

Discover events around you with Pocketplan

Pocketplan, South Africa's going out app, allows users to scroll through a handpicked list of events and purchase tickets directly through their mobile phone. It has successfully integrated itself into both Cape Town's and Johannesburg's social scenes and became the second most downloaded entertainment app in South Africa in April 2014.



"We started this company to make it really easy to discover great events and go out. There is so much happening, yet a lot of people end up in those few old spots, feeling like their nights could be more. Newspapers and entertainment blogs are overcrowded with events and hard to navigate. With Pocketplan, we wanted to offer an app that simplifies the whole process. Our success proves that we solve a real problem. Some of our users check Pocketplan just minutes after getting up," say the two co-founders of Pocketplan, Martin Mygind and Fabian Kast.

The next 72 hours

Pocketplan features a selective number of events happening over the next 72 hours, from bustling roof top parties and yoga lessons on Table Mountain to a dragon boat race and sushi-making classes. Besides featuring well-established venues, the company makes great efforts to offer small and quirky events like exclusive art exhibitions, street magic shows and the occasional flash mob. To curate its content, Pocketplan works with a number of entertainment experts, including 5FM's Roger Goode.

Candice Heyns, Pocketplan's nightlife curator, explains, "We only list events that will make a difference to our users, making money comes after that. As a professional DJ, my insights into South Africa's music scene allow me to understand if events are something we want to recommend. To make going out with us even more attractive, our tickets often come with exclusive benefits like skipping the queue, getting a free drink or snagging small discounts!"

Pocketplan leverages the newest technology to make going out more seamless. The app comes with an integrated ticketing function, which allows users to purchase tickets directly through the app. To get into a venue, users simply show their phone at the door. Pocketplan comes with a route planning function to help navigating to new venues. Besides, the app allows users to create reminders for events and share evening plans with friends on Facebook.

For more, go to pocketplan.co.za

For more, visit: <https://www.bizcommunity.com>