

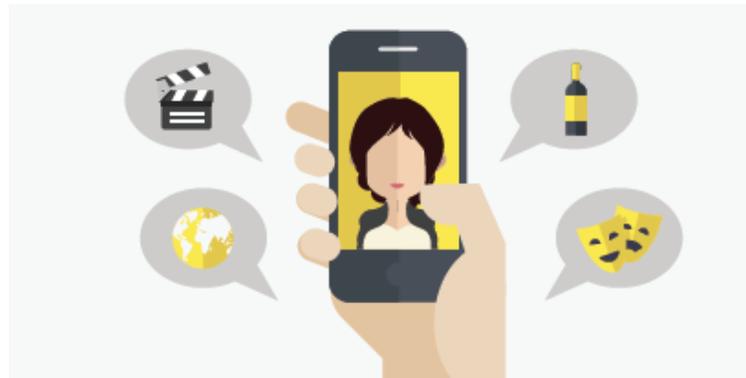
LYCHEE

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Ever wish you knew about the year's best party before it happened? How about that time you missed out on "accidentally" bumping into your crush at the biggest social event in the city? What about schmoozing with the CEO of the company you are dying to work for at an industry event?

Never miss another opportunity again. With Lychee you'll always know.

Lychee is a mobile app that works with social media outlets and the biggest social activities in your city. Our streamlined app connects you to the world beyond the limitations of your own social media network. You can see where your friends are heading, where your social media contacts have made plans and what events surrounding your personal interests are taking place.



- **Real Time Live News Feed**

By checking your never-ending news feed, Lychee will keep you up-to-date on every event relevant to your interest and your friend group.

- **Discovery**

Lychee's interface allows you to see what's happening on an easy-to-read map that will highlight events that interest you with people you are connected and not connected to via social media.

- **Stay Connected Beyond Your Own Social Outlets**

Lychee is connected to the online forums, blogs, universities, brand ambassadors and trending online communities to give you the inside information you need to be where what you need to be a part of what's happening.

- **No Mo' FOMO.**

69% of people check social media before going out. 57% of people use social media



to determine where they will end up when they go out at night and 80% allow social media to influence their social plans. Lychee will be your all-in-one app for finding out what's happening, where and with whom.

- **Go Beyond...Far Beyond**

Not only can Lychee tell you what's happening in your own zip code, but also you can see what's happening anywhere in the world. Yes. Anywhere.

Taste how sweet life can be.

LYCHEE
Be the Pulse

How It Works

Lychee works by syncing to your social media network allowing you to see anywhere your contacts are hanging out. Lychee also links to your Twitter and Instagram to find the location of what interests you the most. Users can browse through cities and countries to see what of interest is happening anywhere in the world. Whether you are on vacation or looking to explore from the comfort of your own home, Lychee will let you know what's happening and where.

Planning your day has become easier than ever with Lychee acting as your own personal social director allowing you to browse through categories and filters linking you to events that interest you. Lychee provides a digital map that shows the locations of all events enabling you to pick and choose your day according to what you would like to experience. You will never miss another important event again.

Lychee:

- Allows you to choose filters in order to define your search and show you event that are specific to your likes
- You can browse through content, hotspots and pictures from sources outside of your already established friends list
- All news feed posts are in real time creating a never ending feed rivaling a user's normal, finite newsfeed that is limited to friends and likes
- Users can connect through hotspots, which are physical locations where users can meet up and enjoy similar interests
- As users like hotspots and continuously use the app for connections, a user database builds allowing other users to see your likes and interests that are established in a real time personal interaction platform
- Lychee allows you to see maps in cities all over the world. Lychee's high-grade technology can show you what social events surrounding your interests are happening in any city. From art shows in Paris, France to restaurant openings in Rome, Italy to surfing events in Haleiwa, Hawaii you will know what's happening and who's attending.

About Us

Created by Grid Technology Software, Lychee changes the way you connect to events, people and places within your social circle through a digital bird's eye view map that links the user to location based social activities. We are a team of highly trained and educated technologists and computer whizzes who want to expand your world by making it more accessible. This is who we are:

Co-Founders:

John Mormile – Director

Schulich School of Business, BBA Graduate 2015, Finance and Strategic Management; aspiring to pursue CFA designation/ Masters of Finance degree.
Omar Elgammal - Director

Schulich School of Business, BBA Graduate 2015, Finance and Strategic Management; aspiring to pursue CFA designation/ Masters of Finance degree.

Programmers/Technical Staff

Dr. Khaled Awad - Business Developer and Consultant

With over a decade of start-up experience with successful exits, and himself an experienced developer, Dr. Awad holds a Human Science Medical degree from Alexandria University as well as an MBA from the Schulich School of Business. He has also held the position of Vice President of the York Consulting Group.

Andrei and Associate - iOS Programmers & Team Leader

Andrei is the Bronze Medalist of the 2009 International Olympiad in Informatics, amongst other accolades. Andrei actively assists in talent sourcing and leading the development of the application. Andrei and his partner Silviu are authors of the world's most referenced iOS development blog in the world.

Sherif and Associate - Software Architect

Sherif is a graduate of Harvard University, UC Berkley, and Massachusetts Institute of Technology specializing in Artificial Intelligence and Machine Learning Techniques. He has been a seasoned freelancer, with over 15 years experience as a general manager and a senior developer.

Cosmin – Back-end Developer

Cosmin received a Bachelor's Degree in Computer Science from Babes-Bolyai

University in 2014. In addition to 4 years of experience as a full stack developer, Cosmin was a member of the Scientific Committee for both the National Olympiad in Informatics and the Balkan Olympiad in Informatics.

Raul – iOS Programmer and Artificial Intelligence Expert

Raul received his Bachelors in Computer Science and a Masters in Software Engineering from the Technical University of Cluj-Napoca. Raul's graduating thesis was: "Improving the speed of an algorithm of Pedestrian detection in natural images by implementing it on GPU's". Later into his graduate studies, Raul graduated with a dissertation that consisted in a personal implementation of an Optical Character Reader application that combined artificial intelligence with Image Processing and Natural Language Processing.

Sooch – Solution & Big Data Architect

Sooch is currently a Pre-Sales Senior Solution Architect at Teradata Aster Big Data. Sooch has over 19 years of consulting experience in data analytics. His experience expands across data integration, data warehousing, advanced and Big Data analytics. His previous clients range across a vast spectrum of industries and Fortune 500 companies.

Advisory Board

Financial Advisor - Jeffrey Petty

Jeffrey Petty is Assistant Professor of Entrepreneurship at HEC Lausanne, University of Lausanne, and academic director of the EMBA program where he teaches courses on entrepreneurship and new venture funding. Over the past 20 years he has worked with entrepreneurial organizations, ranging from start-ups to international corporations, in a variety of roles and has participated in all phases of the firm lifecycle, from concept development to exit.

Marketing Advisor - Mosaab Basir

Basir holds a Bachelor of Communication and Business in 2007. Basir became a Brand Manager at Procter & Gamble. Basir was executive director of Brotips Media, which effectively raised shy of \$10 million of equity investment from Mark Cuban and successfully exited in following years.

Strategy Advisor - Dr. Fred Lazar

Dr. Lazar is an Associate Professor of Economics at the Schulich School of Business, York University. Dr. Lazar holds a B.Com. degree from the University of Toronto, and an M.A. and Ph.D. from Harvard University. His primary research interests include strategy, governance, incentives and compensation, and First Nations economic

development. He regularly advises governments and companies around the world.

App Store Copy

Lychee is the most effective way to stay connected to the world. Know what's happening no matter where you are on the globe.

Know What's Going On

- See what events are occurring that match your interests
- Know where the people in your social media circle are hanging out
- Real-time news feed keeps you informed to the latest events

How It Works

Lychee:

- Connects to your Twitter, Facebook or Instagram to keep you informed as to what's trending and where
- Syncs to your contact list so you know where all of your connections are heading and with whom
- Has a simple interface that allows you to see where on the map events are happening allowing you to plan for several events in the same area or all around your city
- Offers events around the globe. You can see what's happening in any city in the world. A great feature when you're abroad and want to connect to the people who share your same interests
- Goes beyond your own interests and allows you to browse new and interesting events expanding your social circle and exposing you to new and interesting things to do.

Be the First to Know:

Lychee gathers all of its information from several high profile sources. Lychee connects through:

- Universities and colleges
- Blogs and online forums
- Trending online communities
- New and upcoming artists
- Nightlife promoters
- Brand ambassadors

Lychee's extensive community tells Lychee first what's coming up and who is going to be there.

You Can:

- Connect with your friends through the app and make plans
- Follow your favorite artists or events
- Browse through Lychee's extensive category list to find out about every imaginable interest
- Check to see where your friends are before going out
- Make a definitive plan before calling your friends