STORYCITY

A hybrid real-world/digital experience that takes your streets & transforms them into an immersive experience.

Story City is a platform and GPS app for location-based storytelling, with each experience only opening if you're in the right location; transforming streets into adventures, and creating new ways for people to interact with stories, and cities.

COVID has not only destroyed the arts and tourism economies, but severely stressed small-businesses, limited events, and reduced the ways citizens can get outdoors and be healthy, safely. How do we hybridize our approach, balance a digital and physical solution that sees recovery for our economies, and especially these industries, but also brings back vibrancy to our cities? The solution lies in public space and activating that public space not only with immersive content, but in a way that monetizes that hybrid digital/real world experience for your community.
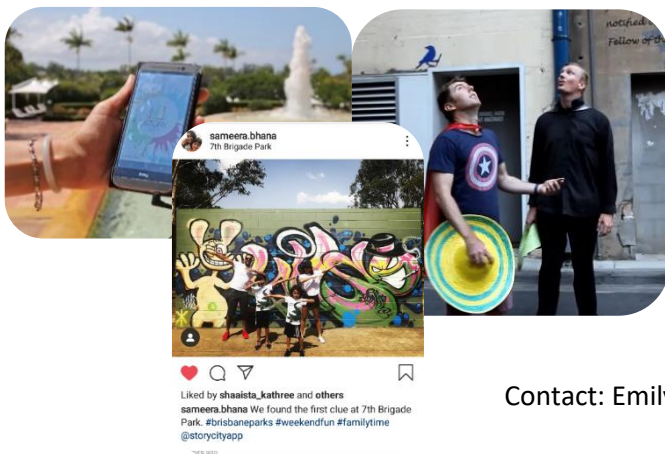
Story City provides economic development solution for cities and regions, capturing and digitizing cultural and tourism assets, and presenting them in an interactive way via our platform and app for location-based storytelling. We bring together arts, local communities, and the great outdoors for partners such as municipalities, businesses, and tourism operators to activate physical spaces digitally.

The Story City Platform

- **Creation Tools:** Allow you to document and capture cultural, historic and placemaking content, presenting it in an interactive experience that encourages play.
- **GPS Self-navigation App:** geolocates this experiential content in physical real-world locations encouraging healthy outdoor activity, and increasing foot traffic, spending and engagement in city areas, all in a COVID safe way.
- **Ecommerce Capability:** provides your local biz, orgs and creatives with the ability to sell and buy these COVID safe digital experiences.
- **Analytics:** shows you exactly how many people (local & visitor) engaged with the content, and where in the city they have visited.

The Benefits

- **COVID Safe Events/Activities:** our platform activates digital events that allow people to easily experience cities and culture without engaging in unsafe group activity.
- **We put Tools in the Hands of YOUR Community:** upskill your employees, businesses and community in creating these digital storytelling experiences using media they already love and absolutely no code, so you can build your economic development from within your region.
- **Industry Agnostic:** our platform allows for experiences from self-guided food tours, to theatre performances, to gamified clue trails, to scavenger hunts visiting small businesses, it can be used by every sector including the non-profit sector to placemake, drive traffic, and tell their stories.
- **Remove Financial Burden of Digitization:** we remove the financial burden of developing & marketing expensive apps which previously prevented biz/orgs from take advantage of these digital transformation technologies.

25k+ Users   **40+ Media Stories**   **300+ Creators**   **4 Awards**

We would love to talk to you about the possibilities
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