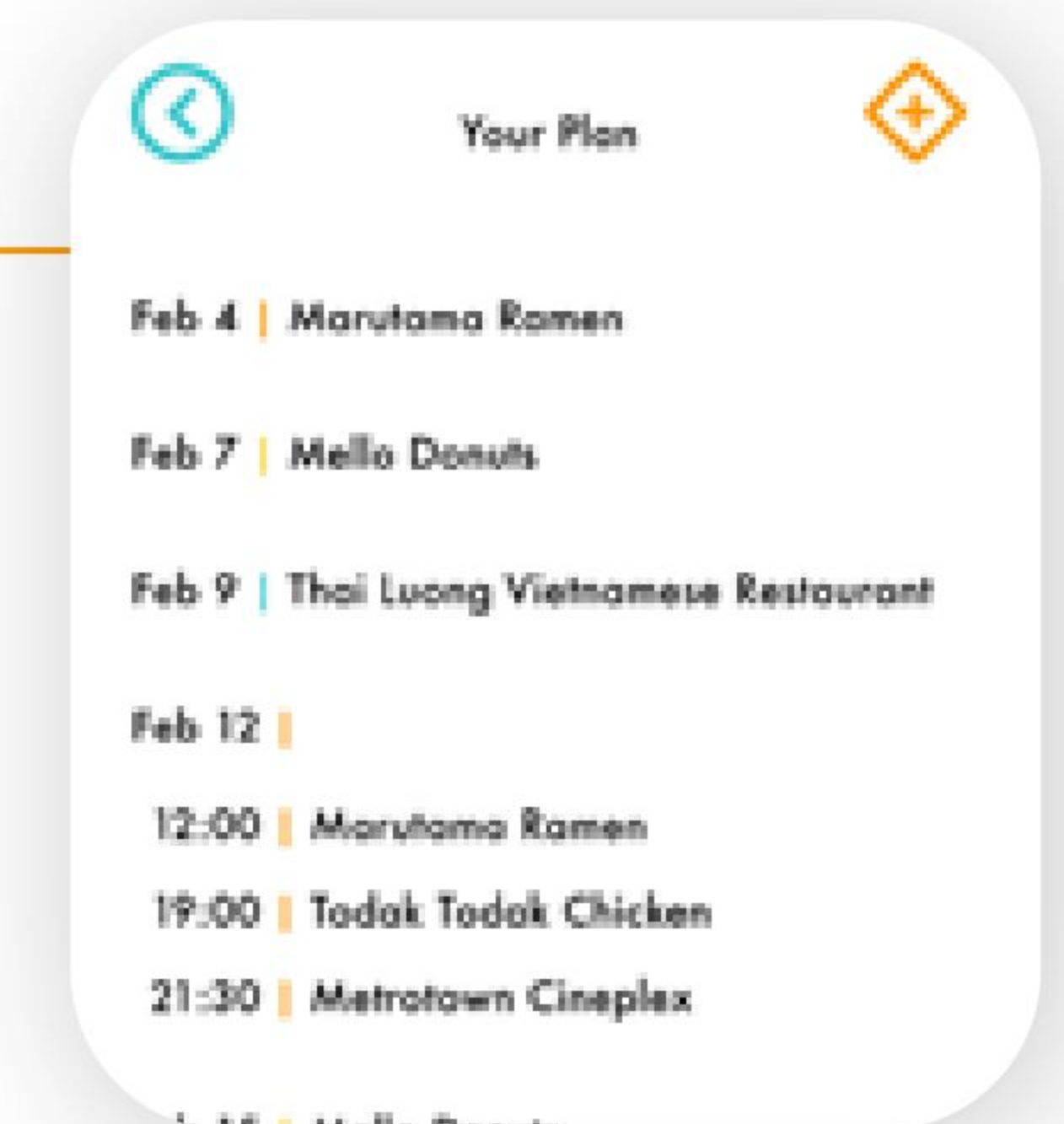
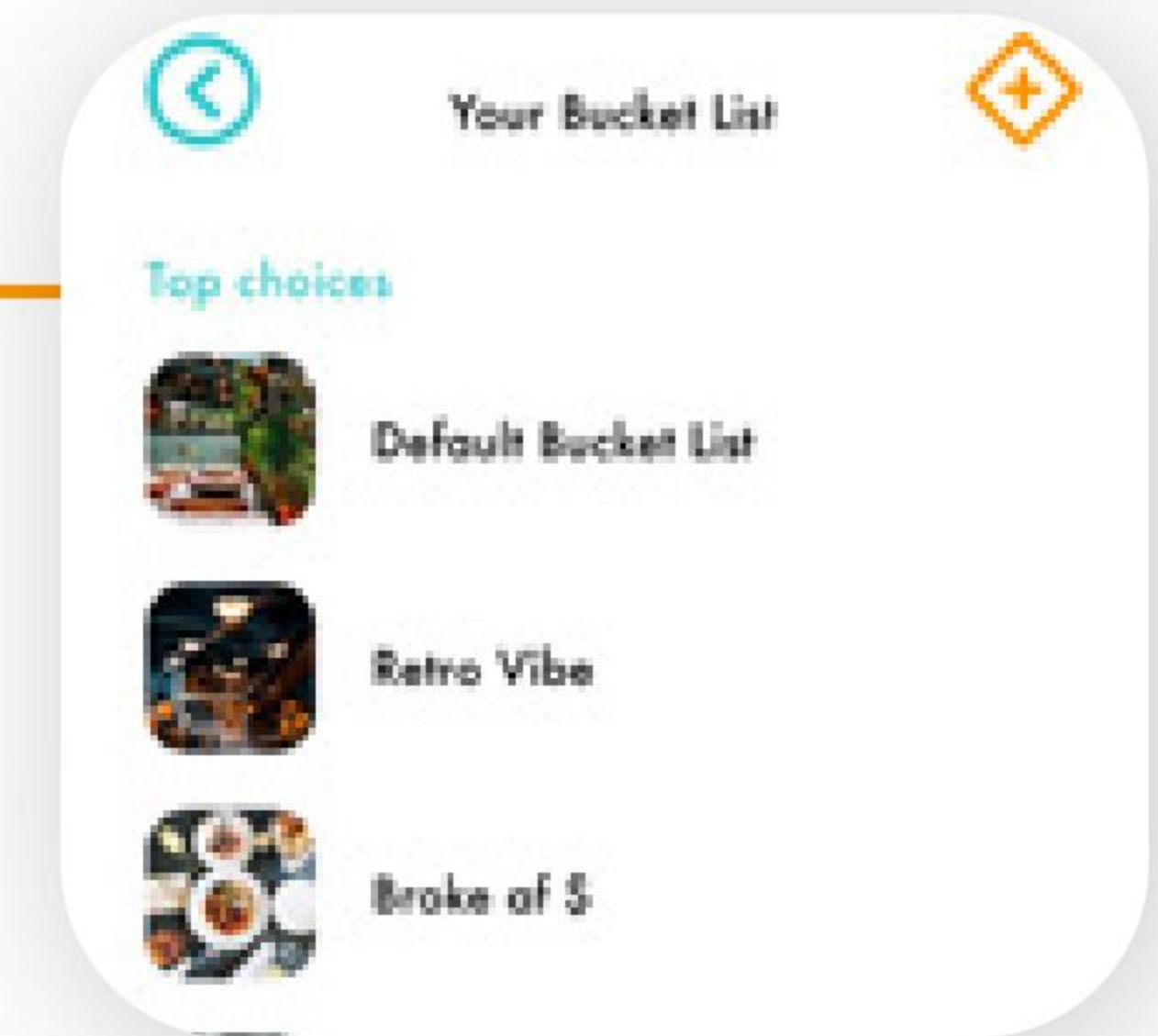
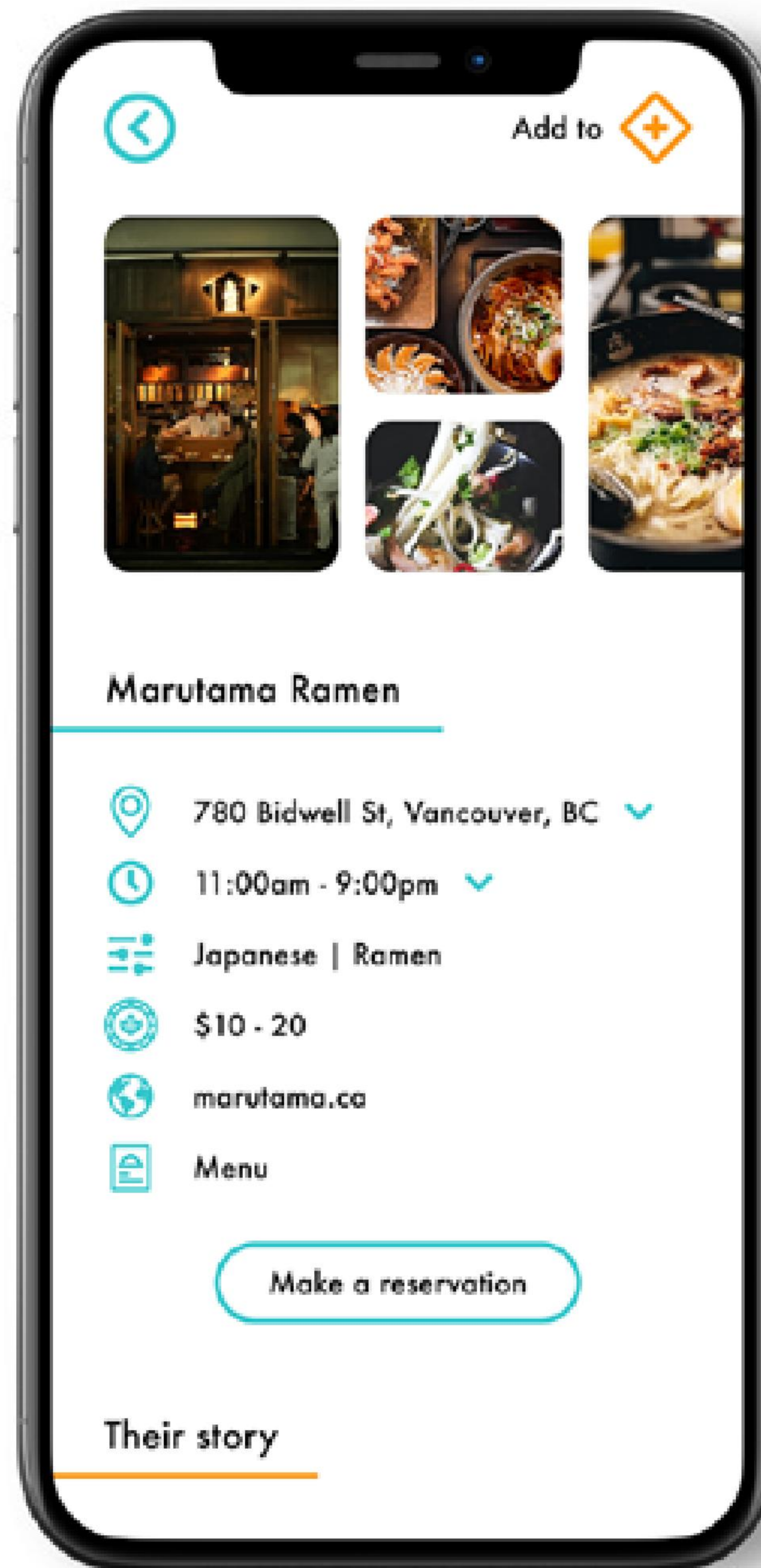


Activity Page

The activity page gives a full overview of the activity or location.

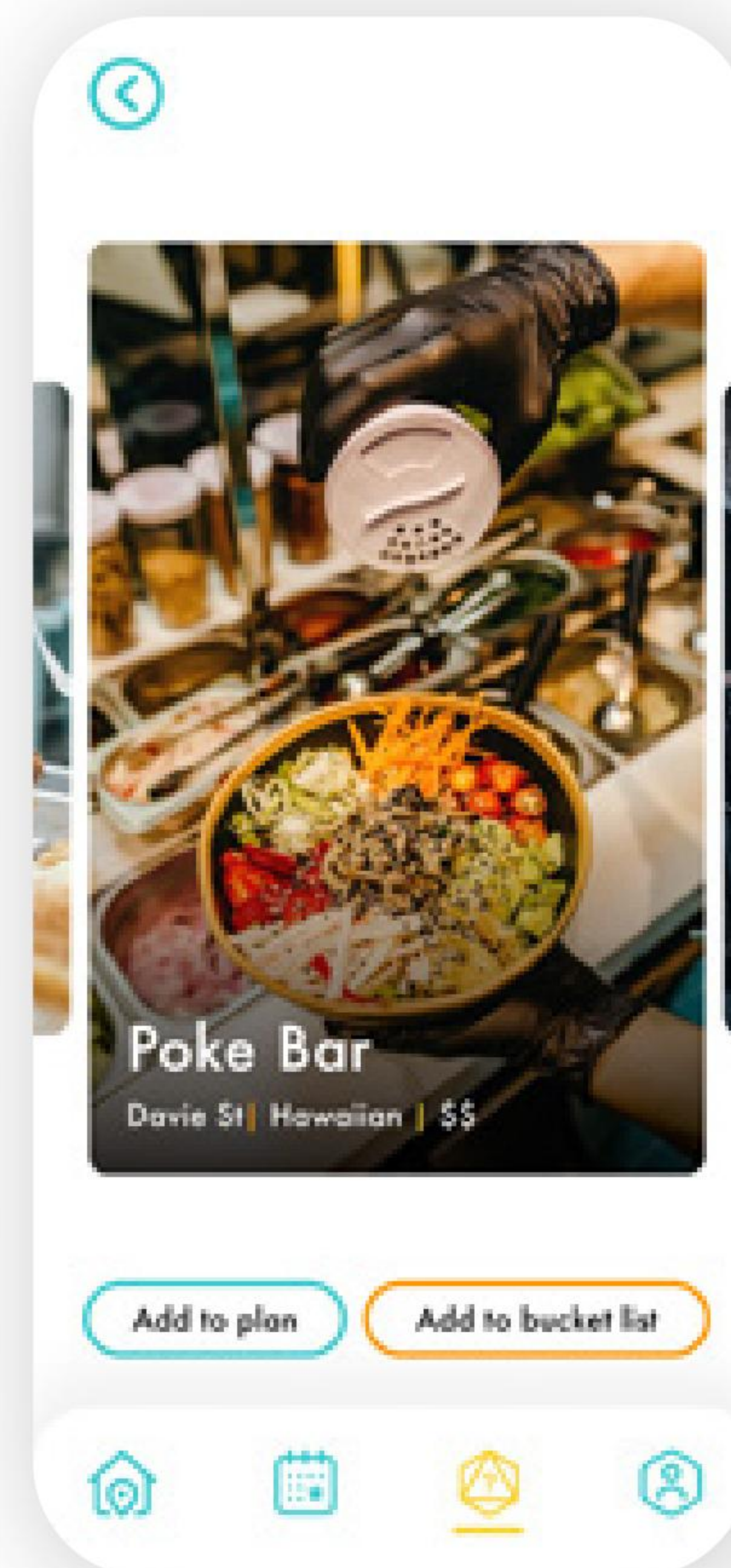
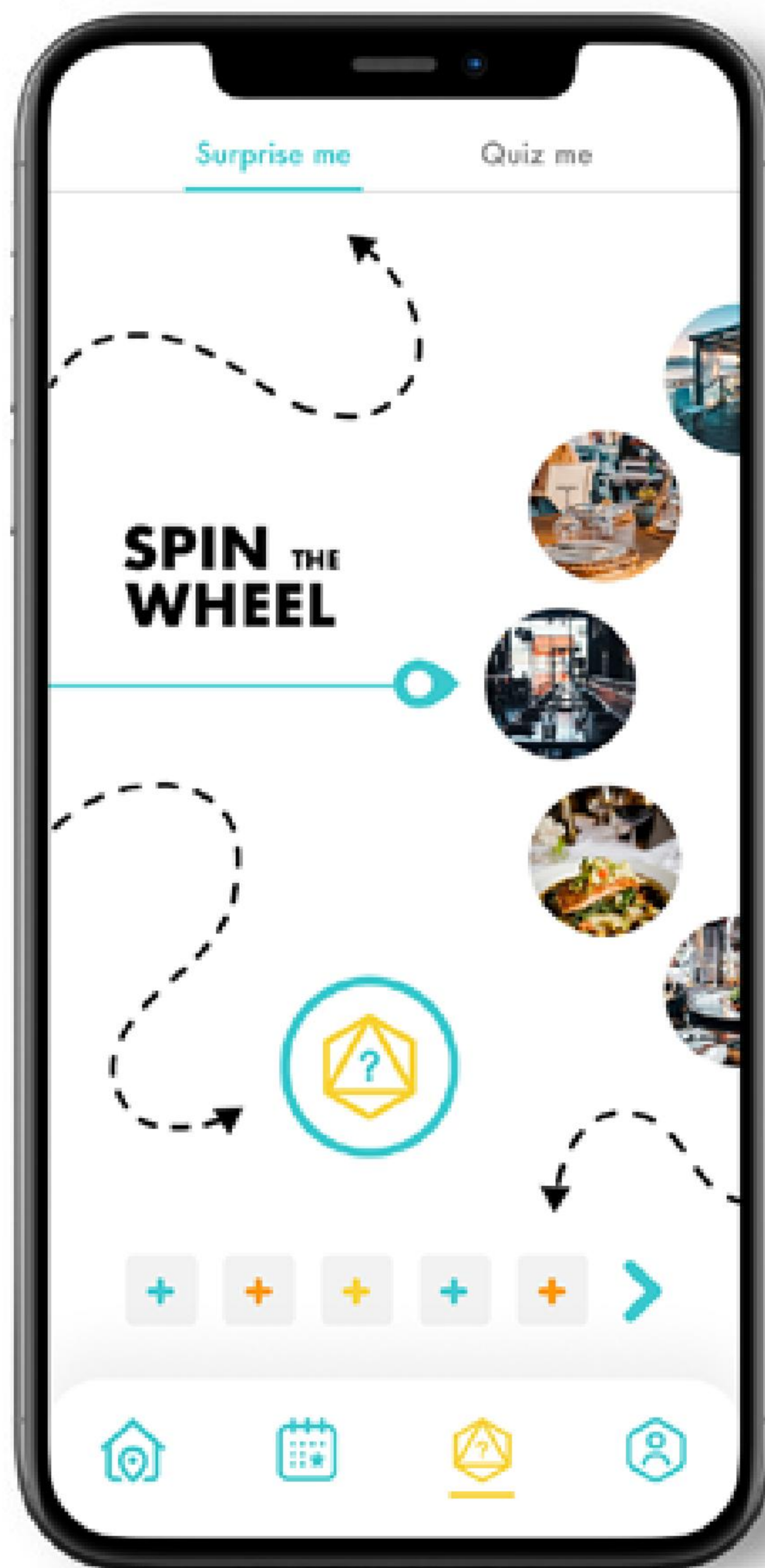
The Bucket List features allows users to save activities they want to try for later

The Create a Plan button lets the user start a plan with a new or existing group



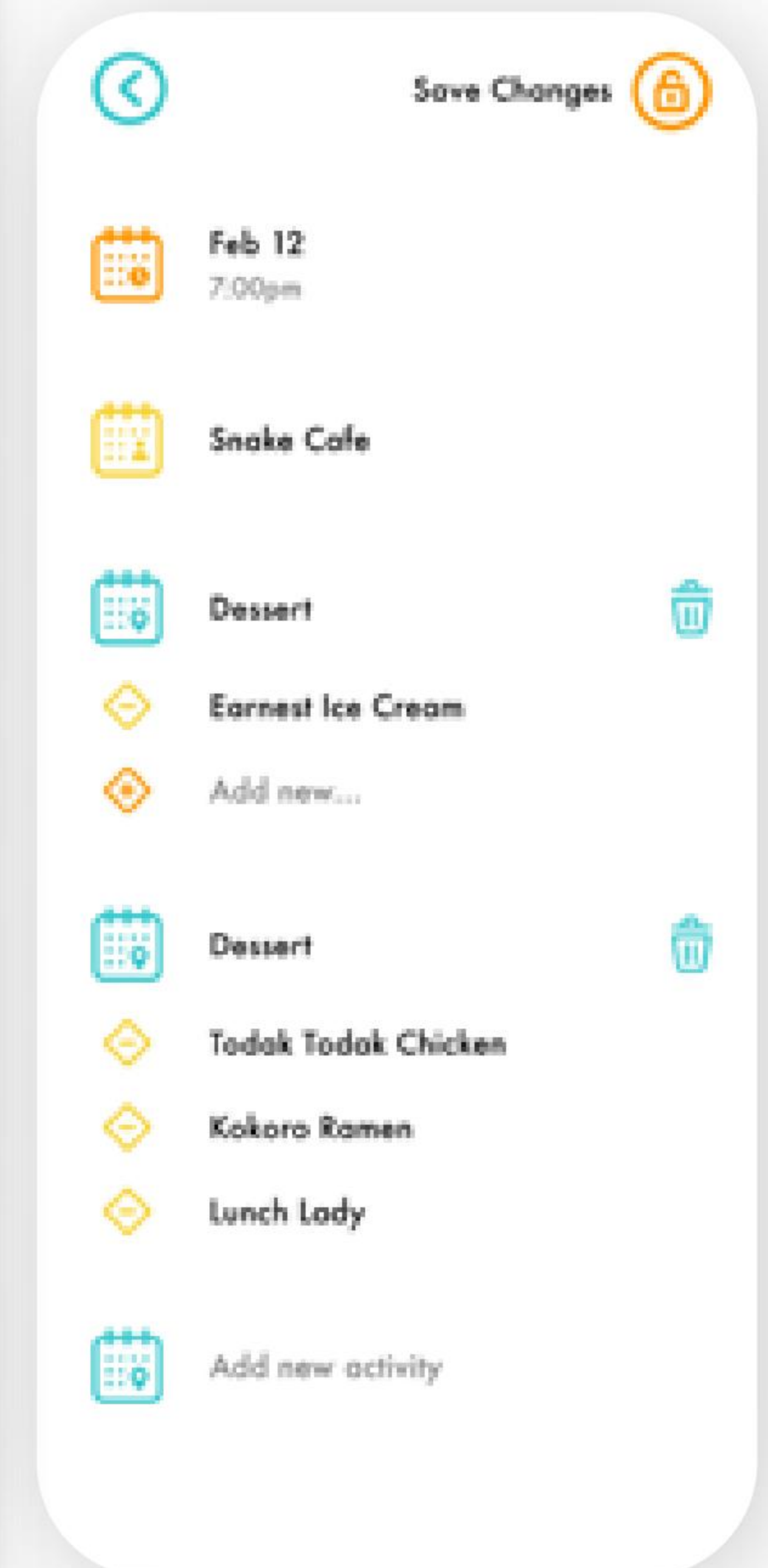
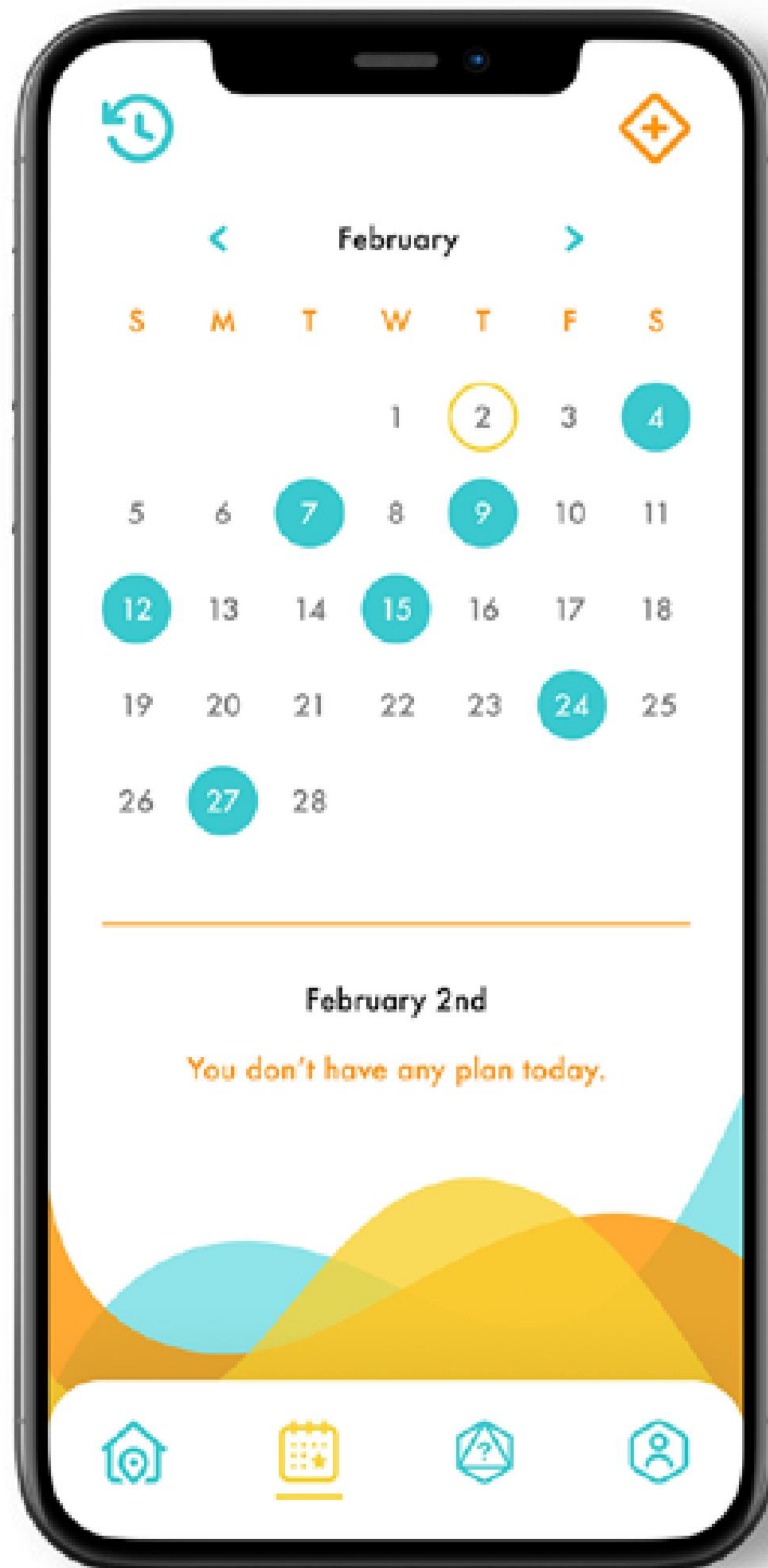
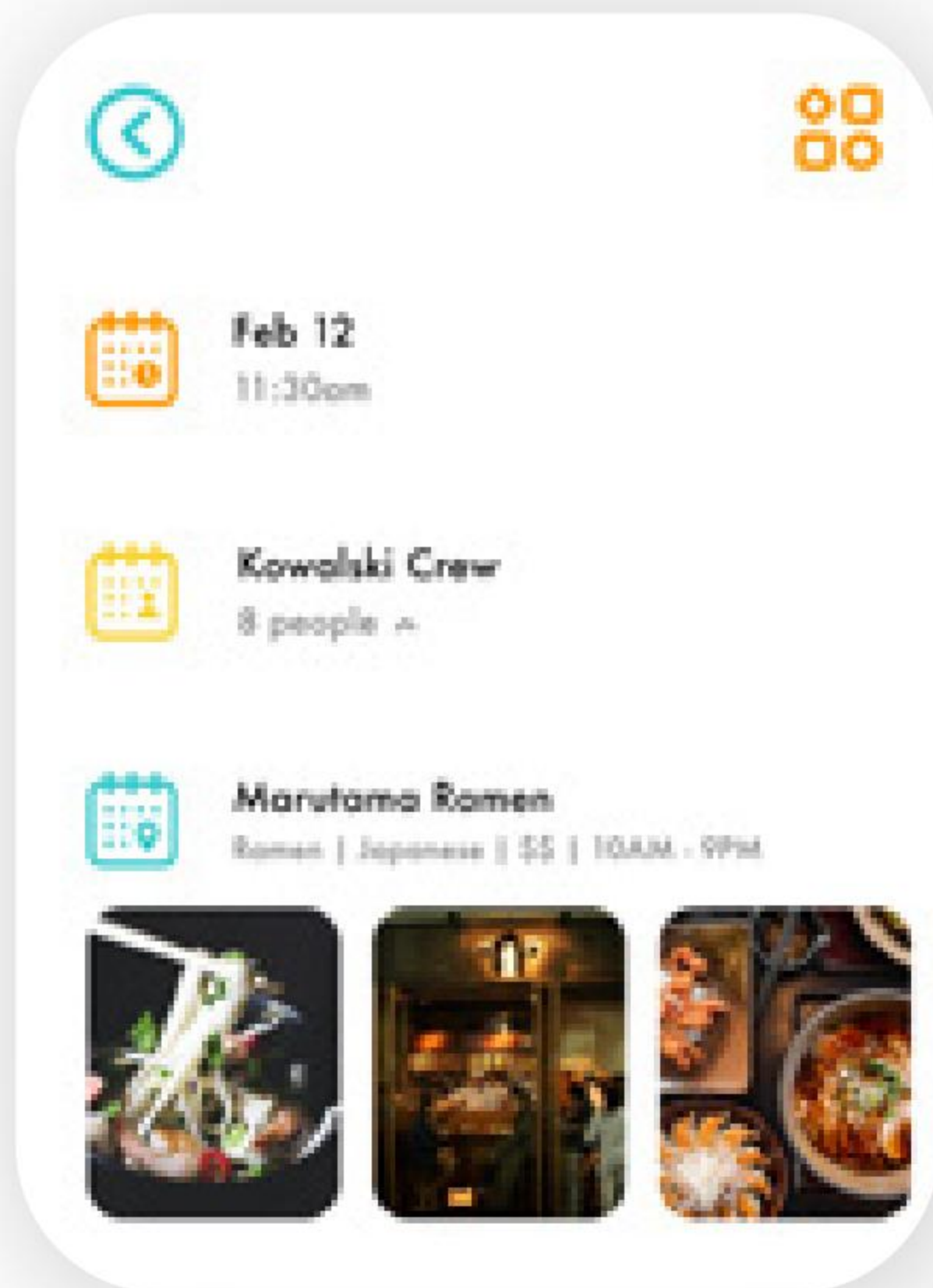
Randomizer

This generator is completely random and picks a unique activity. Users can pick up to 5 activities from there. From there, they can scroll through the options. If any ideas are interesting, they can add it to their bucket list or plan.



Planner

Within the planner, users can share activities with individuals or groups and edit plans to change the time, activity, location, and group members.



Competition

Our primary competition is Cobble, an activity app based in New York.

COBBLE'S STRENGTHS

- Large variety of options in one space
- Effective calendar
- Familiar layout (similar to Tinder)
- Large pool of clients

COBBLE'S WEAKNESSES

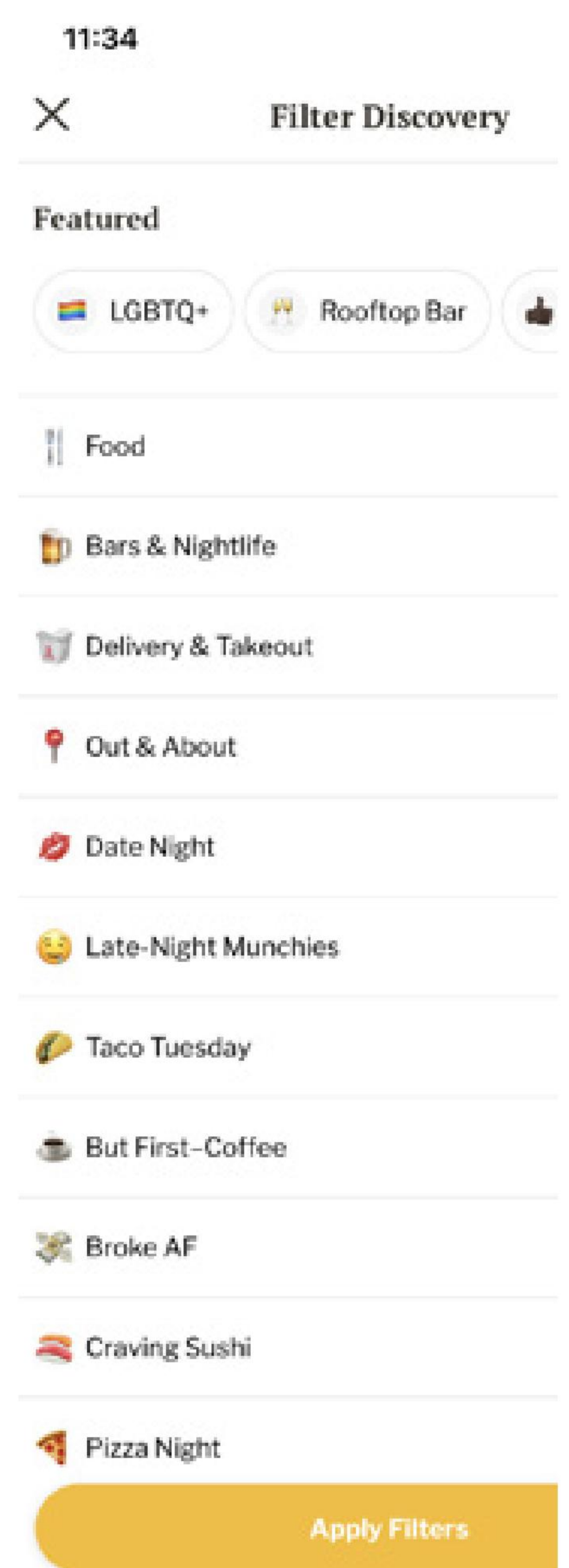
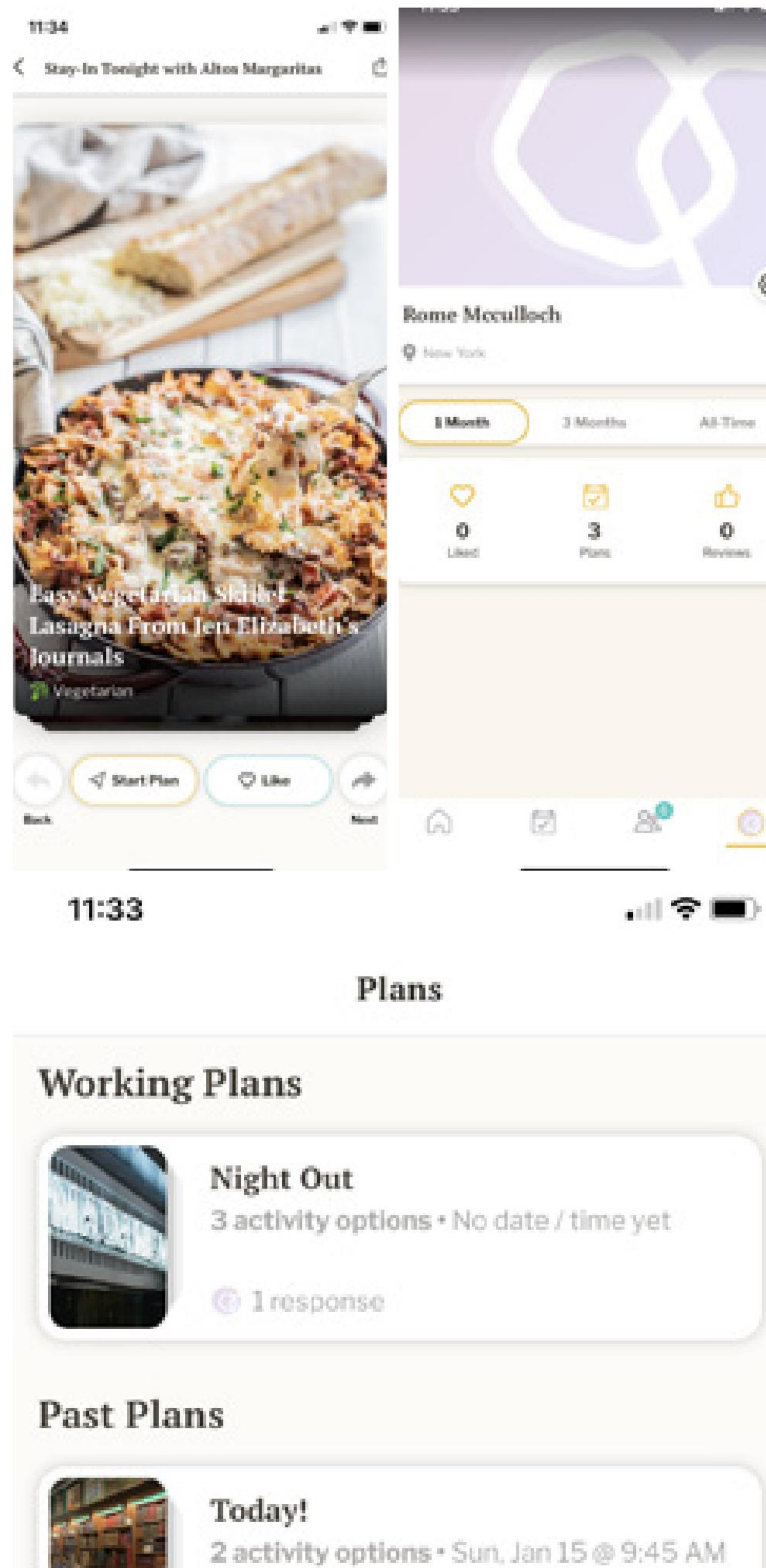
- Confusing user flow
- Sub Par UI/UX design
- Lack of marketing
- Counter-intuitive categorization
- Only available in New York and Los Angeles
- Complicated back end
- Heavy app

LUMI'S STRENGTHS

- Ability to create a better user experience
- Interactive Randomizer
- Lighter app
- Strong Branding

LUMI'S OPPORTUNITIES

- Partnerships with places in Vancouver





Mockups

Lumi

Scatterbrain

Pitch Deck



Legal Disclaimer

The information presented is confidential and meant only for the sole receiver. This deck contains forward-looking statements and can be identified to any referenced future projections. Statements are based on current beliefs, and expectations in regards to the future of the business which are subject to inherent risks, uncertainties and changes in circumstances that are not predictable and out of control of the company. Results of forward-looking plans are dependent on investment of time and opportunity.. All information unless credited is stated on behalf of Criteria Management. Any unauthorized sharing of this information with outside sources may result in legal action taken by Criteria Management.

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