



Placelinn

Local discovery built on real tastes. Real data for the people running the venue.

Personalised connections between people and the places they love.

Venues are working blind

Whoever runs a bar knows how many people came in last night. They do not know who they were, what they wanted, or why the place is half empty tonight.

FROM THE VENUE SIDE

- No data on the preferences or profile of the customers walking in
- Visibility that is bought, not earned
- Events and promotions built on instinct
- No way to understand what the people living nearby want

FROM THE GUEST SIDE

- Algorithms that show everyone the same places
- Rankings nobody trusts
- Discovery driven by public reviews: a star average anyone can write, flattening every different taste into one number
- No personalisation based on real tastes

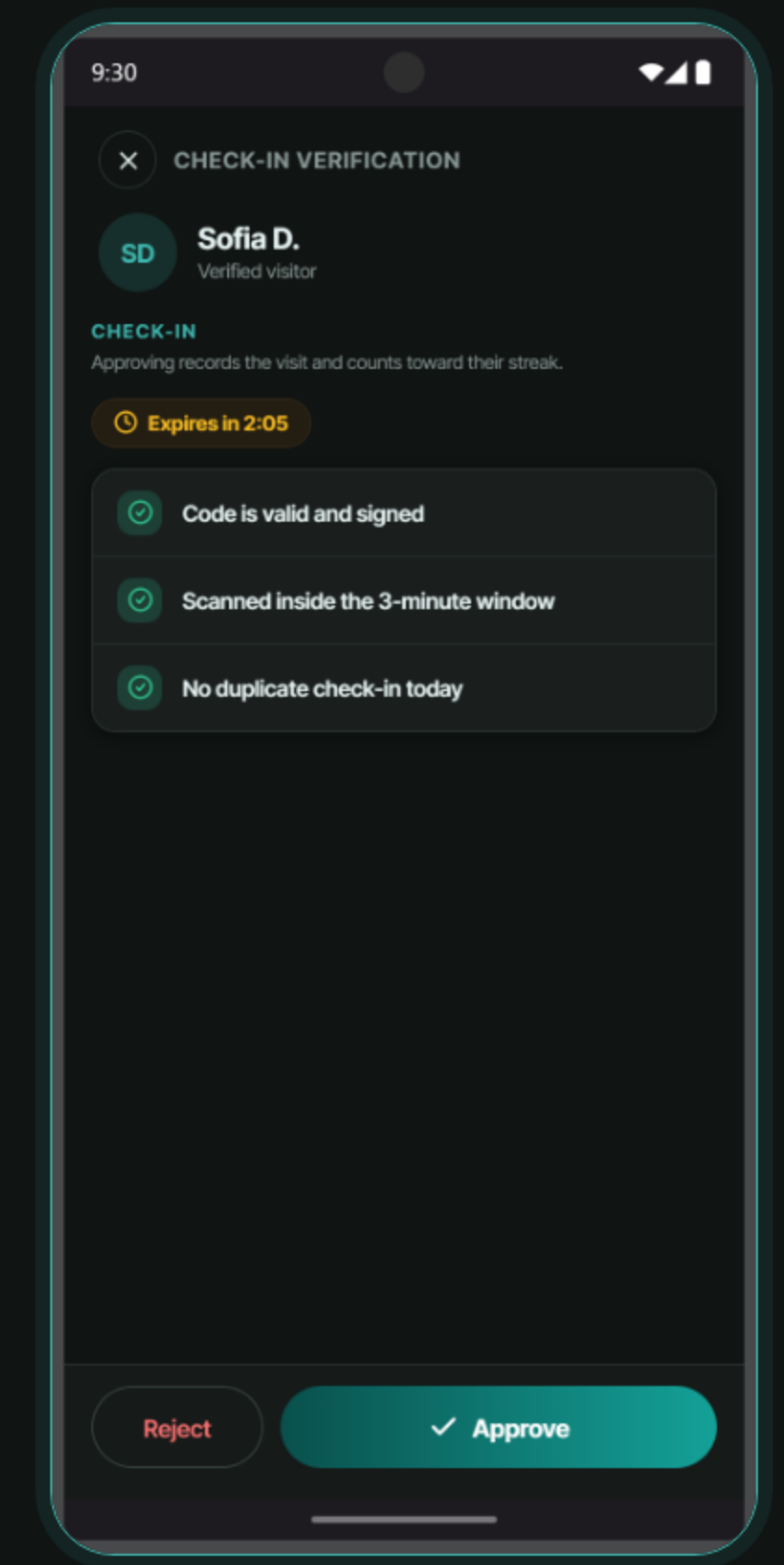
The gap Booking platforms serve restaurants. But you do not book a cocktail bar — you walk in. Whoever takes no bookings is left without tools.

Placelnn

A two-sided platform, held together by a single mechanism: the verified check-in.

The user generates a QR code. The venue scans it. From that moment one fact is certain: this person, with these tastes, was here, at this hour.

Everything else comes from that fact — recommendations for the guest, intelligence for the operator.



How it works

1 Profile

the AI learns their real tastes

2 Discovery

a contextual recommendation in real time

3 Verified check-in

QR scanned by the venue

4 Data

the venue sees aggregated patterns of its customers

5 Proactive AI

suggests the right event or offer

6 Visibility

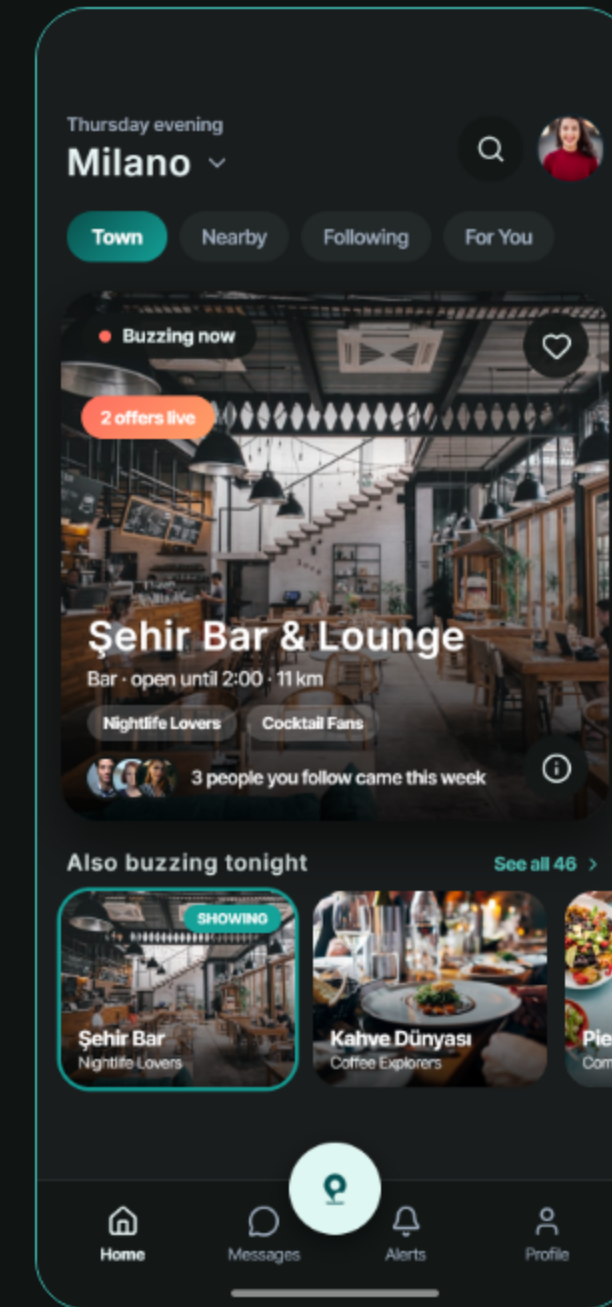
recent activity lifts you up the ranking

People find places they love. Venues grow organically.

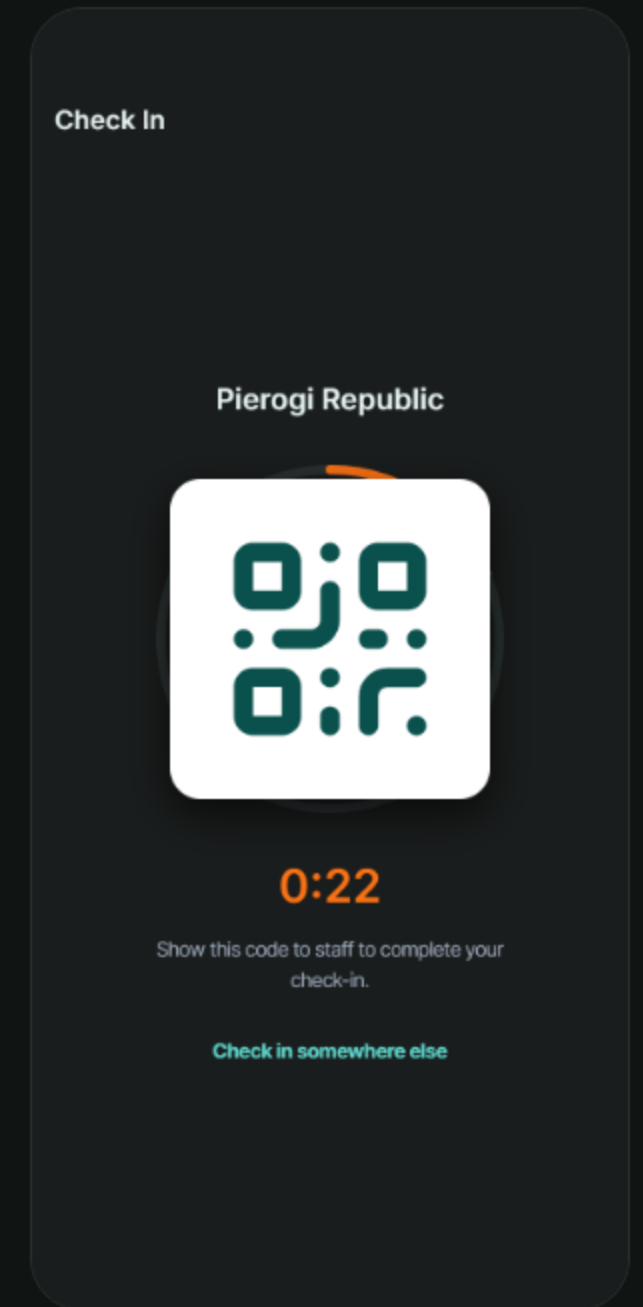
Two apps, one ecosystem

USER APP

- Taste profile: cuisines, drinks, hobbies, interests
- Real-time discovery with filters for area, type, category and opening status
- Check-in and discount redemption via QR code
- Personalised venue suggestions, events, discounts and promotions
- Popularity-free ranking: what is close on foot, not what paid to be seen
- Social feed, friends, messaging



TOWN FEED

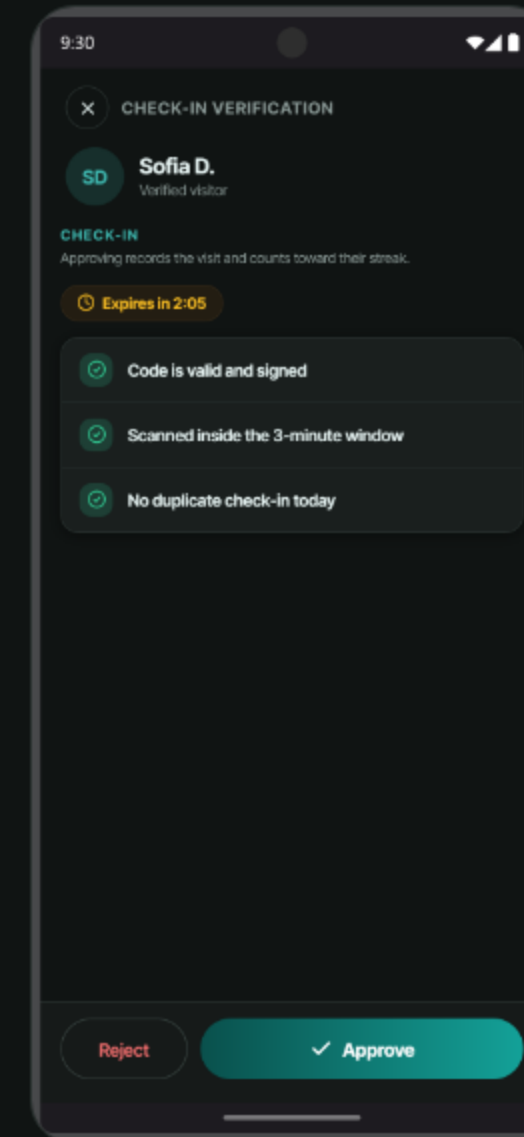


CHECK-IN QR

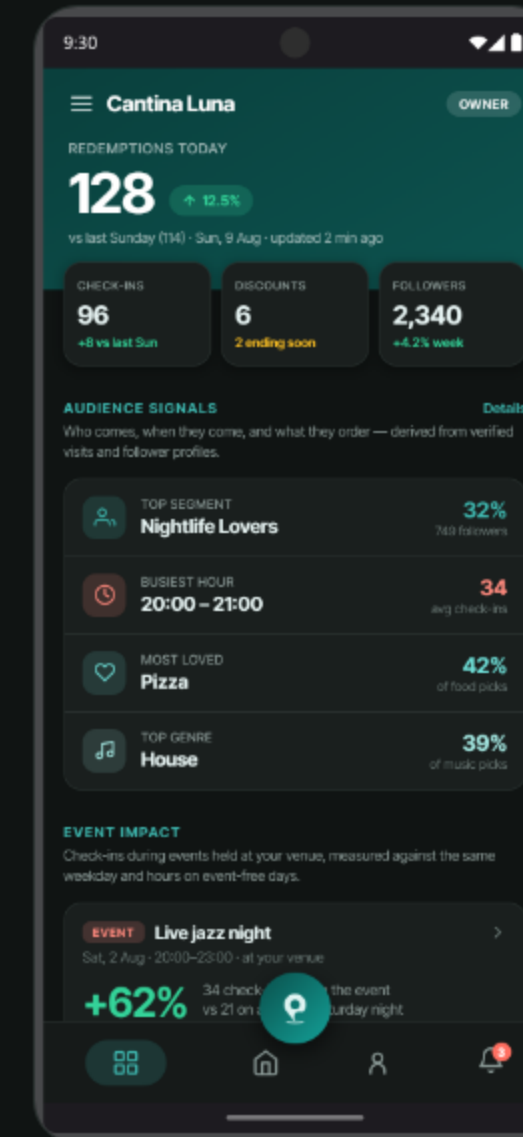
The venue side

BUSINESS APP

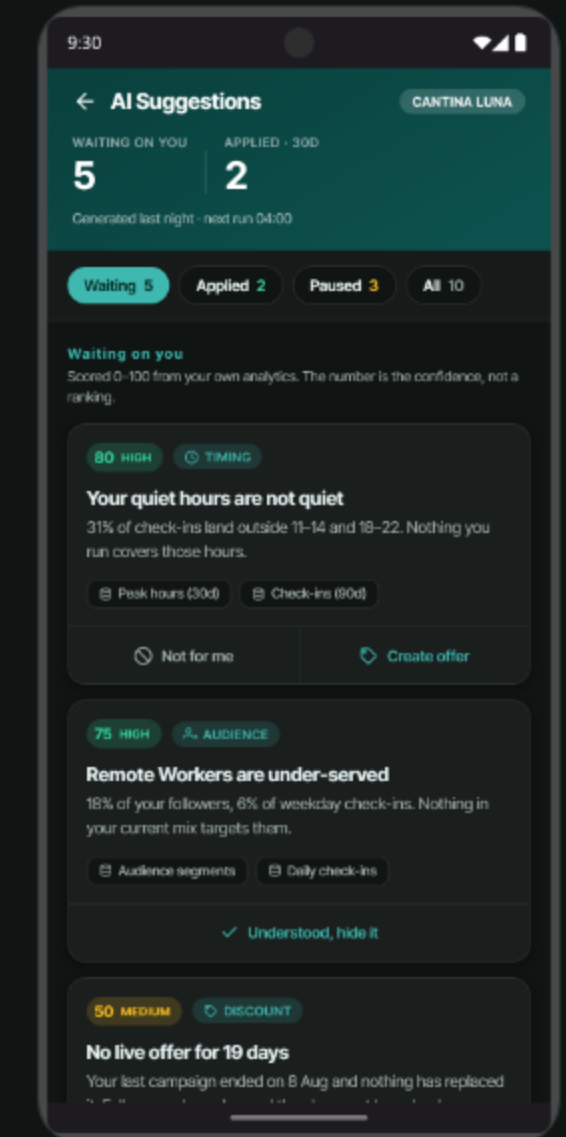
- Profile, menu, gallery and opening-hours management
- Creating and managing events and discounts
- QR scanner to verify check-ins and redemptions
- Analytics dashboard: visits, segmented peak hours, customer profile
- AI-generated suggestions



VERIFIED CHECK-IN



ANALYTICS



AI SUGGESTIONS

Infrastructure: Flutter and Firebase — an architecture built to scale.

Visibility is earned

Ranking position is recalculated in real time, weighted on four factors:



The dominant weight on the last hour is a deliberate choice: a small venue that is full tonight can beat a chain. Visibility rewards whoever is working right now, not whoever has the biggest budget.

The ranking also accounts for proximity: what counts are the venues within the user's radius, not those across town.

Starting in Milan, looking at Italy

50,000

food-service businesses in Lombardy

FIPE — Rapporto Ristorazione 2024

17,258

businesses in the province of Milan

Osservatorio iCRIBIS, 2023

WHY MILAN

Density of venues, a structured evening life, neighbourhoods with a defined identity. The launch starts from Navigli, Isola, Porta Garibaldi and Porta Venezia — areas where the concentration of independent venues makes the check-in loop sustainable from day one.

Cross-referenced with Unioncamere / Open Data Imprese — Registro Imprese Lombardia 2024

The path: Milan → Lombardy → Northern Italy → Italy.

How value is generated

VENUE SUBSCRIPTIONS — THREE TIERS

Base

Venue profile, opening hours and menu, verified check-ins, event and discount creation, analytics dashboard

Pro

Everything in Base. The AI turns proactive: it says when to act, and the volume of notifications reaching people goes up — invitations and personalised discounts

Enterprise

Everything in Pro, with the most advanced AI model: recommendations weigh more signals than the venue's own data. Custom reports and dedicated support

Event promotion

Featured placement for events and themed nights.

Targeted advertising

Campaigns built on the real profiles of users in the area, not on generic categories.

Data-based consulting

Custom reports and analysis for venues that want to go deeper.

Free for venues throughout the launch phase.

Whoever joins first builds the longest check-in history — and that is exactly what the ranking rewards.

Pricing for the three tiers is being set with the first partner venues. Write to us to talk it through.

What sets us apart

Verified data is a barrier to entry

Reviews can be written, bought, faked. A check-in scanned by the venue cannot. Every day that passes, the archive of verified data gets harder to replicate.

Proactive AI, not reporting

The difference between "400 people came in last month" and "run a jazz night on Friday, you have 80 fans in your radius".

The loop feeds itself

More check-ins → more data → better suggestions → more people → more check-ins.

We serve who nobody serves

Booking platforms live on a commission per cover. A cocktail bar that takes no bookings generates no commission — so it gets no tools. It is a structural gap, not an oversight.

The team

Four founders, complementary skills.

Founder & CTO

technical architecture, mobile development, AI integration

Co-Founder & COO

operations, strategy, risk management, research

Co-Founder

product and quality assurance

Co-Founder

operations and marketing



Let's talk

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