



STRING APP INTRODUCTION

CORE FEATURES

STRING



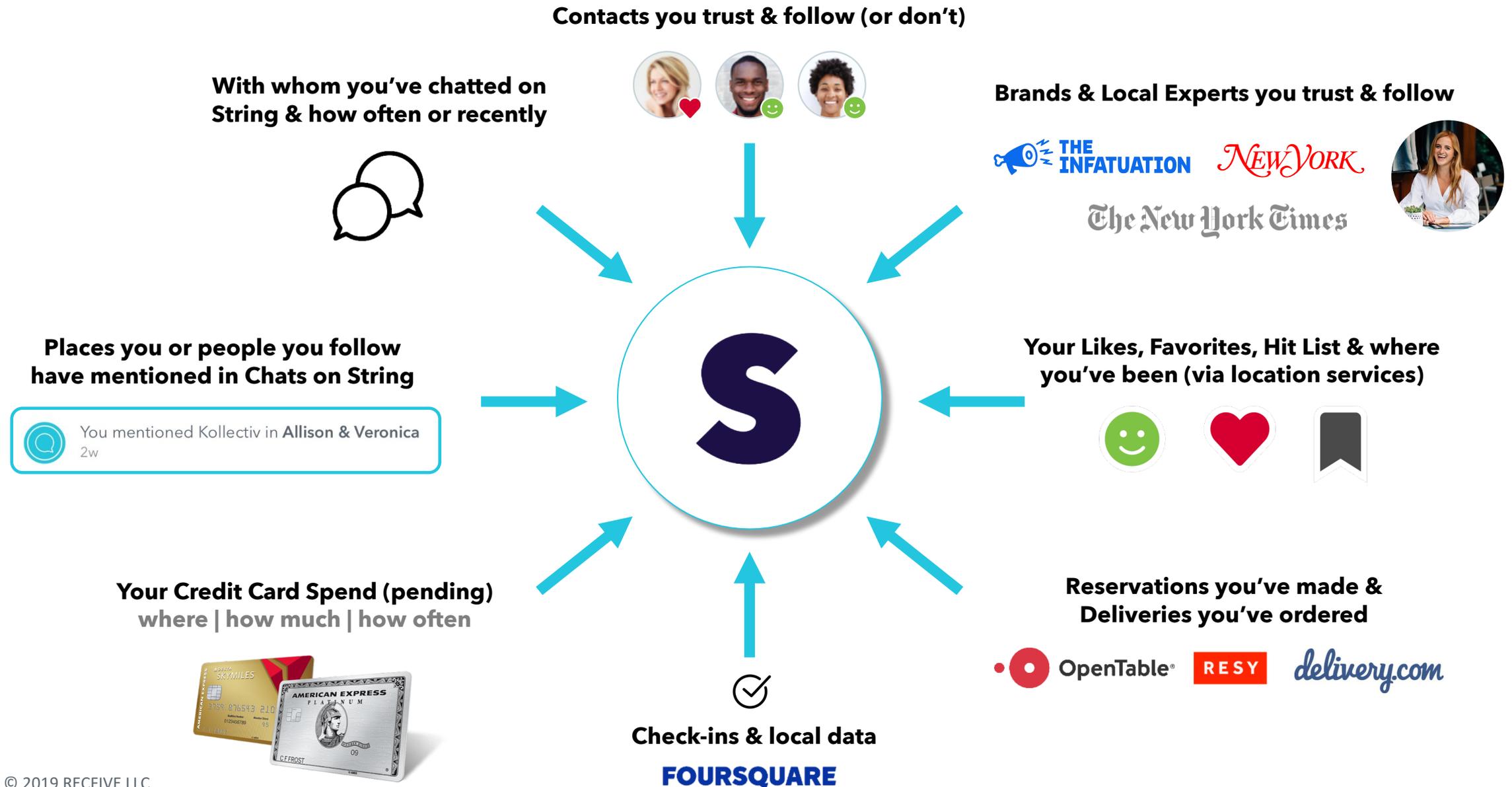
STRING personalizes local search through advanced algorithms which index multiple **data sources** including tastes from people & brands users **trust**.

STRING features a network of brands & local experts from whom users can follow to influence their **personalized search** and book global **experiences**.

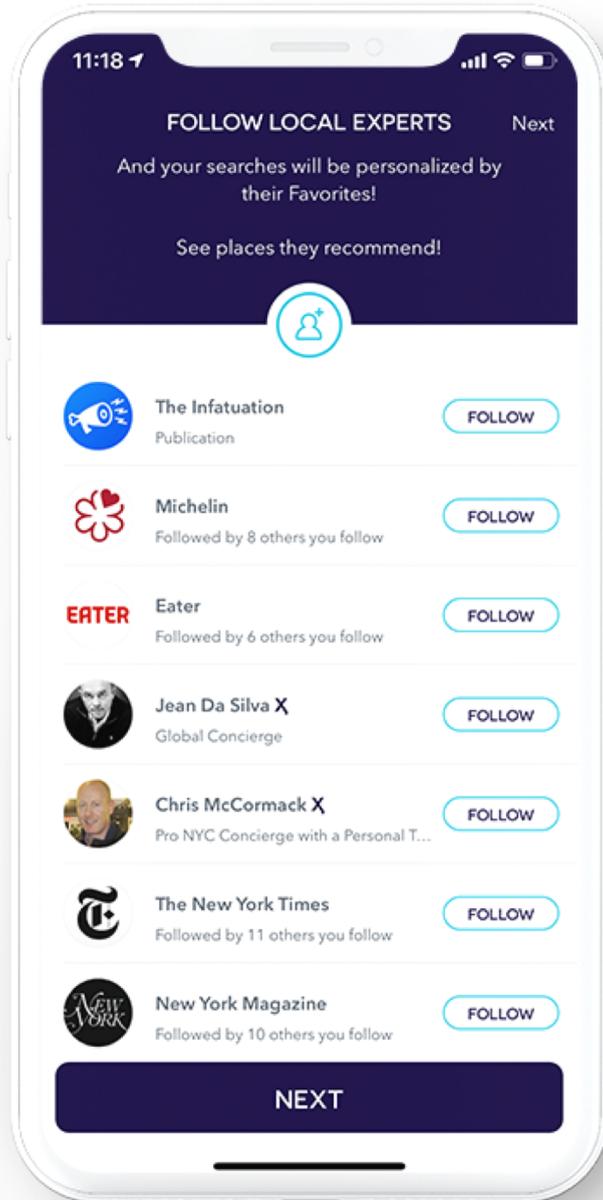


STRING PERSONALIZED SEARCH

The String database contains over 1.2 million places and over 60,000 reviews from more than 40 publishers. We aggregate internal and external dynamic data sources to rank places in a particular search. Samples include:



ONBOARDING



- 1) DELETE and reinstall the app. You will not lose any of your information, but will see the new onboarding
- 2) Accept all permissions - location | contacts | notifications.

NOTE: Enabling contacts is key to seeing the power of our intelligent, personalized search which uses multiple internal & external data sources and is influenced by the people and brands you know and trust.

- 3) Login with phone number or Facebook. *Facebook is preferable as it may provide additional data for your search results. However, we do NOT treat Facebook Friends as data sources you "trust."*
- 4) Follow at least 3 **Brands/Publishers** you *trust*. For demo purposes, please follow:

Michelin | Eater | Infatuation

- 5) Follow local **Experts** in geo areas of interest. For demo purposes, please follow:

Jean Da Silva (Global) | Chris McCormack (New York) | I Know The Chef (New York / Miami)

- 6) Follow people you trust - where they go, their **HIT LIST**, their **FAVORITES**, mentions in Messages, and other data dynamically influence your continually updated *personalized* searches (**Connect Contacts** must be enabled).
- 7) Follow the String Founders: Ari Horowitz & Michael Smith (you can always unfollow us if you don't like our preferences...)
- 8) Tap "**Get Started**" and you're ready to **EXPLORE** your personalized searches.

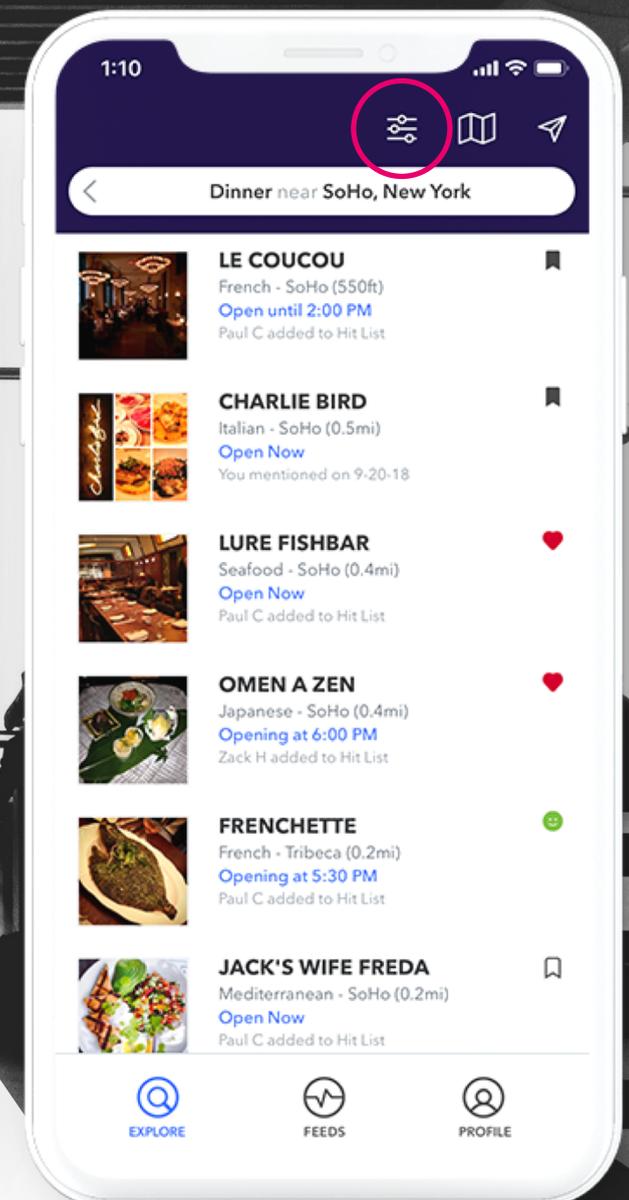
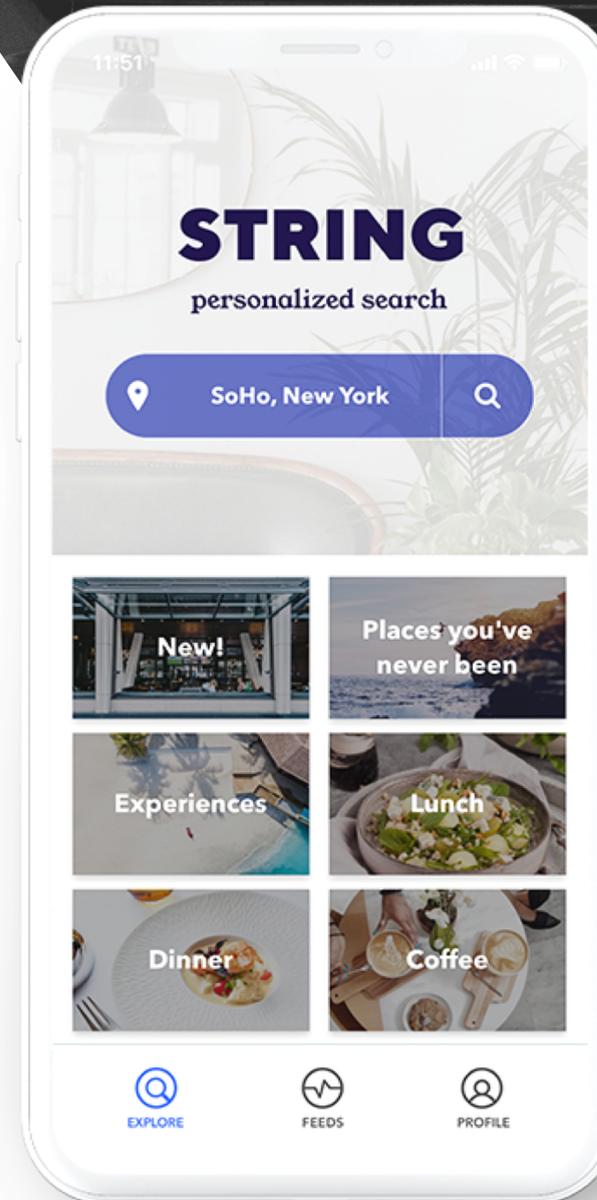
EXPLORE

- 1) Tap the "**Dinner**" tile for a personalized search in your current location.
- 2) Change location to "**Soho, NY**" at the top of the page.
- 3) Tap the Filter (figure on right). Apply the "**New**" filter.
- 4) From the list of restaurants, tap on the "🔖" to rate. Ideally, rate Lure Fishbar and add to **HIT LIST** or **FAVORITES**.

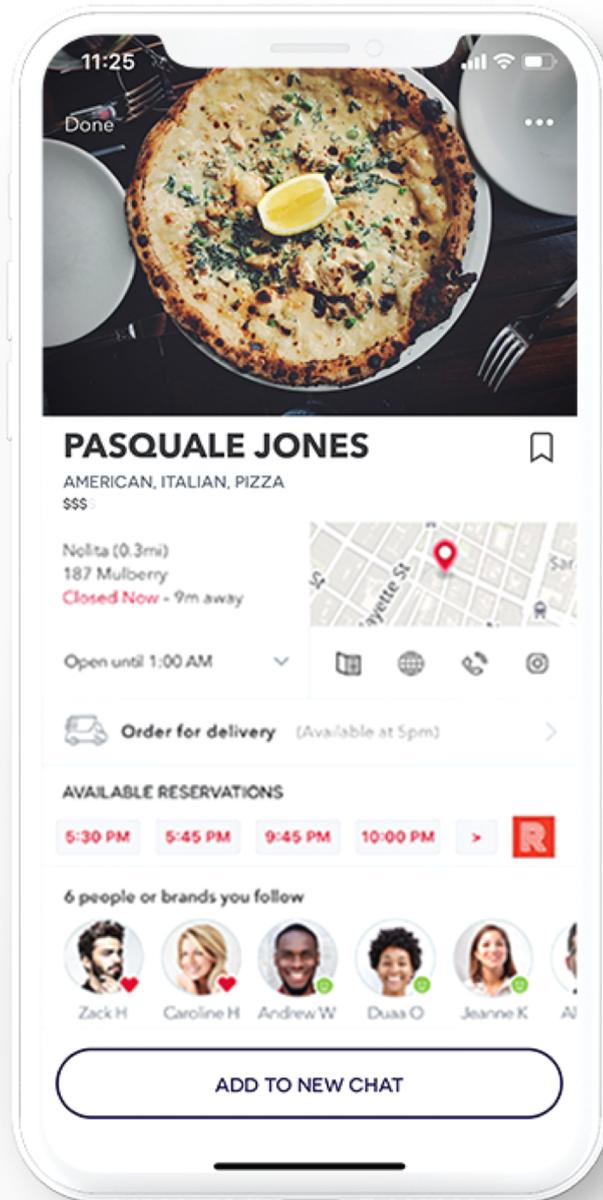
NOTE: Lure will now rank higher in future search results.

- 5) Search "**Lure**" from menu bar and tap into the Places Details Page from the search results.

NOTE: Places Detail Pages show the preference of only who you follow.



EXPLORE (CONTINUED)



6) Comments: you only see **Comments** from people you **Follow** - you don't care what "everyone" thinks...

NOTE: String aggregates the major restaurant reservation providers, so the app(s) that provide reservations for each restaurant will be displayed with a link and, for some, availability.

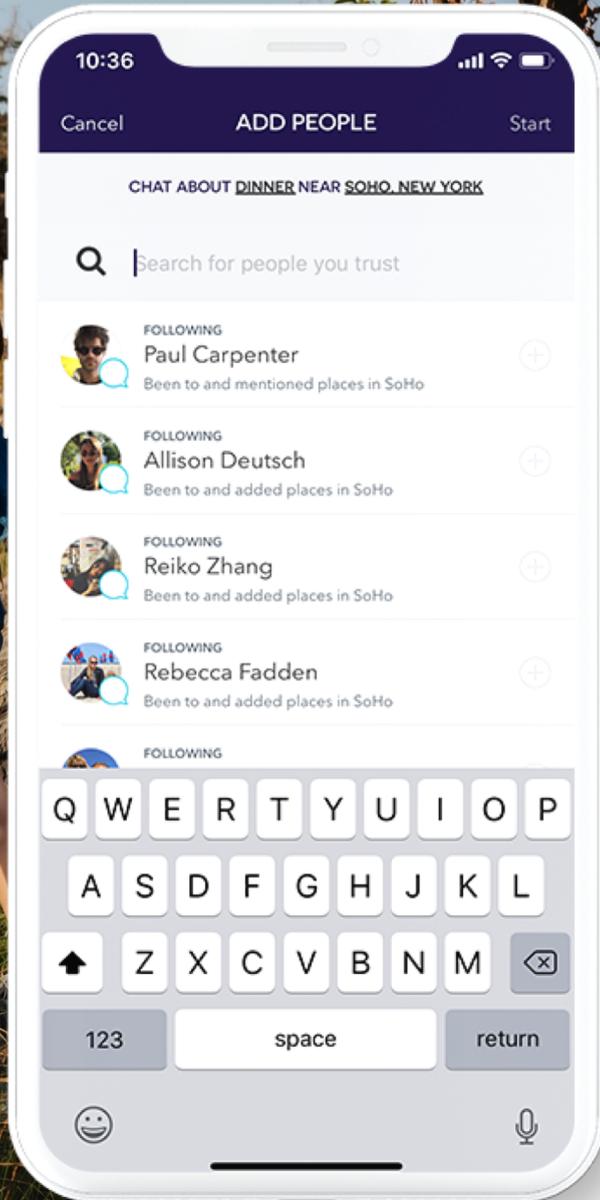
7) Scroll down the Places Details Page to see reviews by Brands/Publishers and links to **Messages** you were part of where the place was mentioned.

8) Tap "Done" on the top of the page and go back to search results.

9) Tap **EXPLORE** to go back to home screen.

10) Tap the "**Dinner**" tile.

MESSAGES



- 1) Tap the **MESSAGING** arrow "📍" to "**CHAT ABOUT DINNER NEAR SOHO, NEW YORK**".
- 2) Start a new Message. ADD PEOPLE to the message from the list of users displayed.

NOTE: The list of users displayed is intelligent and personalized based on who has been to, added to a list, or mentioned places nearby - another important reason to connect your Contacts.

- 3) "**Start**" or "**Go**" to begin Messaging.
- 4) Tap on the auto-generated search link "**Dinner in Soho, New York**".

NOTE: The personalized search results from Messages are heavily influenced by you and others in the Messages.

- 5) Add "**Lure Fishbar**" to the Message from the search results list by tapping the "(+)" and hit "**Send**".
- 6) Tap the **Lure Fishbar** link in the Message. On the Lure Fishbar Details Page, you will now see that you "mentioned Lure Fishbar" in a Message.

NOTE: Go back to messaging links in the future to remember what you or others mentioned about a place.

- 7) Go back to Messages and type "Lure" in the "Write a new message" box. Tap "SEND". The auto recognition engine picks up the name and shows it as **Lure**. Tap on **Lure** and verify the place you mentioned. This now assures that it's in the database and the Message is linked back to the place.
- 8) Messages index is found in **PROFILE**.

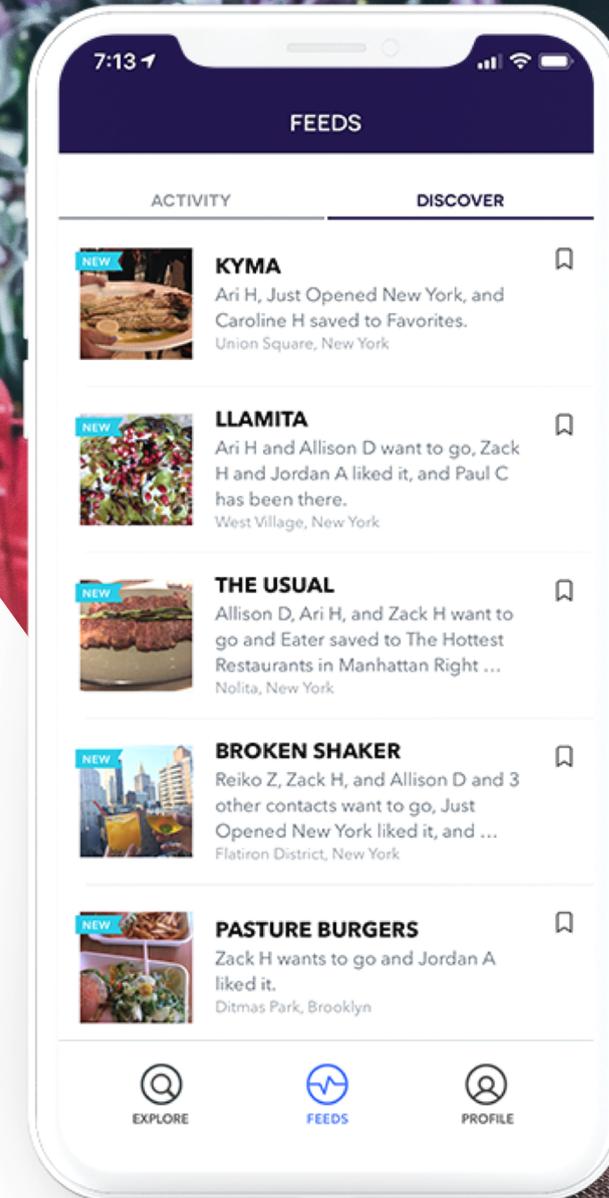
FEEDS

- 1) Tap **FEEDS** in the toolbar.
- 2) The **ACTIVITY** Feed displays all of the recent activity of people, Experts, and Brands/Publishers you follow. The Activity Feed also includes places you or someone you're chatting with mention in a Chat.

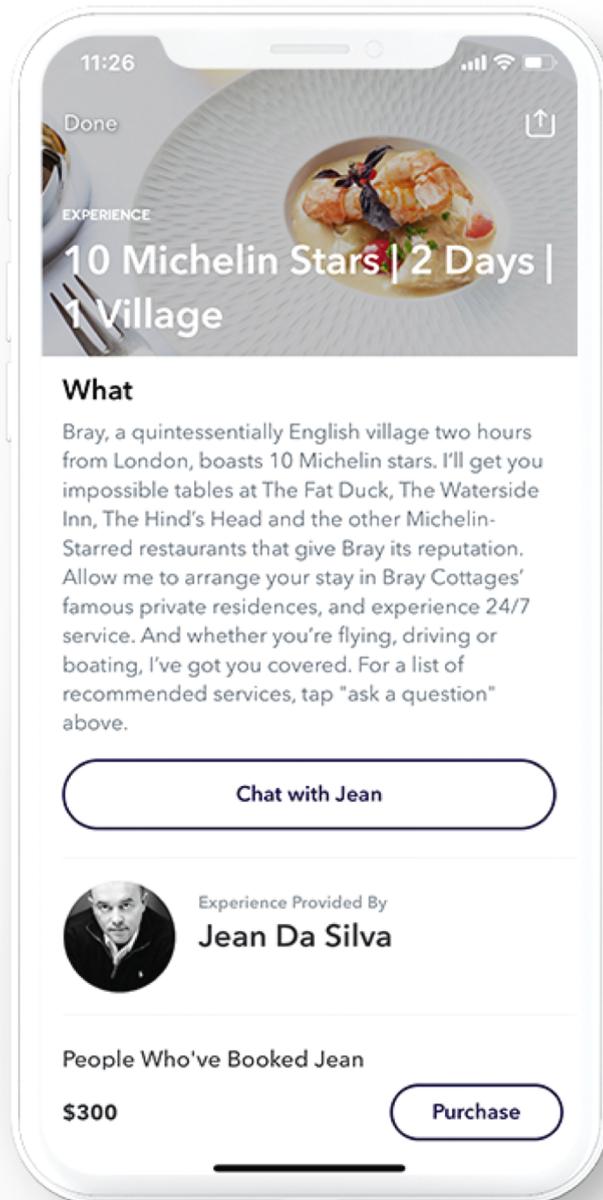
NOTE: You only see places mentioned in messages for those conversations you're a part of due to our privacy policy.

- 3) The **DISCOVER** Feed intelligently aggregates the activity from the people, Experts, and Brands/Publishers you follow to enable you to discover places you haven't been (places you haven't rated). So if you want to keep tabs on the *New York Times* and Infatuation new reviews, they'll show here!

NOTE: This is the power of String and the ideal way to discover places around the world from people & Brands you trust - all in one place!



EXPERIENCES



- 1) Tap **Experience** tile on the **EXPLORE** home page.
- 2) Tap on Jean Da Silva's "10 Michelin Stars | 2 Days | 1 Village" Experience.

NOTE: Message with Jean to find out more about this or other Experiences he has curated.

NOTE: Note the people you Follow who have booked an Experience with Jean. Message with them to find out more details or get an opinion to see if Jean is right for you.

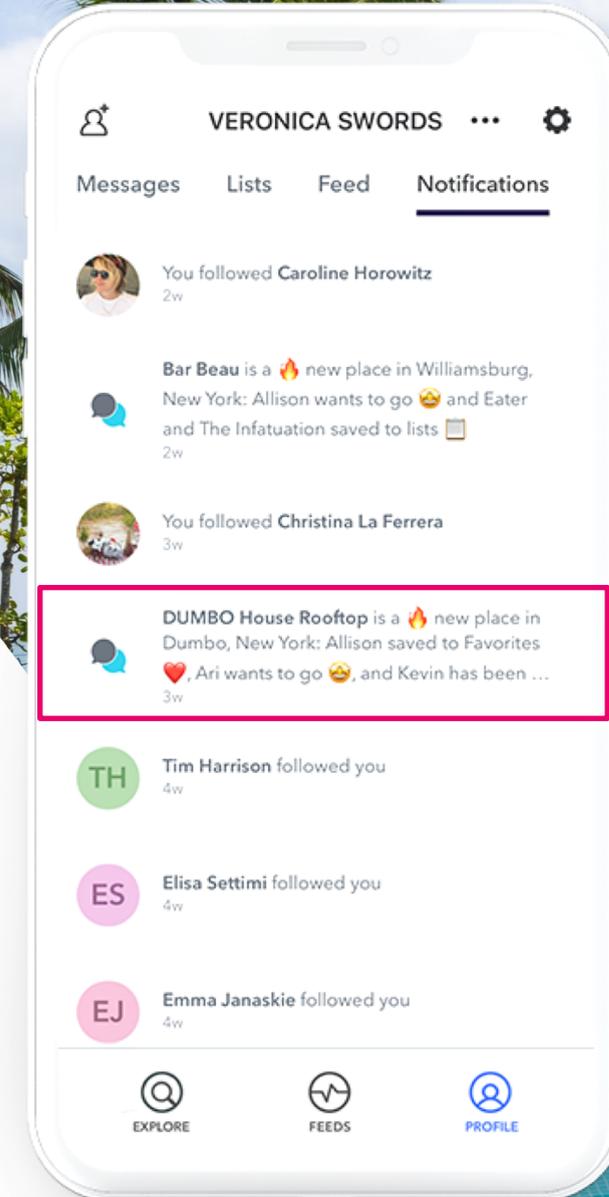
- 3) Purchase with *Apple Pay* or a *credit card* (you will not be charged until you verify).
- 4) Tap Jean's profile.
- 5) Follow Jean (if you're not already following him).
- 6) Explore Jean's **Experiences**, **Feed** and **Lists** (explore any contact's feed and lists).
- 7) Share an Expert or Experiences via multiple channels outside of String by selecting the share icon.

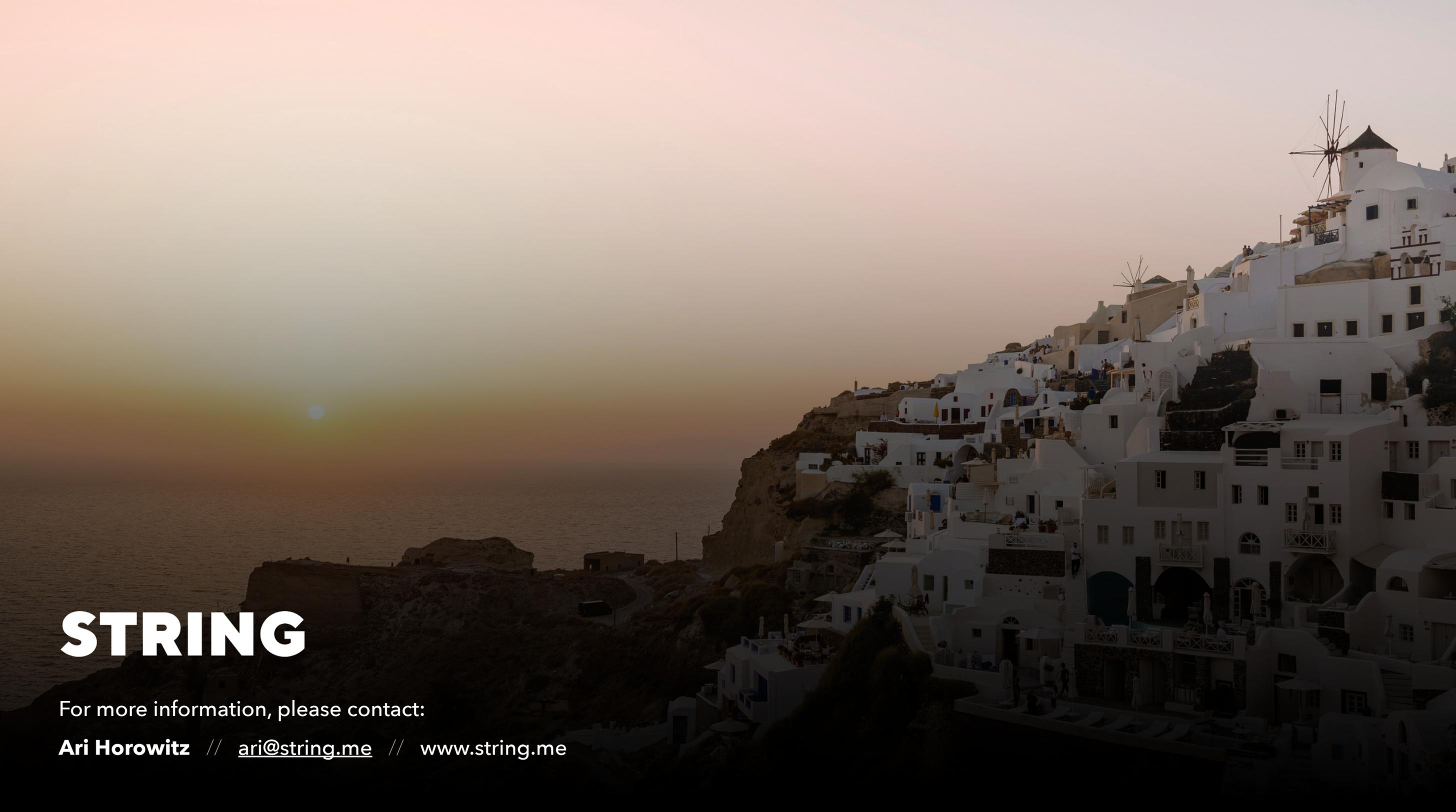
PROFILES / GENERAL

- 1) Tap **Profiles** on the toolbar.
- 2) Discover People. Tap  to add people or brands you trust to your network.
- 3) Tap **Notifications**: *Smart notifications highlighted in the image to the right.*

*NOTE: String learns your tastes and will push you places that the people & brands you're following are **buzzing** about and adding to their lists.*

- 4) Share places directly on iMessage, WhatsApp, email, Slack and others. Dinner plans with someone not yet on String? Share places with your friends to ensure there is no mistake about where you're going and they have all the necessary info!
- 5) *Encourage your friends to join String so you can follow them and continue to enhance your personalized search and recommendations!*



A scenic view of a cliffside town, likely Santorini, Greece, at sunset. The buildings are white with blue accents, and several windmills are visible on the hillside. The sun is low on the horizon, creating a warm, golden glow over the sea and the town.

STRING

For more information, please contact:

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