

Kenny Barone- 2019 Summer Report

Background

This summer, I worked with Tyler Trocinski on sp0t, a mobile app that helps users find unique places and tell their stories. We've been working on the app since fall of our junior year, but only considered working on sp0t after graduating when we were accepted into Launch Chapel Hill's cohort 11 this past spring. After a few months of iterating on our idea, conducting customer research, and beginning to build the app, we decided to continue working on sp0t indefinitely.

This Summer

This summer was a massive learning experience. Over the spring, Tyler and I worked alongside a team of student developers to build our app. We had plans to keep one of these developers on through the summer, but they accepted a job elsewhere. As a result, I was left with the responsibility of coding the entire app. Truthfully, I wasn't sure if I could do it. I minored in computer science at UNC, so I had some experience, but this was an entirely new programming language and the scale of the project was far bigger than anything that I had ever worked on. I worked through dozens of YouTube tutorials, and relied on the limited knowledge of iOS development that I had (I tried to build the app and made it about 10% of the way last summer) and began slowly making progress. Now, sp0t's beta version is just about finished, and we're hoping to give the app to our first dozen or so users next week.

I learned far more about coding this summer than I did in all six of my computer science classes at UNC. In those classes I dreaded every single programming assignment that I was given. Now, I find myself excited to open up my laptop every morning. Even if sp0t isn't hugely successful, the experience of building the app will remain invaluable.

Though I spent most of my time this summer developing the app, Tyler and I also spent time working through our marketing and release plan and pitching to mentors and local entrepreneurs at Launch. We had meetings with lawyers, entrepreneurs in travel, social media, and augmented reality, and found a valuable mentor in old bro Walt Boyle. We also moved out of the Lodge and into a house in Durham and have been working about 10 hours a week each at Blue Dogwood in Chapel Hill.

Moving Forward

Right now, Tyler and I are excited to finally have a product to put in front of people. I'm really looking forward to seeing what kind of feedback our first users have and translating that into the first iterations of our product.

I'm also looking forward to connecting with current Lodgers and sharing my experience. I've already had multiple conversations with Ryan Totz, a brother who began working on a startup as a junior last year and is considering giving it a shot after graduating as well. When I was in Ryan's position I felt like there was no one who could relate to my experience, so I'm excited to

conversations with Ryan and other entrepreneurial brothers moving forward. Similarly, I'm planning on talking with the members of Vintage Blue (a student-run sustainable clothing company that I started with brothers Jemal Abdulhadi and Rodrigo Bustamante) in the coming weeks. Vintage Blue is what initially sparked my interest in entrepreneurship. Last year, we brought 8 more Lodgers onto the VB team in hopes that they would have similar experiences.

sp0t Info

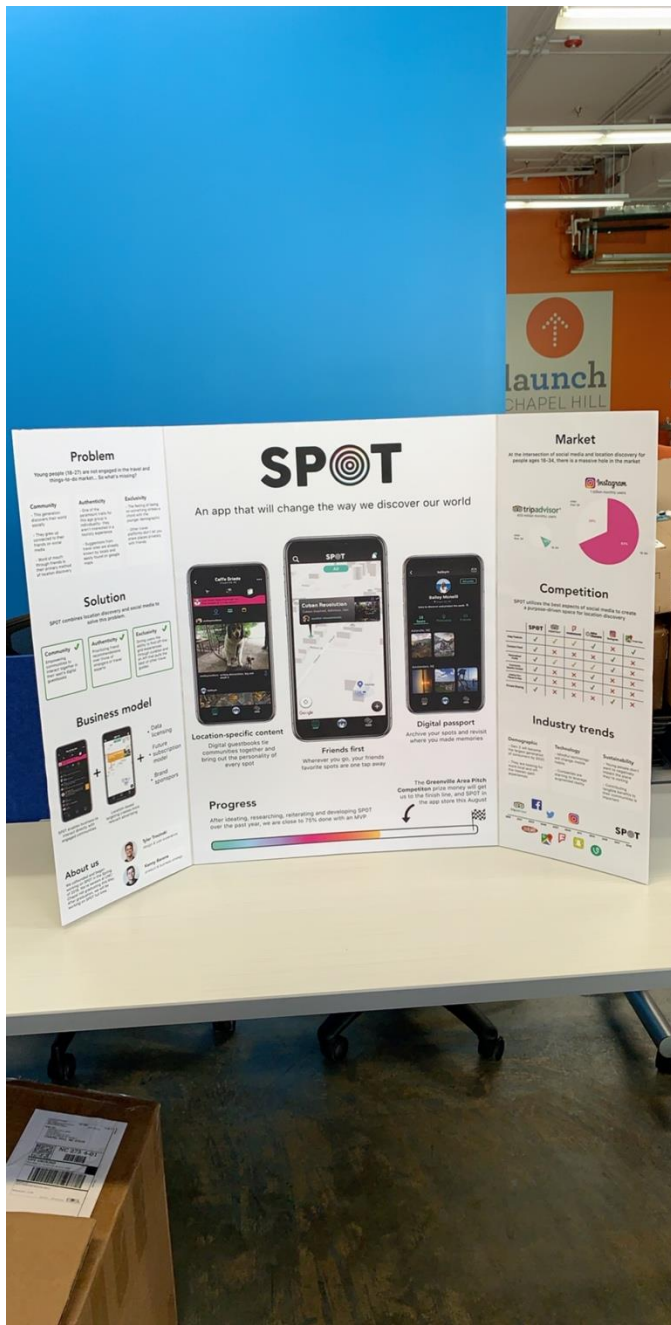
Website: sp0t.app

Instagram: <https://www.instagram.com/sp0tapp/>

Contact: contact@sp0t.app, kenny@sp0t.app, tyler@sp0t.app



Lunch and learn with Iraqi high school students at Launch Chapel Hill



Trifold designed for pitch competition in Greenville, NC

SPOT

An app that will change the way we discover our world

Problem

Young people like SPOT are not engaged in the local and global community. So what's missing?

Community
- Lack of local engagement
- Limited social media presence
- No local events or activities

Authenticity
- Lack of local content
- Limited social media presence
- No local events or activities

Reliability
- Lack of local content
- Limited social media presence
- No local events or activities

Solution

SPOT combines location-based and social media to solve the problem.

Community ✓
- Local engagement
- Social media presence
- Local events and activities

Authenticity ✓
- Local content
- Social media presence
- Local events and activities

Reliability ✓
- Local content
- Social media presence
- Local events and activities

Business model

• Data
• Location-specific content
• Digital passport

Location-specific content
Digital guides for every location, bringing out the personality of every spot.

Friends first
Share your photos, your travels, favorite spots, and one top story.

Digital passport
Archive your spots and travel where you made memories.

Market

As the penetration of social media and location discovery for people ages 18-34, there is a massive hole in the market.

Instagram
@tripadvisor
@tripadvisor

Competition

SPOT offers the best aspects of social media to create a unique user experience for location discovery.

	SPOT	Instagram	TripAdvisor	Facebook	Twitter
Location-specific content	✓	✓	✓	✓	✓
Friends first	✓	✓	✓	✓	✓
Digital passport	✓	✓	✓	✓	✓
Local engagement	✓	✓	✓	✓	✓
Social media presence	✓	✓	✓	✓	✓
Local events and activities	✓	✓	✓	✓	✓

Industry trends

Demographics: Millennials, Gen Z, Gen X, Baby Boomers, Silent Generation

Technology: Mobile devices, Social media, Location-based services, Augmented reality

Sustainability: Eco-friendly, Local sourcing, Community support

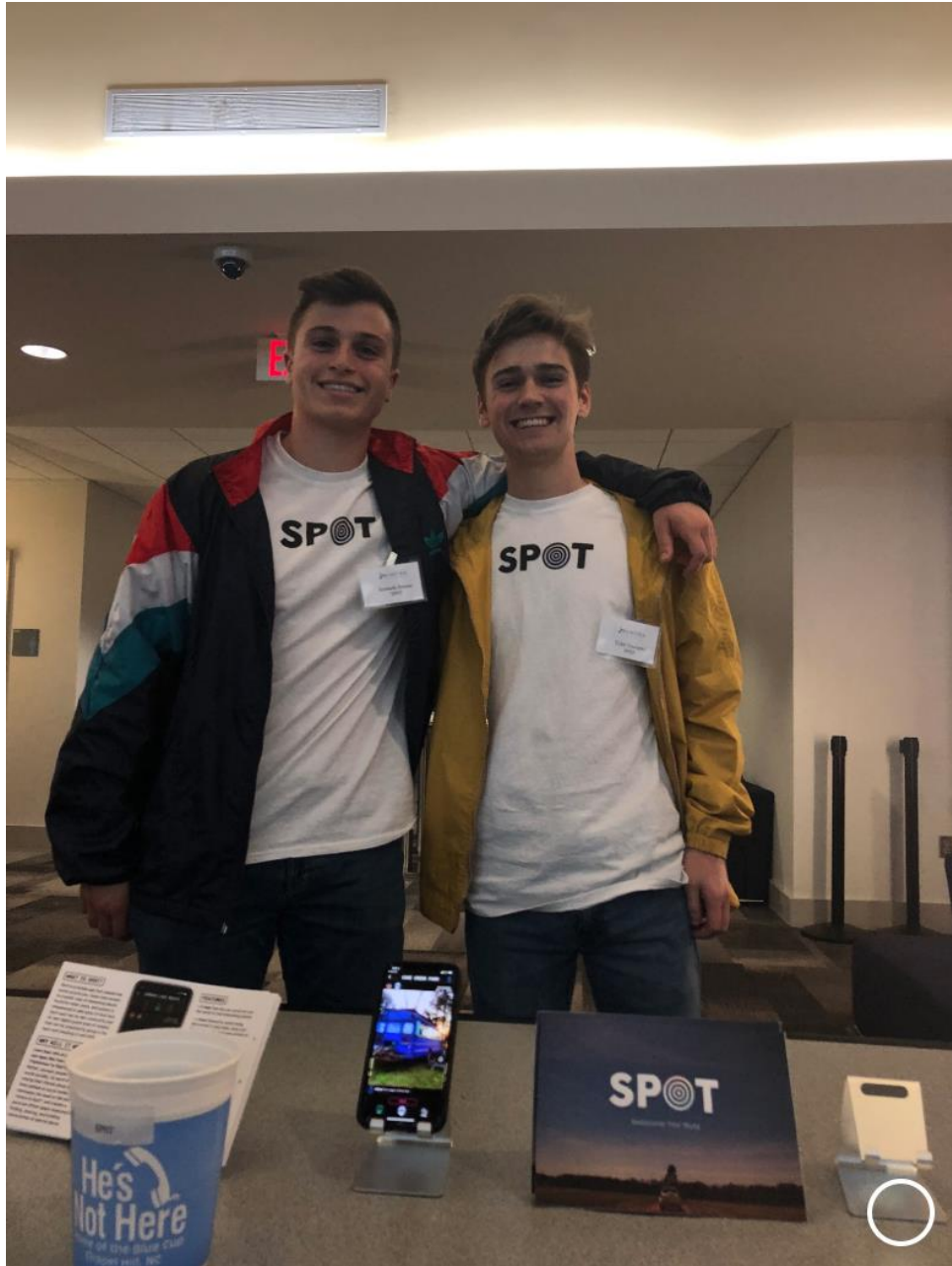
SPOT

Progress

After ideating, researching, refining, and developing SPOT over the past year, we are close to 75% done with an MVP.

About us

Team members and photos.



First pitch at the Carolina Challenge- December 2018



Headed to a meeting with Parker Poe in Raleigh