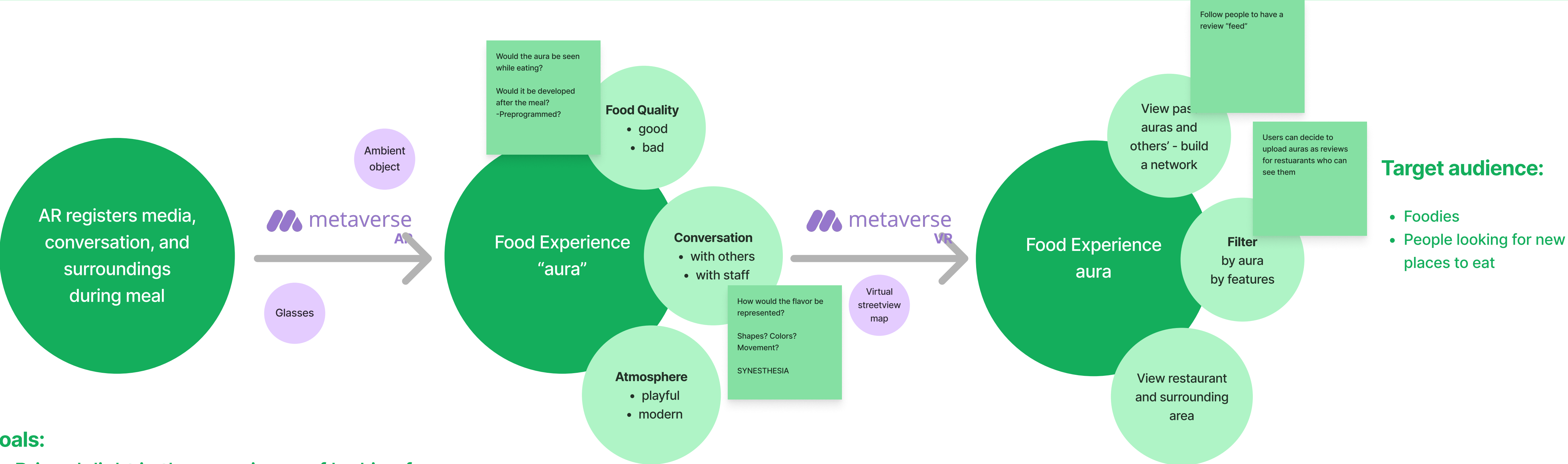


Restaurant Aura

Key Insights:

- Many people often rely on reviews to find new restaurants
- Everyone uses maps to find restaurants
- Many people often rely on star ratings to find new restaurants
- Some people prefer to eat based on recommendations from friends
- Relationships are created and strengthened with food



Target audience:

- Foodies
- People looking for new places to eat

Goals:

- Bring delight in the experience of looking for new places to eat
- Connect people THROUGH food
 - Strengthen food recommendation culture
- Revolutionize the restaurant review process with “automatic” reviewing - pick up how the average person feels, not just people who will leave the review