Barron_COMP523

Application Processing

Stage	Invite to Pitch
Program applying to	UNC Dept of Computer Science
Account Name	WAVE
Founder's survey Prefill link	www.tfaforms.com/4600347?account=0011M00002UsgNu&campaign=&opp=0061M00001BabcQ

Opportunity

Opportunity Name	Barron_COMP523	**Opportunity Owner**	COMP523 ProgramMgr

Primary Contact

First name	Willie
Last name	Barron
Email	wbarron@thewavenc.com
Professional Title	CEO/Co-Founder

Project Idea

Reason for application

Within nightlife, there are numerous problems and inefficiencies that have yet to be solved for both bar goers and the venues themselves. Bar goers are constantly in search of the right bars to go to each night for the best nights out, according to their individual preferences. Some look for ones that are the most popular each night, trying to keep up with the crowds, while others search for more relaxed environments to hang out; these preferences change day-to-day and often on a whim throughout a night. Bar goers have no way of finding out live, accurate information about the crowds at every bar outside of messaging people that are already there, and they are left guessing and showing up in hopes of finding what they are looking for. Frequently, people find out the next day about special events or fun nights they missed out on, once their friends post recaps of the night on their social media. Moreover, bars compete with each other to assimilate crowds every night, however as most bar goers currently use word of mouth to make their decisions around nightlife, current marketing mediums are limited in their abilities for venues to reach their consumers effectively. Social networks like Instagram and Facebook have proven to be ineffective for most venues to drive significant traffic to their bars, as most bar goers do not go on these networks for the purpose of finding plans for the night. While most bar goers go out at least once a week and every nightlife venue's revenues are directly proportional to the foot traffic, these problems persist both worldwide and without resolution.

CS - Current Solution

We are addressing these issues with an all-encompassing software platform that leverages modern marketing concepts and technologies to optimize the nightlife landscape for both bar owners and consumers.

The first part of our solution is a location-based social networking app for bar goers that uses relevant data to increase interconnectivity amongst the nightlife landscape and solve issues that bar goers face. The WAVE app, which is currently in development, starts with some of the basic social networking features, such as creating a user profile and adding friends. On any night out, users have several features to optimize the process. First, bar goers can quickly activate statuses for their friends to see that they are 'Going Out' to specific bars or 'Looking For Plans' for tonight. Users can also create a plan for a specific bar by clicking on a bar anywhere in the app and adding it to their plans. With location-based features, users are automatically added into the pool of patrons at a bar as soon as they arrive. Aggregating the data collected each day from these baseline features, all bar goers can see: who in their friends list is going out tonight or looking for plans for the night; where specific friends are planning on going; lists of

friends planning to go to each bar on its respective page; who is currently at each bar throughout the night (subject to each user's privacy settings and which friends they allow to see this information); and more, all without having to individually message every friend or group chat to find out this information. We then add in group functionalities for users to see this information for all users within different groups and finalize group plans with everyone they are going out with.

To build upon the functionalities and data leveraged on the app, we have developed a Lidar-based sensor that is placed in the doorway of every bar to live-track the exact traffic data. This data is sourced into the app so bar goers can see not only where their friends are going, but also a live number of all people at every bar. This helps friends and groups decide exactly when to show up to a bar or make changes to their original plans according to what is currently going on at different bars.

The data collected from the sensors and the WAVE app create the backbone of the second part of the solution: the WAVE Business app (This is the part of the software that the student team would be developing out). The sensors provide a streamlined approach to tracking capacities; as bars legally have to stay under their maximum capacities at all times and currently use handheld clickers each night to manually count people in and out, we are able to not only make this process more efficient, but also provide analytics from this data, such as changes in traffic throughout the night, weekly or monthly traffic trends, expected nightly traffic, and more. The WAVE Business app will allow bar owners to access their live traffic data, along with these sensor-based analytics and more. Importing users' plans, demographic data, and other user-inputted data from the WAVE app such as music and drink preferences, we begin to further source data into the WAVE Business app. WAVE Analytics will allow bar owners to better understand their customer bases. By viewing data over specific time frames, they can see: traffic trends and how they compare over previous periods; aggregate demographic data on all WAVE users that visited their bar, such as age and gender; preferences of their customer bases, such as what they like to drink or what type of bar environments they like; which other bars their patrons typically go to; how frequently on average their customers go out to any bars on a weekly basis, as well as which nights are their most frequent; and much more. Centered around this data, we are building a highly optimized targeted advertising platform for bars. Through their WAVE Business profiles, bar owners can post advertisements about their specials, events, and more onto the WAVE app for local consumers to see. Powered by WAVE Analytics, bars can target customer segments like no other medium. One bar can target their College Night ad specifically, for example, to users aged 21 to 23, who have been to their bar in the past month, like to drink liquor, and prefer upbeat clubs; another bar might advertise their 90s karaoke night to users over 25 who have not been to their bar recently, prefer themed events and less crowded bars. By using preferences as data points to match users to bars and advertisements, bars waste less money advertising to the wrong people, and bar goers are only seeing ads for bars they might be interested in going to. We are helping bar goers stay up-to-date with all relevant information about the nightlife landscape, while also helping bars communicate this information to their consumers.

CS - Who are users?	Our target initial users of the WAVE app are bar goers in Chapel Hill and surrounding areas, aged 21-25. The WAVE Business software that would be built out targets the owners of the bars that these early users typically go to.
CS - Software Access Point	Apple/iOS app (phone or tablet)
Other Access Point	
CS - Additional Constraints	The WAVE app we are in development of right now is being coded for iOS using Swift, and we are using Firebase on the backend for all of the data. The WAVE Business software, therefore, would need to be able to pull this data, as well as send data back to post ads onto the WAVE app.
CS - Concerns with student ownership?	Yes, I have concerns.
CS - Describe Concerns	I would prefer to explore an agreement with the students to protect our intellectual property from duplication or disclosure of technologies to other parties. I understand the importance of developers being able to reuse code snippets and concepts on future works and do not wish to fully restrict this at all, but it is also important to protect our company's IP as well.
CS - Protected health information?	N/a
Additional information	The scope of development can be determined based on what the students and professor believe to be suitable for the project. All of the tentative tasks that would be considered, in order of importance and most likely logical progression, are: 1. Developing a log in for bar owners on the WAVE Business app. 2. Allowing bar owners to manage and update basic bar information, like hours of operation, such that users on the WAVE app can see up-to-date information on their pages. 3. Linking the sensor data from the Firebase (will already be set up) to the app for the appropriate bar to be able access its live traffic, relative to its inputted maximum capacity, in the WAVE Business app.

4. Creating basic functionality for bars to post non-targeted ads that show on the WAVE app.
5. Building out basic analytics features, showing historic traffic and incorporating data from WAVE app users to show demographics.
6. Expanding advertising features to use demographic or analytics-based data for targeted advertising.
7. Expanding on data analytics for bars, based on different types of data collected from the WAVE app.
8. Adding in predictive traffic numbers based on historical data and nightly traffic.
I believe the components outlined should be extensive enough for the scope of the class; if need be, we can remove the later stages to fit the timeframe, or add more to the end if it is decided that this is not enough. We have a developer on our team that is developing the WAVE app currently and can assist when needed, especially with features that communicate between the two apps. If it makes more sense to build out a separate login for bars with these features straight on the WAVE app, rather than doing a completely separate app, we are perfectly good with doing it that way as well--it might expedite the process since the app is already exchanging data with the Firebase, and the user interfaces of both sides are similar.

Here is the link to the pitch deck in case the attached file does not work https://drive.google.com/file/d/1u4TsdhLVdssbhzE39_9mtdJ7rafHv5vn/view?usp=sharing

Comments

Client Expectations

CS - How critical is software?	As we are in development of the WAVE app, which is set to launch mid-August, the next step for us is to begin working on building out the WAVE Business platform. Over the coming months after August, we will be aggregating and storing all of the data collected from our initial technologies, such that we will have enough relevant data to launch the WAVE Business app in 2022. That said, the development of this software over the next 6 months is important to us in furthering our technologies, but not critical to our success. Because we have many functionalities that we will be continuously stacking on top of the most baseline features, we have the benefit of being able to integrate whatever the student team is able to finish to launch even just an MVP of the WAVE Business app, and over time we can continuously add more features.
CS - Available to pitch?	Yes
CS - Available to convey requirements?	Yes
CS - Available to answer questions?	Yes
CS - Reasonable expectations?	Yes
Consulting - Attend team meetings?	Yes
CS - Able to pay for infrastructure?	Yes

Client Group

Founder 2	Ryan McHargue
Founder2 First name	Ryan
Founder2 last name	McHargue
Founder2 email	apexcougar52@gmail.com
Founder 3	Harvey Duperier
Founder3 first name	Harvey
Founder3 last name	Duperier
Founder3 email	henryha@live.unc.edu

Founder 4

Founder4 first name

Founder4 last name

Founder4 email

Pitch Survey Information

CS - Pitch Availability

Other Availability

CS - Recording of presentation

Project Name

Description

Application Details

Close Date 7/8/2021

Account Information

CRVF Investment

CAN investment

Minority Founded?

Contact

UNC Startup Details

Account Name	WAVE	**Programs Participated In**	1789 Venture Lab - Member Track; Innovate Carolina; Launch Chapel Hill
Account Active Status	Yes - Active	**Parent Account**	
Company Aliases		**Account Owner**	Velvet Nelson
UNC Startup Public Disclosure Yes No	Yes		
UNC Startup Category	UNC Assisted		
UNC App or Media Project Type			
Key Founder	Willie Barron		
Website	http://www.thewavenc.com/		

UNC Startup Legal

Company Structure	C Corporation	**Company Founding Date**	1/6/2019
Date of Legal Incorporation	1/6/2019	**Operating Agreement**	
Ownership			

UNC Startup - UNC Founding

Primary UNC Founding School/Program		**UNC Founders Affiliations at Founding**
UNC Founding Department in A&S		
Additional Founding Schools or Programs		

UNC Startup Industry, Product/Service, and Impact

UNC Startup Product or Service Category		**Social Venture**
UNC Startup Subcategory Product/Service		**UNC Social Startups Sector To Influence**
Research-Driven Startup	No	**UNCStartup Social & Environmental Impact**

Address Information

Email	wbarron@thewavenc.com	**Phone**
Billing Address	1021 Dawes Street Chapel Hill, North Carolina 27516 United States	**Physical Street Address**
County if NC		**Physical City**
		Physical State
		Physical Zip Code

Additional Information

Short Description of Company
We are a group of innovators dedicated to creating solutions to industry-wide problems; our current focus is the nightlife industry.

Description
We are developing a network, called WAVE, that connects the entire nightlife scene in 3 aspects: B2B, B2C, and C2C. Nightlife venues can connect not only to other businesses such as liquor companies, promoters, DJs, and other venues, but also to their consumers. Likewise, consumers can connect with other consumers, as well as the bars that they like to go to. There are 2 sides to the network: WAVE, the consumer app, and WAVE Business, the business app. On the WAVE app, users can see vital information such as how packed every bar currently is, which of their friends are going to or are currently at each bar, what events and drink specials are going on in the area each night, and much more. After sourcing through all of the information, users can conveniently coordinate their plans with friends on the app. The WAVE Business app allows bar owners to market their deals, events, and more on

the WAVE app. Through the use of data and analytics sourced from the WAVE app, bar owners can utilize highly optimized targeted ads. We have a significant competitive advantage over any current form of marketing, combining the ability to reach a large crowd through social media with powerful analytics to produce optimized market segments. While other networks like Instagram only segment ad targets based on very basic demographics like age and gender, we use analytics from the WAVE app, such as which days of the week specific people usually go to bars, which types of bars they frequent, how many of their friends are going to specific bars, and more. There is currently no widespread social network for going out to bars, and people do not generally use most of the other networks currently out there for this purpose. The planning process for nights out is very inefficient and often difficult for bar goers. Likewise, bars' marketing tactics are outdated without a medium specifically optimized for nightlife.

Company Stage

Additional Information from applicants
Thank you for your time and consideration.

Comments
website active, most recent Instagram post from 1/1/2021, no incorporation data found (Patrick, 1/14/2021)

UNC Research Relationship

UNC Startup Exit

Company Exit

Company Exit Date

Name of M&A Partner

System Information

Created By
Forms User API, 7/10/2020 7:17 PM

Last Modified By
Forms User API, 7/8/2021 7:00 PM

Notes & Attachments

BarronAdditionalMaterials

Type	**File**
Last Modified	**Forms User API**
Description	
	Download

---

normal