CityPOV Media Q&A

What is CityPOV?

CityPOV interactive Inc. is a Canadian digital media company that is launching a free iPhone application for Canadians who are seeking information on all communities.

The CityPOV application uses an interactive mapping system to easily navigate through Canada's many geographical boundaries and discover/compare the vast amount of unique communities. Smart Data is compiled and presented in an exceptional clear manner. Furthermore, content is localized and the resources are available for users to participate at a community level and connect with others who are looking to improve community living.

Each location will feature rich media of the communities and list local news and statistics such as Census, including highlighting major landmarks and points of interest.

What is CityPOV's mission statement?

"CityPOV must provide the sense of belonging and civic pride that enables citizens to be energetic contributing members to a responsible community."

Your Community First.

How has CityPOV positioned itself amongst all the digital clutter?

CityPOV positions itself as a one-stop information and community intelligence App for each urban community. From there the community App works to get smarter about the community giving residents a one-stop information and intelligence that enriches the community and provides residents with a source of local information like no other.

Why the need for CityPOV?

The CityPOV App gives individuals a "must have" local, on-line, point of view perspective that empowers them to make and interact with the best decisions that will keep their economic and social interests in their respective communities in the best personnel position, day in and day out. Everyone is different and everyone will improve and better their position in life with CityPOV.

Why does CityPOV profile communities?

Canada is made up of administrative boundaries, districts, cities and communities that evolve and develop to serve the specific needs of neighbours. Property, plazas, malls, community centers, arenas and even public parks make up a local urban community. The stronger the demand a community has for a particular service or product, the likely the more competition and choice that community has for that service or product. Everything from the average age of a community to the number of children per household matters.

Who is CityPOV targeting?

CityPOV plans on targeting everyone involved at the local level of community involvement – to have something for everyone. However, the appeal of the CityPOV community App must resonate with the woman of the household. The ideal users are **women 25-55**, who are the most active and vocal about all aspects within the community.

Secondary targets for CityPOV include the following:

- **Students and Youth**

  The growing social awareness that is being taught within schools needs to be nurished throughout the content of each community. The youth are the future of community and they need a platform to know how to be involved and how their contributions help.

- **Seniors**

  The babyboomer generation has reached retirement age and are becoming more involved within their own communities more than ever before. This growing number of individuals have the greatest economical resources to produce social change locally. With the increasing ease of technology, seniors are also becoming more technically advanced than ever before.

- **Family**

  Communities are grown with a strong foundation in family values. CityPOV will cater to family oriented activities to create an all ages friendly source of events and fun causes to champion.

What makes CityPOV unique?

CityPOV uses a mix of available data sources to give a current, authentic and complete view of communities.

- Social Media API's
- 3rd Party data sources
- Government Data
- User contributed Content

CityPOV then takes these snippets of data and presents it in an intuitive interface that's organized geographically.

CityPOV then interprets this data and formulates a detailed ranking / sorting system.

What Operating System is CityPOV available on?

Currently, iPhone is our first platform with a website launching by the end of 2016. Android will follow in 2017.

How do you handle Privacy?

We respect the delicate balance of our user's personal privacy and the need to profile a community and the need to connect with other like-minded individuals. The user has a number of options to make any information they contribute to be private (like a journal), public (all can see and share) and soon, friends only (a selected group of mutual followers).

What country are you operating in? Future plans?

CityPOV although a Canadian company for now targeting the majority of communities across Canada it is also working on selecting the best American states to profile next. CityPOV, one day, looks to feature and connect all communities across the globe.

How is CityPOV funded?

CityPOV started out its venture by the founders 'bootstrapping' for the first 6 months then opened up to a select trusted group of Angel Investors. We are now looking for the next Smart Money and strategic partners to continue mapping and connecting all communities globally.

Side Note: CityPOV Interactive Inc. has met the eligibility requirements under the New Media budget at the Investment Capital Branch. Investors will receive a 30% tax credit incentive and tax credit liability.

How does CityPOV make money?

CityPOV has invested a great deal of time on developing a proprietary infrastructure that takes existing 'Big Data' and relates it geographically. Our Platform then aggregates this data and presents educated assumptions, ratings and soon predictions.

The same data we use for building our own applications is available to 3rd parties by way of an API license that helps other companies consumers make better choices. An example would be Real Estate.

Who are the Founders?

With over 16 years as internet developers and supplier of client support services, Tim Lloyd and Andrew Ohara have been carefully working hands-on with real estate clients in Canada understanding and tapping into the need for community data and real word interaction.

The result is the development of CityPOV a smart and intelligence-based community driven App service that puts *'Your Community First'.*

Founders Quotes

"I'm no economist." says Lloyd. "But the real power of the internet in your hand is just at the beginning of its evolution. Every App will be judged on how smart it is when it comes to helping you make an economic decision. And the fact that this decision will likely come from the facts of a local experience means whether it's an Economic or a Social choice everyone will be making a more intelligent choice thanks to the devise in your hands."

"The marketplace already has the tools and the know-how to participate online", says Tim Lloyd. "Our job is to simply deliver the intelligent information and data they seek that helps them make the best decisions. In real estate the location of a purchase is paramount. If you know the community you are about to become part of, that makes for a better real estate decision."

"At the end of the future day," says Tim "We'll be able to go online and find the local intelligence we seek in order to make smarter choices about where we live."

"Our dedication and focus will be," says Andrew. "to make each community we serve the smartest source of local information available online."

"We believe," says Andrew Ohara "that you will need to bring some real expertise and intelligence to the Internet online arena if you want to make a living doing this. Although we are real estate savvy, it's our innovations online that give our concept a competitive edge. And we will do our best to become the app that knows a particular city's community intelligence best from here on in."

3rd Party Perspective

There are several books trying their best to explain the disruptive force of the Internet and smart phones likening the affect to the impact relatively cheap electricity has had on reshaping our day-to-day lives. As each of us suspect, our lives will be altered by the Internet and start-up companies like Tim and Andrew's CityPOV Interactive will each play its part. The main points that should be appreciated is the pace and size of the impact. So whether it's buying a new car or paying your monthly bills the impact is already happening. It's this pace of change that smaller companies need to manage. And because Tim and Andrew have been in business for more than sixteen years it's a place they feel more than comfortable.

Bill Kurchak