

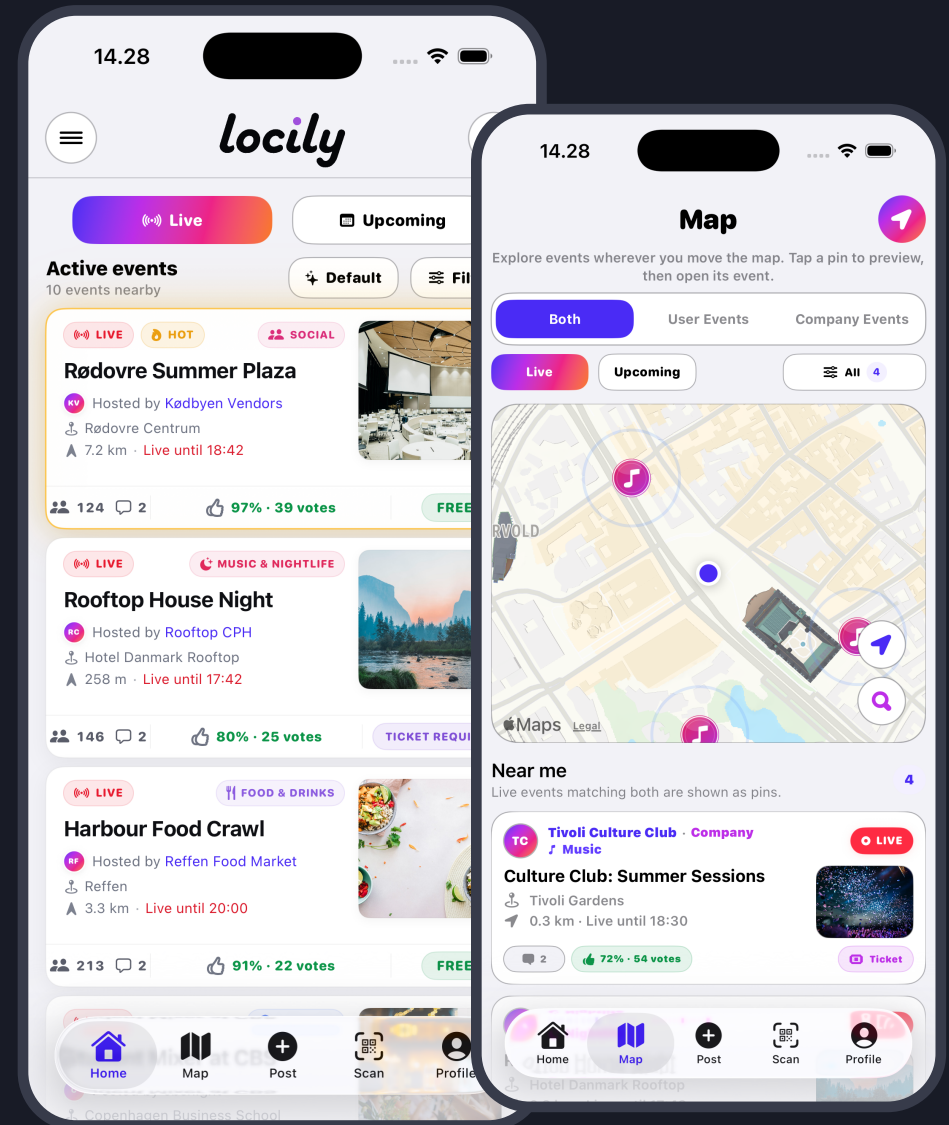
COPENHAGEN FIRST

Find your next reason to go out.

Locily connects people with local events, venues and communities through live discovery, maps and social participation.

A built product. A focused launch.
The next step is proving repeat local use.

Native iPhone and Android apps, supported by public event discovery on the web.



Product screens; illustrative event data, not traction.

01 / A CLEARER LOCAL DECISION

From “what’s happening?” to a plan nearby.

People piece together venue pages, social feeds, chats and ticket links. Locily brings the decision into one local view.

DISCOVER**Find something relevant**

Browse live and upcoming events by time, category and location. Explore a map or a photo-led web directory.

DECIDE**Get enough context**

Compare timing, venue, photos and event details. Use saves, Going, comments and groups to turn interest into a plan.

PARTICIPATE**Bring people together**

Follow the event into the app for social interaction. Hosts publish structured events and manage their local presence.

Positioning: a local discovery and participation product. Venue calendars and ticket links remain useful destinations; Locily helps people discover why and when to go.

02 / COPENHAGEN LAUNCH STRATEGY

Earn usefulness in one city. Then earn the right to expand.

The launch priority is a useful mix of events across neighbourhoods, times and interests - not a catalogue dominated by a few venues.

01

Build useful supply

Combine curated public events with direct venue and organiser onboarding. Cover culture, community, students, food and nightlife.

02

Reach people at the moment of intent

Use public event pages, venue distribution and promotional QR codes. Route phone users to the relevant app store.

03

Turn a visit into a habit

Help people find another relevant plan through fresh supply, saves, groups and optional nearby-event alerts.

04

Repeat only after local proof

Document acquisition, supply quality and host retention before adding another operating city.

Network thesis: more relevant supply can bring repeat users; repeat local demand can make participation more valuable to hosts. This loop still needs cohort evidence.

03 / MONETISATION TO VALIDATE

Free discovery. Paid value where hosts can measure it.

The commercial direction is to charge for useful organiser services. These are hypotheses to test, not a statement of current revenue.

PRIMARY HYPOTHESIS**Recurring venue services**

Test managed company packages around publishing support, event operations and insight. Validate repeat usage before fixing tiers or prices.

SECONDARY HYPOTHESIS**Optional visibility**

Test clearly identified event promotion only where relevance and measurable organiser value can be preserved.

CONDITIONAL EXTENSION**Transaction services**

Consider service fees where compliant web commerce adds value. Current organiser ticket links do not establish a Locily transaction business.

Commercial proof: paid pilot conversion, organiser renewal, revenue per paying organiser, support cost and contribution margin. Retain free core consumer discovery.

Sequence: prove host value, test paid pilots, then scale a repeatable offer.

04 / FROM PRODUCT TO MARKET PROOF

Measure repeat value. Keep the next milestones specific.

The platform is built. The next investment case should be supported by reliable usage, retention and paid organiser demand.

PRODUCT FOUNDATION

Native iPhone + Android

Public event website

Feed, maps and event creation

Saves, Going, comments and groups

Company profiles and moderation

Release checkpoint: Android internal testing is active; Google Play production approval was pending at the last confirmed check on 11 September 2026.

Consumer repeat use

Track first useful discovery, save/Going conversion and weekly returning users by cohort.

Supply & host value

Track current event coverage, repeat publishing, host retention and paid pilot renewal.

Quality & economics

Track event-data accuracy, failed sessions, acquisition cost and service cost per active organiser.

Main execution risks: uneven local density, stale event information, weak repeat use and unproven willingness to pay. Expand only after these improve measurably.

THE NEXT STAGE

Build a repeatable local business.

Locily is seeking conversations with investors and operating partners who can help turn a functioning product into a repeatable Copenhagen launch.

Product quality

Reliable discovery and trusted event information.

Local distribution

Venue relationships and focused consumer acquisition.

Commercial validation

Paid pilots, retention and a repeatable operating model.

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