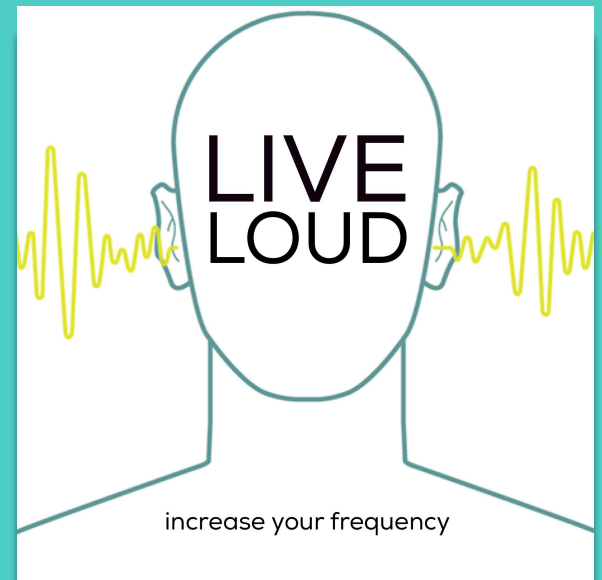


LIVE LOUD

APP FOR TEENS IN PASADENA

Sponsored by Day One



1. INTENTION

Why develop a
teen app in
Pasadena?

A photograph of three young women sitting on a set of outdoor concrete stairs. They are smiling and looking towards the camera. The woman on the left has long dark hair and is wearing a dark top and jeans. The woman in the middle has long blonde hair and is wearing a dark top and jeans. The woman on the right has dark hair and is wearing a light-colored jacket and jeans. They are all wearing boots. In the background, there is a building with a sign that reads "THIS PROPERTY MANAGED BY Y&S Management Services, Inc. (818) 710-9115". There are also some plants and trees visible.

THE FACTS

More than

65,900

youth under age 25 live
in Greater Pasadena

Average
expenditures per
person for those
under age 25 is over

\$30,000

55% of high school
students do not have a
job but are looking

Consumers under age 25 have
the **highest overall spending** on
food away from home,
education, apparel and services.

31% of students
miss class due to lack
of transportation

Youth-identified priority areas for the Greater Pasadena area:



LIFE READY

A Pasadena community that is committed to providing students with access to the arts, professional enrichment, higher education, and meaningful careers

FEELING FREE TO BE ME

Ensure all Pasadena youth are living and thriving in a safe, supportive, and bully-free environment

UNITED YOUTH SUPPORT

Create a comprehensive support system that connects all aspects of youth development

BUSES & BIKES

Access for all youth to an effective and more affordable public transportation system and viable methods to get around Pasadena



LIVE LOUD

Our mission is for youth to feel valued, supported, and connected to their community.

2.

CORE FEATURES

What will the
app do?

Our Goal



- To launch a local youth app that:
 - *Informs* youth of free/fun things to do locally
 - *Connects* youth to local resources
 - *Provides* youth with special deals & discounts
 - *Shares* jobs & internship opportunities for youth

App Features

Resources

Partner agencies
Teen Jobs &
Internships
Local Transportation

Notifications

Special Deals
News and Social Media

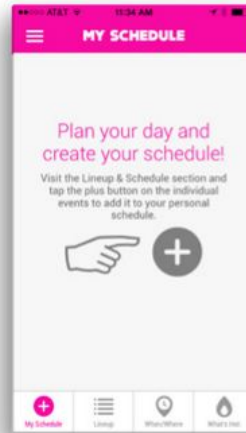
Activities

Local Businesses
Teen Hangouts
School Events

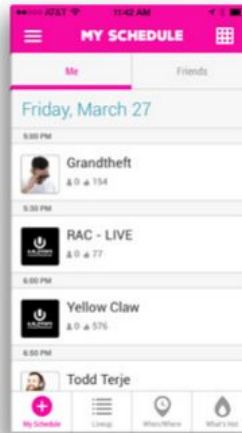


SAMPLE

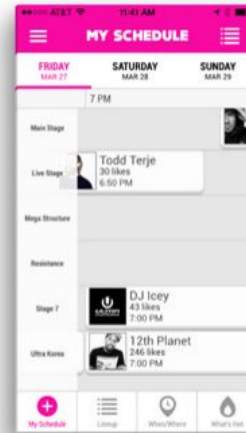
Calendar Of Events



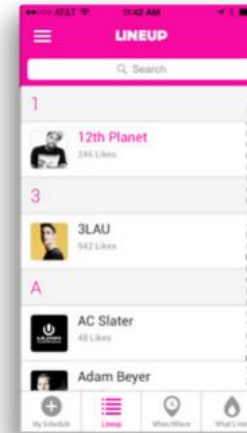
Add Events to Schedule



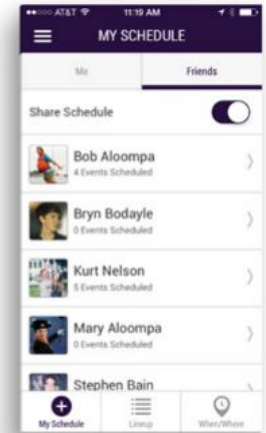
My Schedule - List View



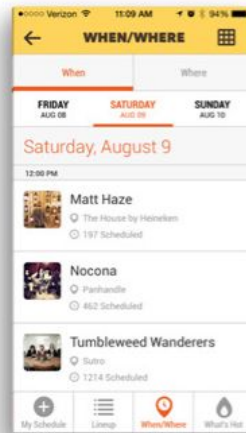
My Schedule - Grid View



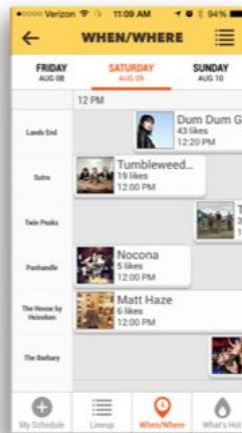
Lineup



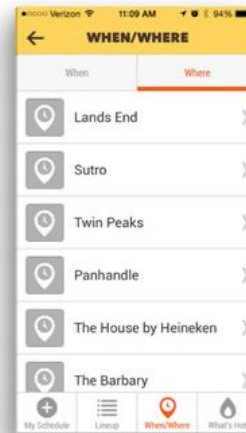
Schedule Sharing



Sort by Time - List



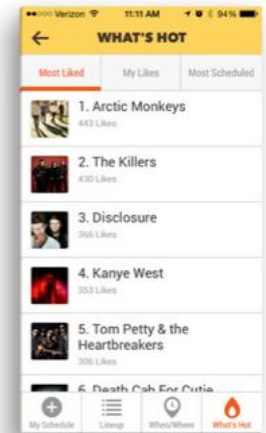
Sort by Time - Grid



Sort by Location



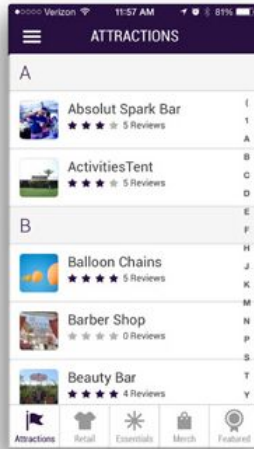
Location Detail



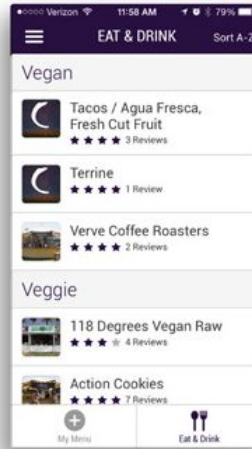
What's Hot

SAMPLE

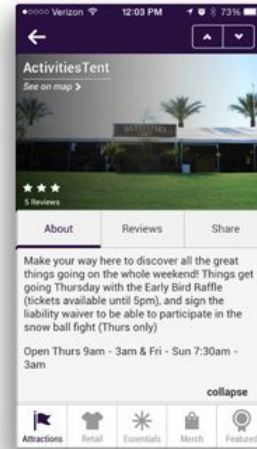
Student Discount Offers



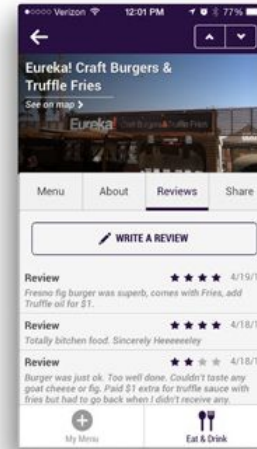
Sort Alphabetically



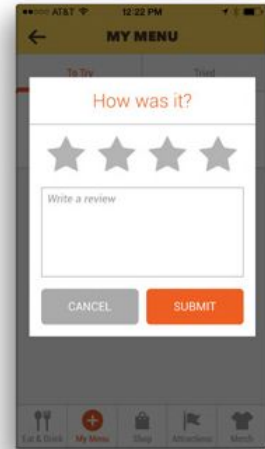
Sort by Subcategory



POI Detail



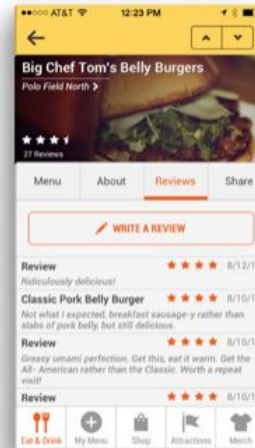
POI Reviews



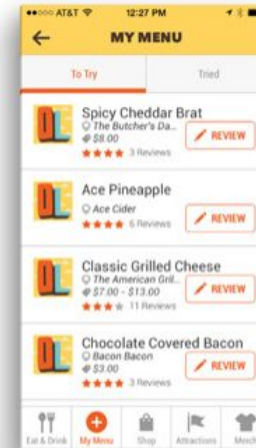
Write Review



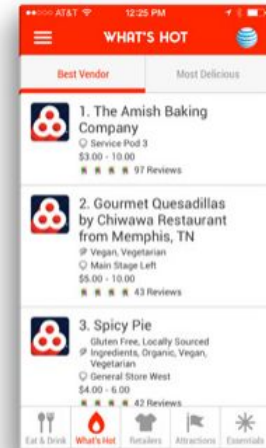
Vendor Menu Items



Vendor Item Reviews



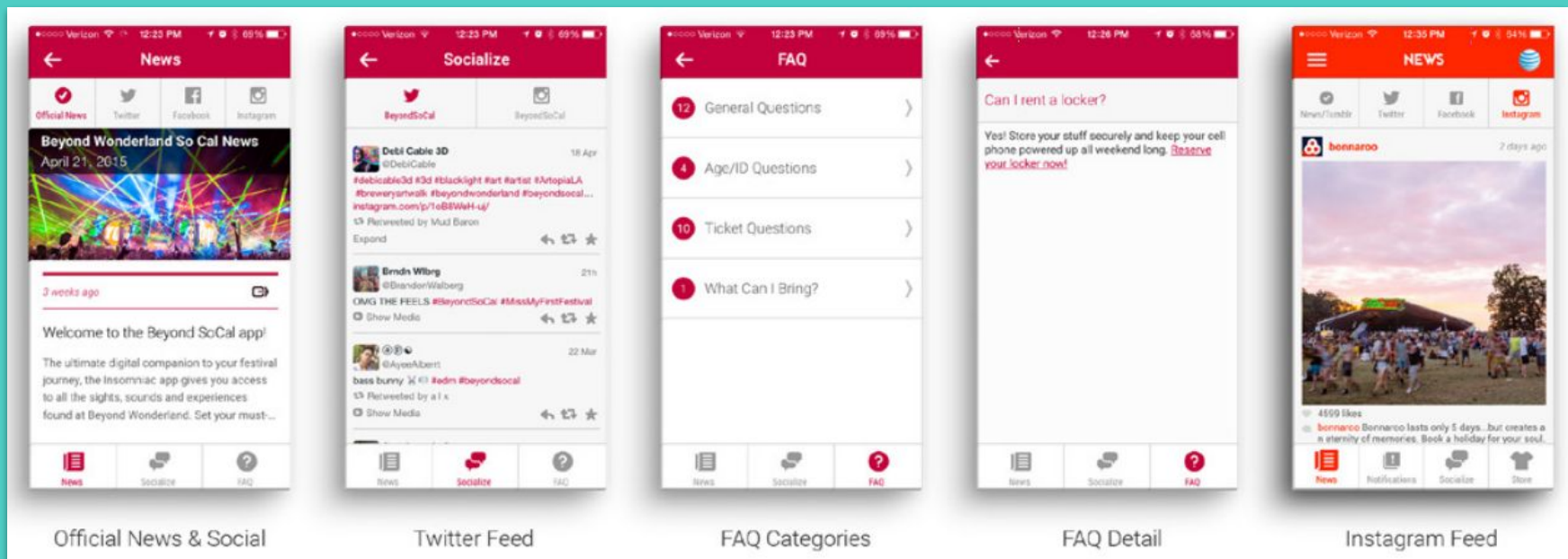
Custom Food Menu



What's Hot

SAMPLE

Job Postings, News and Social Media

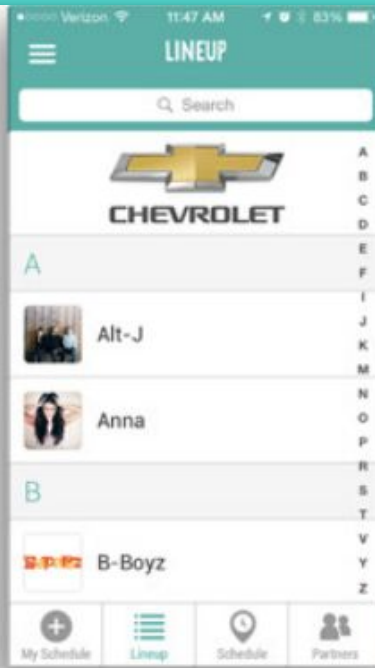


SAMPLE

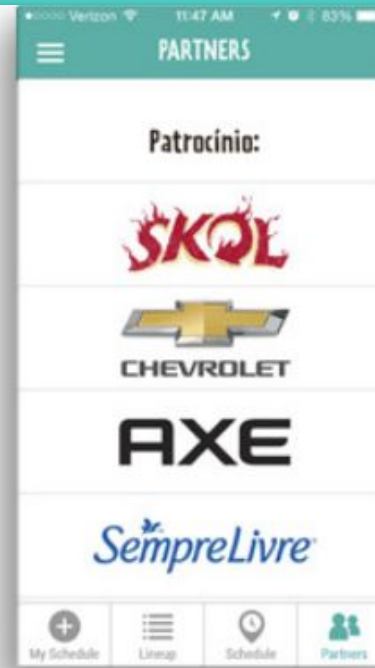
Sponsors and Partners



Homescreen Sponsor



Sponsor Banner - Lineup View



Partners List



Link to Partner Website

3.

BENEFITS

How will this
impact the
future of
Pasadena?

When youth have access to local opportunities through LiveLoud:

- Youth become empowered to make better decisions.
- Youth are empowered to ask for help and know where to find it.

All proceeds from the LiveLoud app go towards job development and continued app support!



When communities engage with youth through LiveLoud:

- Youth are more civic-minded and more likely to volunteer
- Youth can influence policies and decision-making to be more relevant and responsive to community needs

Community leaders gain the expertise and partnership of young people, and prepares young people to be active citizens in a democracy.



When businesses have access to engaged youth through LiveLoud:


- A high return on investment through targeted marketing
- Increased visibility for businesses among local youth and their families
- Tax deductible contributions

Consumers are spending 25% of their time on mobile, while businesses are only putting 12% of their ad budgets towards mobile advertising.



HERE'S HOW To get involved


Membership Levels for Community Agencies



	Logo and Link to Site	Monthly Posts	Push Notifications	Annual Fee
Community Partner	Yes	0	0	\$500
Youth Engager	Yes	1	5	\$1000
Active Agent	Yes	3	10	\$1500
Youth Advocate	Yes	5	15	\$2500

* Quarterly payment options available

Membership Levels for Businesses



	Logo and Link to Site	Monthly Posts	Push Notifications	Annual Fee
Small Business	Yes	0	0	\$1000
Franchise	Yes	1	5	\$2000
Corporate	Yes	3	10	\$3000

* Quarterly payment options available

How Does It Work?



- Sign Up to become a member
- Send us your event or notification- Let us do the rest!
- Analytics reports shared with your business at the end of each quarter
- 1 Year of free design services for the first 10 partners (flyers and social media posts only)

Add-Ons: Social Media Services



Content Strategy

Modeling communications themes and defining the formats, structure, components and cadence to get you noticed on social media.



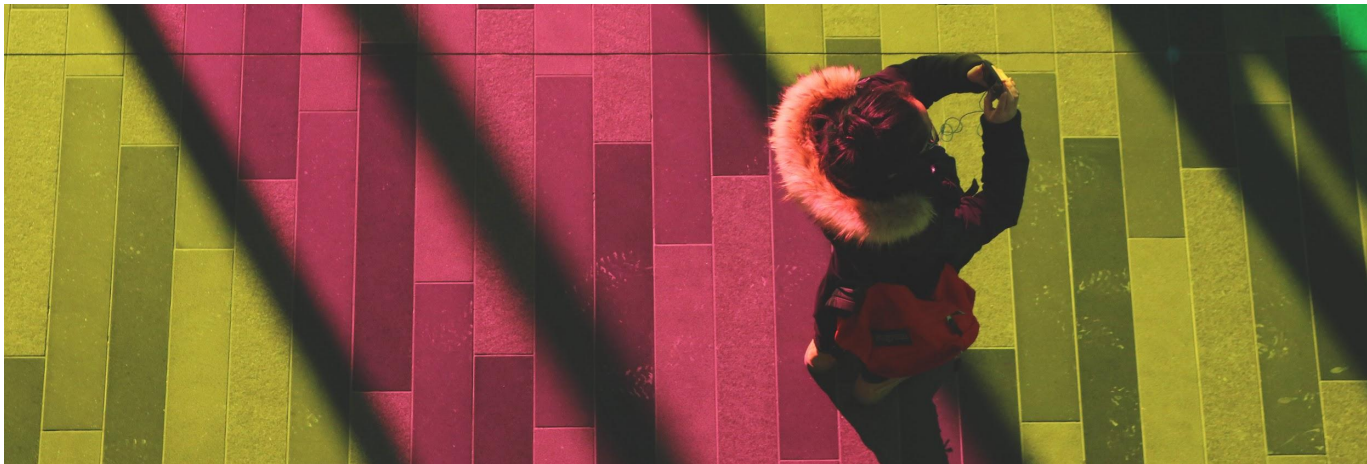
Content Production

Our content studio manages everything from Facebook posts to Instagram images, all matching your brand standards and the proper tone for each social network.



Analytics

From sentiment monitoring to trend identification, we use leading tools to listen to the voices, tone, and learnings on each social network.



References



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Pasadena Police Department, 2011-2016. Data restricted to young people ages 10-24. 2016. Rates calculated with ACS 1-year estimates. The numerator was defined as the number of arrests of juveniles ages 10 to 17 years and young adults ages 18 to 24 years for crimes included in the Violent Crime Index (murder and non-negligent manslaughter, forcible rape, robbery, and aggravated assault).

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Source: UCLA Center for Health Policy Research, California Health Interview Survey (CHIS). Accessed online at:

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THANK YOU!

DAY ONE

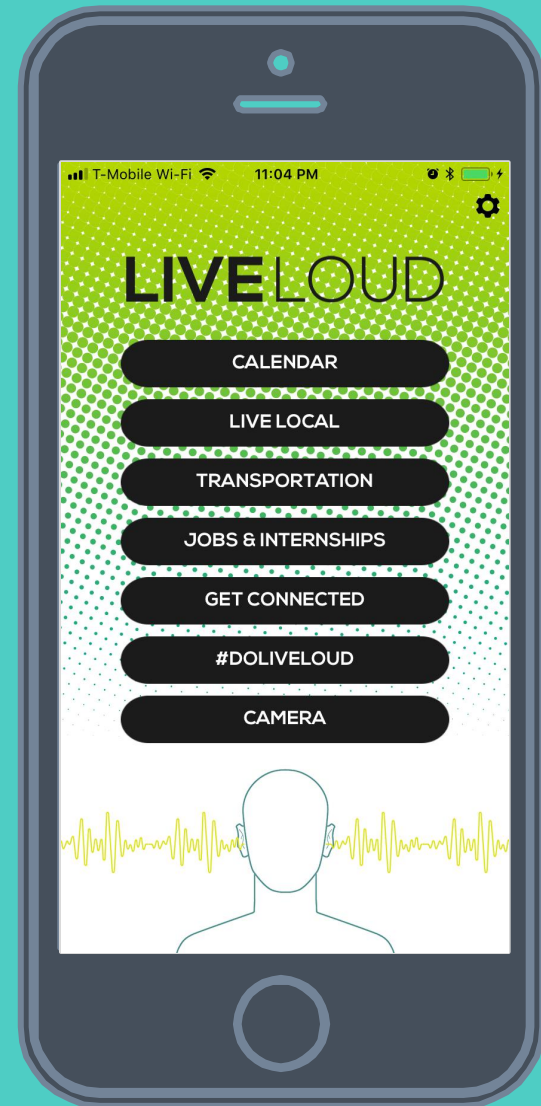
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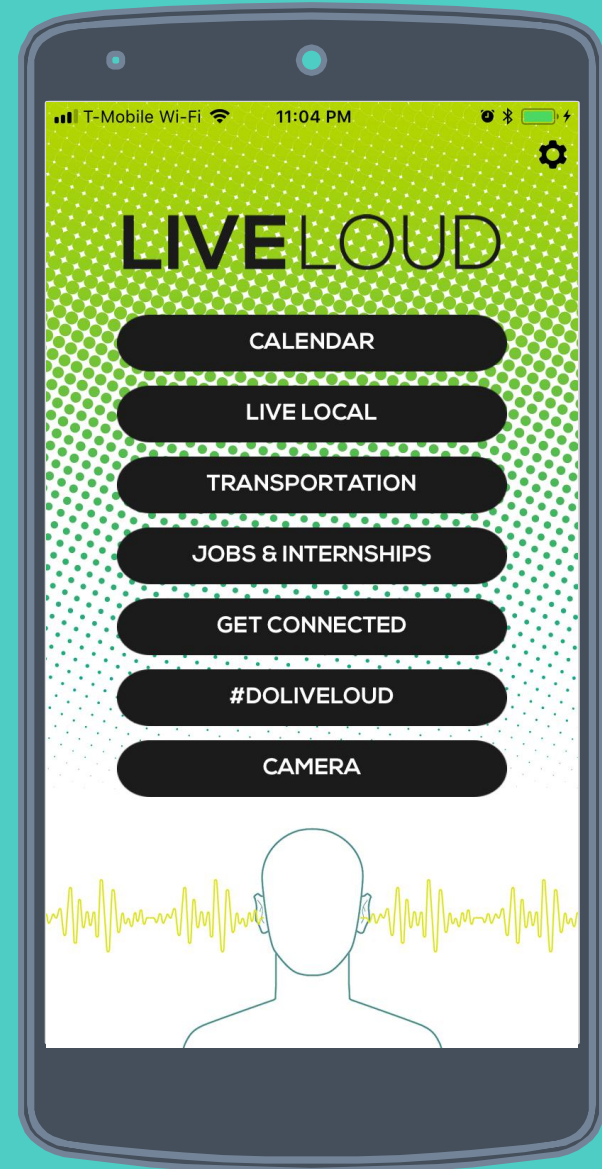


iPhone Preview





Android Preview





Tablet Preview

