

Peblet is a location-based mobile app for anonymous information sharing. For anonymity, users have avatars that represents them. Users are able to (i) broadcast information through personal billboards, i.e. Pebbles, and (ii) see broadcasted information from other users around them.

Users create customized avatars and can broadcast Pebbles containing information, including text, links, pictures, and videos. Users will be able to see the avatars and Pebbles of other users within a specified geographic radius and respond to those other users via a response on the Pebbles or direct messaging.

The reason that people will use Peblet is because people are naturally curious about their surroundings, including interesting information from others in their immediate vicinity. We envision that the information can be random gossip, political opinions, business reviews, or anything at all, and will be displayed by a rank obtained through crowd-sourcing +1/+1. The reason we will be able to get mainstream acceptance is because users can remain anonymous, rather than having to use their real names and photos. This is particularly important in the location-based context, where security and privacy are heightened concerns due to users' physical proximity to each other.

Another differentiating factor for Peblet is that it can be used in a "passive" manner. Unlike other apps like Foursquare that require you to "check in", Peblet only requires that the app be turned on and the user can record a history of other avatars and Pebbles in his area throughout the day.

Future plans involve gaming (through the avatar platform), aggregate data analyses based on Pebble content and user information, and opening up the avatar platform to 3rd-party developers.

Q: Why do people want to use Peblet?

Because people are naturally curious about the world around them and what people and businesses around them want to say.

Q: Why is Peblet different from what is already out there?

Peblet is different because unlike other location-based communication apps like Lokast and Yobongo, we focus on anonymity and crowd-sourcing to produce relevant information content. Anonymity is key in gaining mainstream appeal in the location-based industry. We also are focusing on "ease-of-use" by allowing users to collect a historical feed of their surroundings simply by having the app turned on and going throughout their day.

Q: What problem does it solve?

The problem that we are solving is how to share information with those around you in a safe and easy-to-use manner. The larger context of what we are doing is based on providing entertainment to users through location-based information.

Q: How will Peblet make money?

Peblet will make money through the Freemium model – in-app sales for the user that wants specialized options for his avatar and Pebbles. Particularly, in future avatar gaming concepts, we can see great potential. Peblet will also make money through targeted advertising based on aggregate Pebble and user data.