

Discover the daily wonders of local communities through the sharing of videos



Phoenix AZ  

[Technology](#) [Entertainment](#) [Software](#) [Travel & Tourism](#) [Social](#)

LEAD INVESTOR



Michael Buekers

We are a local property management firm with over 1,000 local and national businesses under management throughout the valley and saw an immediate benefit through LocalBuzz for not only our tenants but the communities they support. This platform is unlike any other in that, as a user, you're not bogged down with ads and memberships and it provides for a free platform for the community and businesses to get their latest out, real time to the local audience. Customers AND the businesses they support can hop on and let their community know what's happening right now in their biz or in the coming days and weeks. Definitely worth the investment and looking forward to seeing this platform blow up!

Invested \$2,206 this round

Highlights

- 1 📺 Over 10,000 videos generated and over 880,000 views
- 2 📲 8000+ app downloads
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- 3 🕒 The average daily viewing duration is steadily climbing to 12 minutes and 15 seconds
- 4 🌐 Now operating in Phoenix, Austin, Los Angeles, and Chicago.
- 5 📈 Our business customers are gaining more new customers than through Instagram and TikTok
- 6 💰 Generating revenue from collaborations with community organizations, like Rail CDC and LISC
- 7 🏆 Chosen by Amazon Web Services to fund \$100K for development of our creator marketplace platform

Our Team



Adrian Gillette, CEO



Adrian Gillette CEO

I led the web application team at Personal Capital. Our online financial management application won the Finnovate's "Best in Show" in 2012.



Tony Ce Community Builder

Organized the first Phoenix Night Market community event that had over 10,000 visitors.

Have an ownership stake in shaping the future for local communities



Thanks for your interest in being a shareholder in LocalBuzz. When Tony and I started LocalBuzz, we wanted every aspect of our startup to be about community; LocalBuzz was purposely made to support local communities and businesses and bring people together to share their experiences to inspire others.

Now, we are proud to fulfill another big aspiration: to give ordinary people the same opportunity as angel investors and venture capital firms to own a stake in something that'll be the next generation-defining startup of our time.

We're solving a MASSIVE problem with local discovery!

When I moved back to Phoenix after years in San Francisco, I thought I could pick up where I left off. To my dismay, the experience of trying to reconnect with my community and find out what was 'happening' was a hair-tearing experience. And as it turns out, I wasn't the only person struggling with this situation.

Local communities and local businesses lag behind the technological curve

Searching for local experiences through traditional search methods is a disjointed process

Everyone is on social media, but 93% local businesses struggle with digital marketing¹

These days, everyone gets their daily information from social media platforms like, TikTok, Instagram, and SnapChat. But vast majority of local businesses struggle with digital marketing because they simply:

- don't know how
- don't have the time
- don't have the interest

Local communities and local businesses greatly lag behind the technological curve.

Existing platforms are not design to support local communities of today!

Communities move at the speed of now, and yet local information moves at snail's pace.

Information is highly fragmented across hundreds of web & media channels

Our lives are too busy to be tracking bits of information from dozens of platforms, flyers, & newspapers

When was the last time you got out and discovered something truly amazing about your community, like a community food festival, or a fun wine tasting event at your local hang out? Getting a pulse on what's happening today and finding fun things to do can be frustrating and time-consuming. Searching on Google is a rabbit hole and Google Maps is an overwhelming unstructured map. Yelp isn't in the moment, and it's really just about places, not experiences. We need something better than what we have today!

The Multi-billion Dollar Market

Pandemic migration has dramatically affected local communities, and communities have become unrecognizable by longtime residences and new transplants. **Localism is on the rise.** But the \$173B local marketing industry is outdated and highly ineffective, still predominantly reliant on flyers and direct mailers that nobody wants to read and is costly to produce. We aim to shake up the local marketing status quo and usher in a new era, which will combine elements of creator economy(\$104.2B), local media advertising(\$173.3B), and social commerce(\$1.2T). This will help 305 million local businesses get up to speed with digital marketing and provide financial and professional opportunities for 46 million content creators. And this will greatly benefit local

opportunities for 46 million content creators. And this will greatly boost local economies by recirculating the money back into the community!



Local Media Experience + Creator Marketplace = Local Discovery Economy

LocalBuzz is defining a new category of business that we call the "local discovery economy". This leverages the best elements of social media and online marketplaces to chart a new future for local economies. We are shortcutting the local discovery process by creating a platform that brings everyone together to share the cool things that goes on in our local communities. It's about creating a seamless experience between online and offline to empower businesses and content creators and inspire people to connect on a local level.



We've made local discovery platform FUN, VISUAL, and gets RESULTS

LocalBuzz makes it so much easier for people to venture out into their local communities, find interesting things to do, meet people in real life, and be social. It's time to break out of our bubbles and find new things to make our lives a lot happier!

LocalBuzz - Like having a friend show you around!

The one place to see what's happening in your local community, like:



and get to know the:

Yoga instructor

local barista

wine shop sommelier

farmer market vendor

art gallery manager

LocalBuzz.co

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Locals, Travelers, and Businesses LOVE us

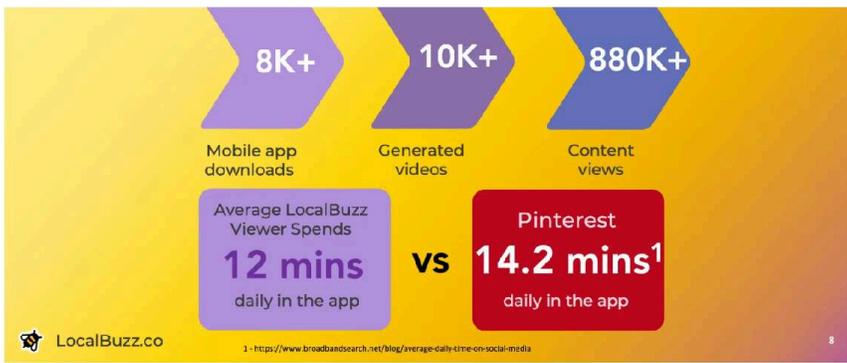
We designed a platform from the ground up to truly make local discovery a community experience that's for everyone: local businesses, social media influencers, travelers, and especially locals like you and me.



Since our launch in late 2020, we have had 8K+ downloads, 10K+ videos generated on platform, and over 880K+ content views.

MVP user engagement

In Phoenix, Austin, Los Angeles, & now Chicago



We already have over 80 local businesses and organizations on our app across the four locales that we currently operate in (Phoenix, LA, Austin, and Chicago).

Over 70 local businesses & organizations on LocalBuzz
\$6,800 in revenue in 2021

Community organizations

Here are some of the local businesses on LocalBuzz

LocalBuzz.co

Our Business Model

LocalBuzz's business model relies on content creators and businesses working together to drive engagement on the app. We will source revenue from content creator marketplace, subscription plans for hosted businesses, advertising, and even from syndicating our content to major travel platforms like TripAdvisor and Airbnb.

Our business model

Our market-network sources of revenue

- 1 Content creator marketplace:**
Incentivizes creators & businesses to work together & drive engagement on LocalBuzz
- 2 Advertising:**
Our viewers have a higher intention to engage with local businesses
- 3 Subscription plans for businesses:**
A suite of CRM tools to increase lifetime value of customers, e.g., rewards program
- 4 Content syndication:**
Provide licensing deals with major travel platforms like TripAdvisor, Airbnb, and airlines

LocalBuzz.co

With our current pricing strategy, we project \$3240 in annual recurring revenue per business hosted on LocalBuzz.

Pricing strategy for businesses

for our top three priorities



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Forward-looking projections are not guaranteed.

Competitive Landscape

Although there are many other event/restaurant/experience discovery platforms, few are poised for the next generation by being video-first, and fewer operate in realtime.

Local Buzz showcases quick, digestible content that is recent and fresh, so our users are always in the know.



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Go-To-Market Plan

Our go-to-market plan is simple:

- We offer free credits to local businesses to host on LocalBuzz, and then leverage their existing customer networks to encourage sign ups on the app.
- Then, we hire content creators to populate the app with content.
- Lastly, we market to consumers by syndicating our real-time content to other platforms, and through marketing campaigns.

Market-network go-to-market plan

1 Enlist Local businesses

- Entice merchants to use our creator marketplace with free credits
- Partner with business associations to sign up their members

• & run social media marketing that target local businesses

3 Market to consumers

- Drive traffic to our platform by syndicating content created on LocalBuzz to other social media platforms
- & run social media marketing that target active adult demographics



2 Sign up content creators

- Social media marketing that target amateur content creators
- Run campaigns that highlight the financial benefits of using our marketplace to find content creation projects

Our Team

LocalBuzz was founded by Adrian Gillette and Tony CE, who have years of experience in the web and community development spaces.

The leadership team

Domain expertise in software technologies and social community building



Adrian Gillette

Technologist

Ex Personal Capital w/15+ yrs of exp

Expert in web development, UX, and project management



Tony CE

Community Builder

Social media expert & local business owner

Recipient of Community Trailblazer Award

Our advisors



Ben Barone-Nugent



Product experience w/ Local discovery & supporting small businesses at



Kristina Bruhahn



Market expert of crypto and blockchain technologies & hospitality experience with



Cecily Anne O'Regan



Patent attorney with over 25 years of experience in patent and intellectual property law



Patrick T. O'Regan Jr.



Teaches Entrepreneurial Strategy & Planning, Venture Launch, and coaches at the Venture Capital Investment Competition

Testimonials

Users love using LocalBuzz to get to know a new city, or to discover fun things and cool places to connect with within their own hometowns. It takes so much time and effort to plan a day full of new activities and places to eat, but LocalBuzz makes it easy by doing the research for our users, so they can seize the day!

User testimonials

I just moved from Denver. **Being new** to Phoenix **your app has been so helpful** for places to eat, hot spots, and just **getting to know the city.**

Shenna

I love how it's **live** & shows how the day is going. **LocalBuzz changes my whole mindset** and I love it!

Hanifah B.

With this app u can **actually see thru videos what communities are like.** The food, the culture, & actually **what locals are into**, not just what touristy thing to do.

IG User

LocalBuzz.co 19

Business testimonials – Click on videos to watch!



Phx Lechon
"Better conversion than Instagram"
[Youtube video](#)



Serafina Coffee
"I feel like I'm part of a community"
[Youtube video](#)



Kream Coffee
"Love a platform that allows to reach to our neighbors"
[Youtube video](#)



Elements of Spirit
"Incredible opportunity to show who we are"
[Youtube video](#)



Miracle Mile Business Assoc.
"Nothing like LocalBuzz that supports local"
[Youtube video](#)



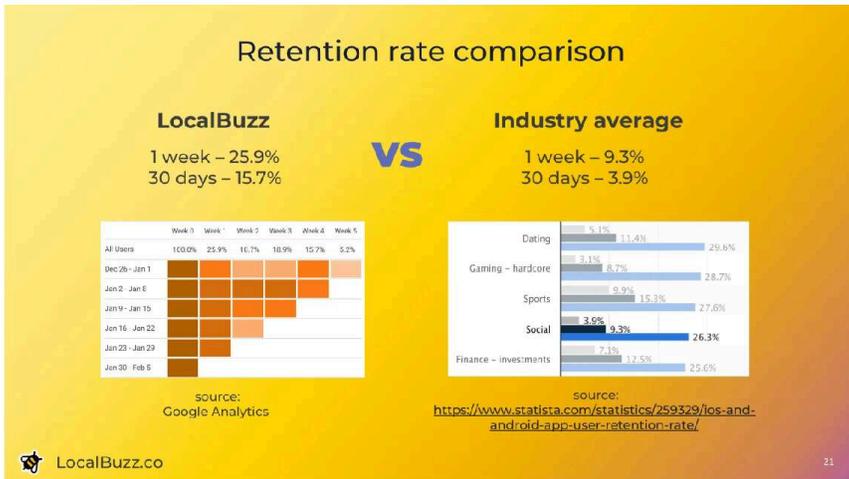
Leiva Detail Specialist
"Doubled sales from LocalBuzz"
[Youtube video](#)

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[Phx Lechon](#), [Serafina Coffee](#), [Kream Coffee](#), [Elements of Spirit](#), [Miracle Mile](#), [Leiva Detail Specialist](#)

Our retention

We are seeing a higher retention rate than other social apps.



Helpful reading

- [How localism is driving brand engagement with consumers across the globe](#)
- [Consumer Trends Shaping Travel for 2022](#)
- [93% of Small Businesses Struggle With Common Social Media Challenges](#)

- [Local Business Statistics 2022: Economic Impact, COVID-19, SEO](#)
- [The State of the Creator Economy | Definition, Growth & Market Size](#)