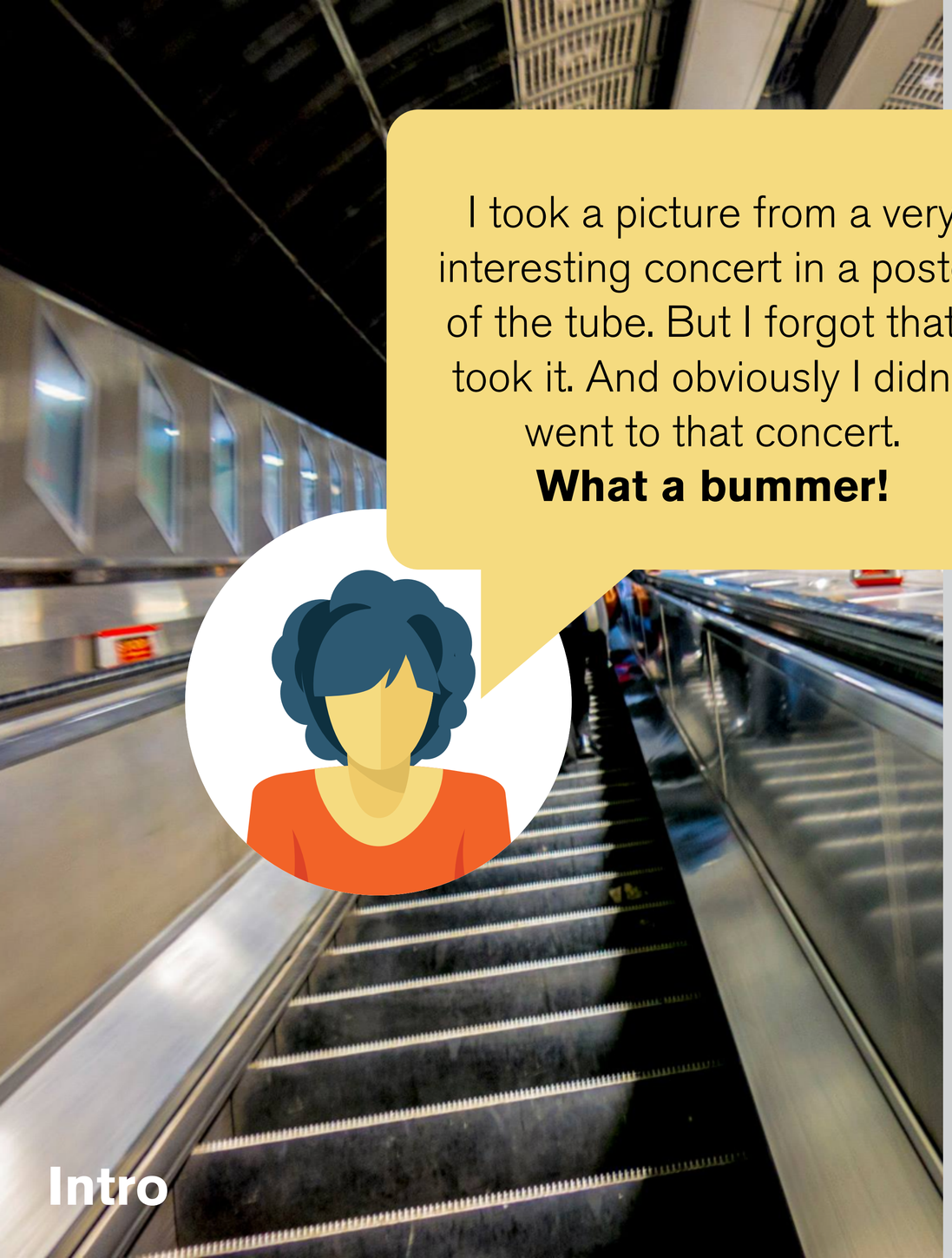
eventual.ly



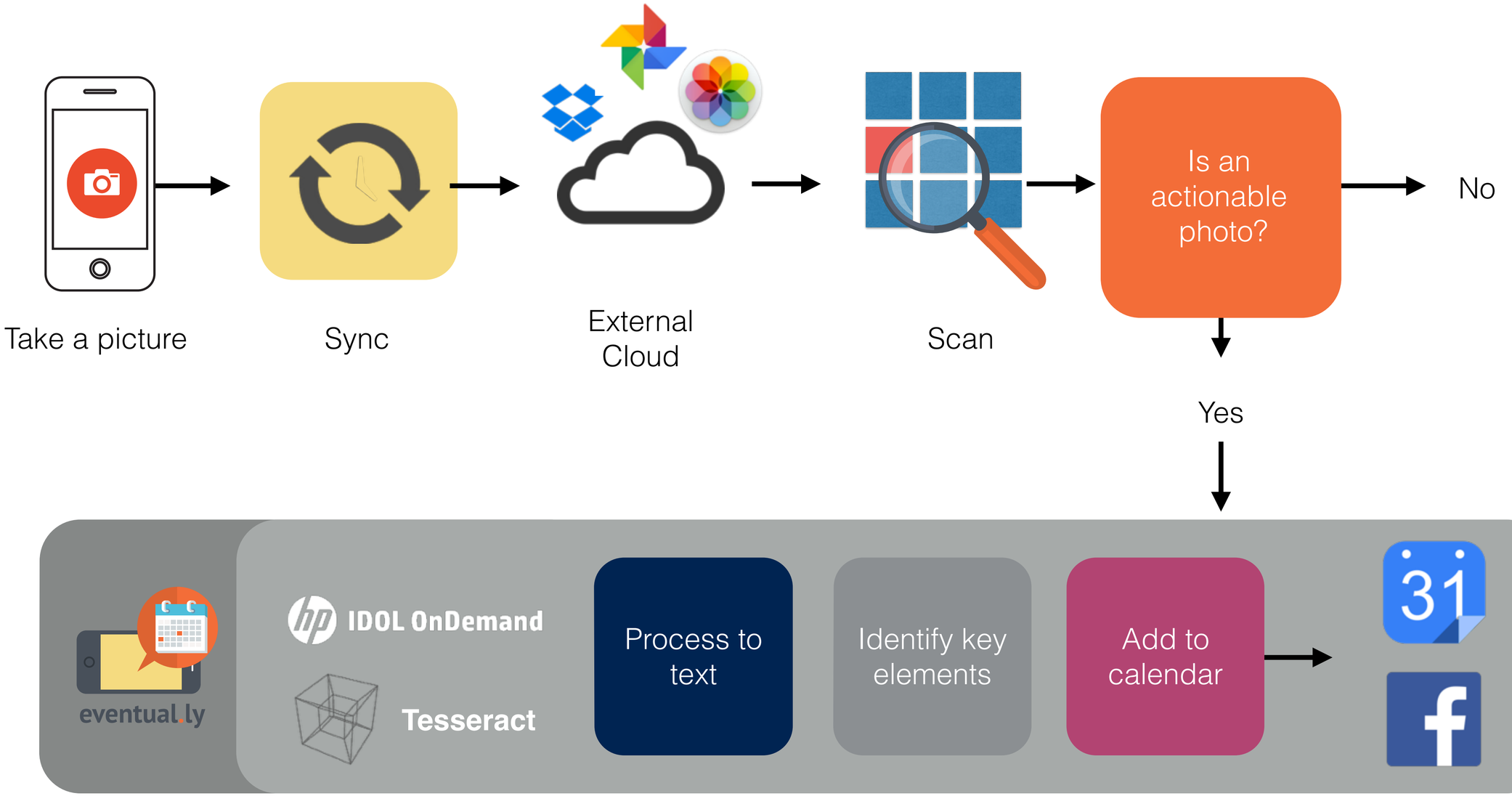
I took a picture from a very interesting concert in a poster of the tube. But I forgot that I took it. And obviously I didn't went to that concert.
What a bummer!

eventual.ly

An add-on in your default camera app to turn your **photos** into **calendar events**

OUR**VISION**

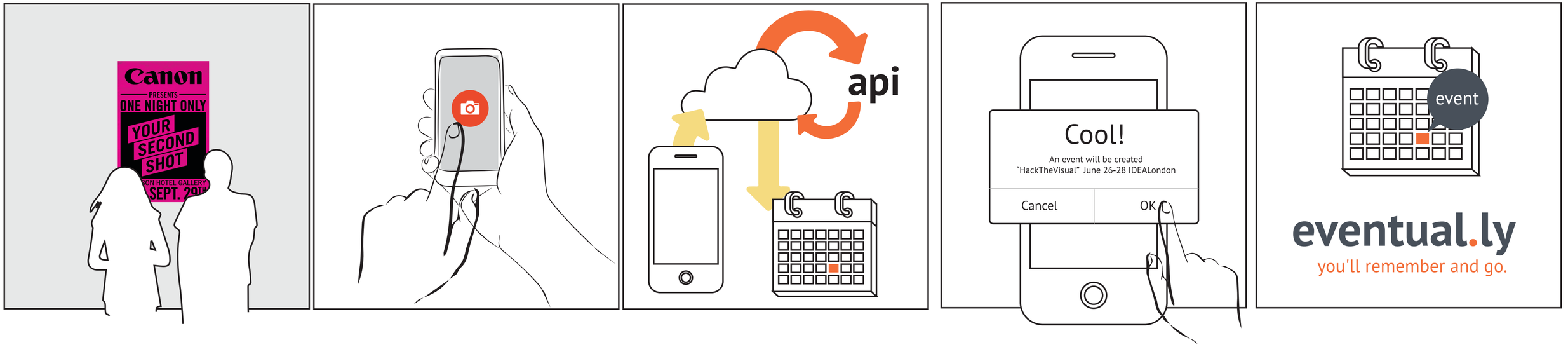
Naturally expand current user behaviours


eventual.ly
Take a picture
Sync
External Cloud
Scan
Is an actionable photo?
No
Yes
eventual.ly
IDOL OnDemand
Tesseract
Process to text
Identify key elements
Add to calendar
31

The hack

eventual.ly

Take a picture of a poster "Friday Jazz in Southbank Centre at 5:30 on June 10th" and the event will be created on your calendar with the correct date and time.



Unique Selling Point
It is in your default camera app already -
not another icon on your desktop!
It runs automatically in the background.
Create powerful connections from images to reminders / alerts.

Other services
Default camera app on your phone
Google Calendar
Google Now
IFTTT

“Eventually is an automated solution for users, extracting information from images”

Business layer

Analytics dashboard (*with location data it tells you which poster gets the most exposure*) Attendance forecasting

Social layer

Privacy, spurious events/alerts

Future

Eventual.ly is a glue - IFTTT for events.

Eventual.ly is a framework for event managers and developers.

Today

Next steps

Ultimate goal