# Firefly

## Report

### Why

There is definitely a need for real-time information on a good place to go. You uncovered several exisiting services. (Why not Twitter? ) You should have included a VOA for the competitors since there are many soft aspects to this user experience.

You haven’t made the case that this service is a strong alternative to other services. Twitter with pictures seems sufficient to inform friend. Hurrricane Party appears to be real-time and offer most of what you want; I don’t see a big difference between a party and a good time at a bar.

It is true that few of the competitors seem to extract value from the bar owners.

### What

The description of the service is too vague. Who, precisely, get the notices of a hot bar? What data does the bar get?

There were some possible novel features you touched on—location and timing as criteria for push notifications, audio-video snippets—but you didn’t seem to focus on any of these.

The pictures of the places seem much to small in the screen shots.

### How

What requirements of Firefly are “unique”?

How much is “large amounts of computing power”, and what is it for. You haven’t discussed audio and video.

### $

The plan slips in to assuming unrealistic success—100,000 bars! You need to have a plan for how to get started and survive while the business builds. It is much better to estimate the profit from a single place and then calculate break-even points.

You need a plan that allows you to get started, test the market, and revise the offering quickly.

## Presentation

### Oral

Working as team, good.

Personal intro., good.

Sony reading.

What is key to competitive analysis?

Get/give good.

Reading system arch.

100K bars?

Nicole too fast.

Unrealistic growth.

What makes viral?

### Video Sketch

There were too many pictures that didn’t say much. Sometimes they didn’t make sense: the empty lounge before a rave review about the band and the guy looking at multiple liquor bottles.

Does a person need to be using Firefly to get a notification? It should be possible to interrupt them.

No evidence of video or audio.

## General Comment

You did a good job of finding competitors, discovering that your idea was not very original. When that happens, you should dig deeply into the competion, understand their business models and stragtegies, and search for a weakness. If no weakness is found, it’s OK to say so and abandon active pursuit of a business. Intellectually, the work can still be very valuable.