



## What is foursquare?

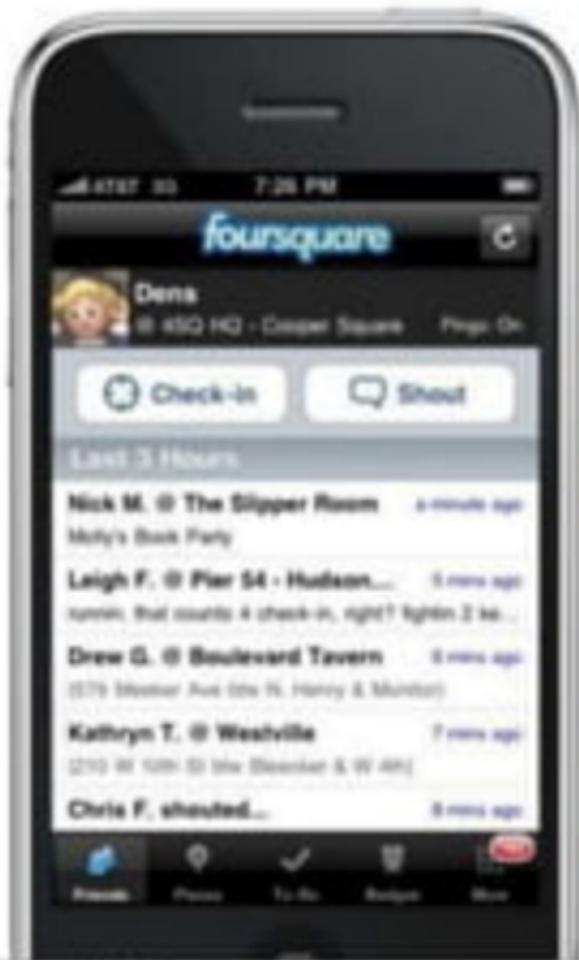
Think: part friend-finder, part social city-guide, part social-game. Foursquare is a mobile application that helps you keep up with your friends while using game mechanics to encourage and reward users for experiencing new things.

In it's current form, foursquare is a website, an iPhone application, an SMS service and an API.

To users, foursquare is a tool used for finding friends, navigating the city and rewarding oneself for discovering bars + restaurants + good times.

To brands and advertisers, foursquare is a platform that both encourages and rewards customers for participating in experiences that take place in the real world

Foursquare is a privately-held, two person startup based out of NYC.



## Friend Finder

The premise of foursquare is inherited from dodgeball: "Tell us where you are and we'll tell you who and what's nearby".

When the app launches, we show a quick view of where you can find your friends.



## Social City Guide

The process of telling us where you are is called "checking-in". When asked to locate themselves, users are shown a list of nearby venues (based on GPS).

We do our best to predict where you are based on your past behavior ("Nearby Favorites") and we'll also show which venues you've been to ("me") vs. those your friends have visited ("I") vs. those recommended by other users ("tip")



## Checkins Earn Points

Every checkin is worth points...

- +5 pts for discovering a new place
- +2 pts for going out two nights in a row
- +4 pts for four-stops in a night
- +6 pts for bringing six friends
- etc...

"Mayors" are those who check-in most often at a given place. It's not uncommon to see users battling back and forth over mayorships.

## And these "mayors" titles are already being used by local merchants to reward locals / regulars...



**@mich** Congrats!! You are the official first #foursquare Mayor of @spudbros! Send us a DM w/ your e-mail and we'll send your prize coupon!

12:41 PM - Dec 14, 2011

Still looking for our first official #foursquare Mayor of Spud Bros! FREE meal on us! Will it be @johd @mich @rebert @angus??

12:41 PM - Dec 14, 2011

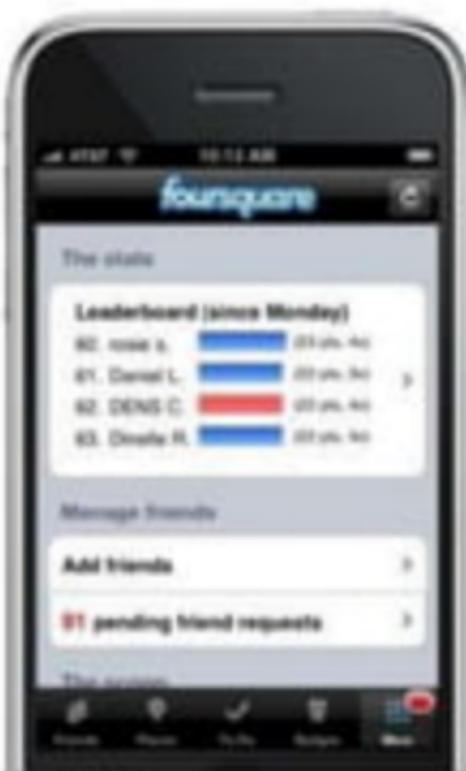


We have our first @foursquare mayor! @mich will get a free beer every time he comes in!

12:41 PM - Dec 14, 2011

# Leaderboard

Think: "high score for Saturday" night. Top scorers each week unlock a special badge and 7-days of bragging rights.





## Tips

An experiment in "social city guides."

No matter where you are, we'll show you recommendations from other users that are within walking distance.

We stay away from Yelp-style reviews and instead encourage users to create Twitter-style recommendations: "Go here, try this".



## Badges

The more you explore, the more you unlock. Badges are tied to time, distance and location. You may unlock one for staying out past 2am on a school night or for constantly checking-in in Brooklyn.



## lead generation will be our primary revenue model

foursquare has the ability to drive customers to local business. We're already seeing this behavior with user-generated foursquare tips and way in which venue have started co-opting foursquare "mayors" as a mechanism for rewarding locals.

By combining the utility of what's nearby with a service that rewards users for reporting their location, we have a unique opportunity to offer metrics for local advertising: "an offer was shown and X% of users responded within 3 hours".

Incremental revenue streams will come from sponsorships (of points, badges, etc) and from resale of data aggregated from user behavior.



## incremental revenue steams

foursquare is a platform for rewarding users for experiencing things in the real world.

**Sponsored badges:** Check-in at three Starbucks and unlock a Dunkin' Donuts badge that can be redeemed for a free hot chocolate. Checkin after Jam and unlock the "Red Bull Late Night" badge for your efforts.

**Redeemable Points:** Points can be tied to both Checkins and To-Dos. Users who hit a range of music venues, gallery openings or museums can be awarded points that can be collected or traded in for physical goods, concert tickets, donated to charity (etc) in the same way as AmEx Rewards, Coke Points or frequent flyer miles.

**Banner placements:** Targeted by user activity (busy Friday night), geography or checkin history (everyone below 14th Street) or standard age/gender demographics.

# Website

Displays individual stats + badges + status. Think: Facebook profile that is passively updated to reflect the way one explores the city.



The screenshot shows the Foursquare website interface. At the top, there is a blue header with the Foursquare logo and navigation links. Below the header, the user profile for 'DENS C.' is displayed, including a profile picture and a sign-up prompt. The profile statistics are shown in four grey boxes: 'CHECK-INS' (29), 'CHECKED IN' (106), 'CHECKED IN WITH' (4), and 'CHECKED IN WITH' (26). Below the stats, there are two tabs: 'TOP 12' and 'TO DO'. The 'TOP 12' tab is active, showing a list of two items. To the right, there is a 'BADGES' section with a grid of ten colorful icons representing different achievements.

Home | Sign up | Log in | Help

Search for places, people, tags

Sign up | Log in

Sign up to log in to add friends and create lists

29 106 4 26

TOP 12 TO DO

1. @Cafe 007: Cafe 007 is the new Gibraltar... has wit, good drinks and best hot chocolate in the East Village. (12th and R) (Nov 4, 2010)
2. @Ace Bar: Go to Ace Bar and break 007 in alcohol. Reward yourself with a killer high-life (Nov 4, 2010)

★ BADGES





## Trivia

- + foursquare is currently available in 20 US cities + Amsterdam
- + foursquare works on all mobile devices - we have a native iPhone app, a mobile website for Blackberry / Android users (<http://m.playfoursquare.com>) and an SMS shortcode for older devices (text: 50500).
- + foursquare was developed on an API which is currently in private beta and will soon be released to the public (closely following the Twitter model)
- + The foursquare team consists of Dennis Crowley (formerly dodgeball / Google) and Naveen Selvadurai (formerly Socialight / Sony Music). Both are based out of NYC.
- + To sign up, visit: <http://playfoursquare.com>



Dennis Crowley  
[dens@playfoursquare.com](mailto:dens@playfoursquare.com)  
July 6, 2009



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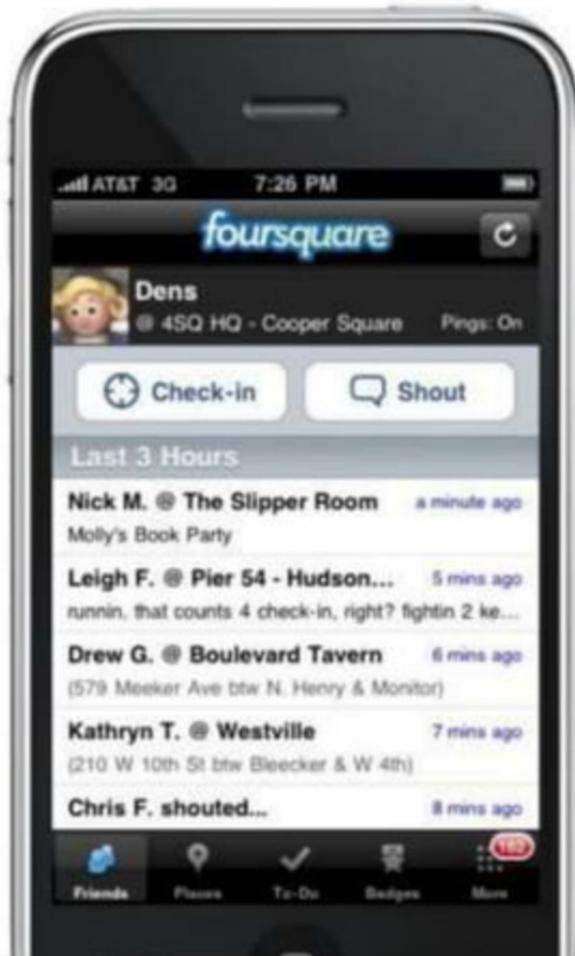
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@micah Congrats!!! You are the official first #foursquare Mayor of @spudbros! Send us a DM w/ your e-mail and we'll send your prize coupon!

3:56 PM May 28 from web

Still looking for our first official #foursquare Mayor of Spud Bros! FREE meal on us! Will it be @bfeld @micah @reckert @penguin??

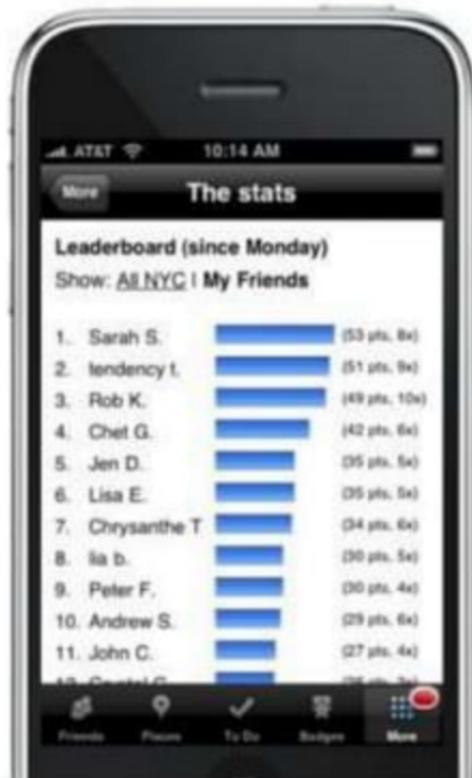
3:47 PM May 28 from web

We have our first @foursquare mayor! @verdilak will get a free beer every time he comes in!

about 11 hours ago from mobile web

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## Tips (part 2!)

... and as users check-in at places around the city, we throw these recommendations back to users.



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home | sign up | log in | help

Search: Try places, people, tags... [Go!](#)

• Bugs? Feedback? Leave it here! NYC edition

 **DENS C.**  
Sign up or login to add friends and create lists!

TOTAL VISITS OUT	TOTAL CHECKINS	TO DO NOW DONE	TOTAL THINGS DONE
29	106	4	26

**TOP 12** | **TO DO**

1. @ Cafe OST: Cafe OST is the new Gramstand... free wi-fi, good croissants and best hot chocolate in the East Village. (12th and A) (February 5, 2010 @)
2. @ Ace Bar: On to Ace Bar and break 500 in skeeball. Reward yourself with a Miller High Life (February 5, 2010 @)

**★ BADGES**



Home / [Stats](#) / [Feedback](#) / [Links](#) / [Home](#)

Logged in as DENS (edit)



## Stats for DENS C. from the last 30 days

Location:  (get)

or Search these stats:

53

Percentage of users who...



Percentage of...



27

104

3.9

Top users

- NAVEEN S. (58X)
- CAROLINE M. (42X)
- REX S. (29X)
- NATE W. (33X)
- KEVIN K. (31X)

Percentage of users who checked in...

176



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