



Geokeda: the social network to share hobbies in and outside the Internet

LOCATION: Granada

DURATION: 1'40"

SUMMARY: Four young entrepreneurs have created in Granada 'Geokeda, a new social network that permits users creating events and sharing hobbies with other people. It was like a calendar where all the activities organised by user appear, from bike tours to meeting to practise yoga.

VTR:

One day you feel like doing yoga but you don't have any company. The solution: creating an event through this app and this way dozens of people will join you. It is a new social network created in Granada where, unlike others, you get to know people in person.

Nicolás Jean Tschudv
Cofounder of 'Geokeda'

"Using technology to create real bonds."

Marina Henestrosa
'Geokeda'

"So people share hobbies in the real world making them jumping of the cloud. This means they won't stay at home behind a computer screen."

It works as an agenda. Apart from creating events, it permits you having access to all the scheduled activities that can be viewed depending on its location or category: sports, culture or leisure.

User

"It gives me the choice to share activities of almost any kind, for free and for everybody, for all ages."

Geokeda is a spin-off company born at the University of Granada. This app that can be used in computers as well as in iPhone and Android devices.

Alberto Guillén
Cofounder of 'Geokeda'

"We didn't take a product directly out from the University, we accelerated it"

Sport activities are the most successful. Bike rides, running or hiking have managed to join around two hundred people.

Users

"I have created this event to use my bike, I didn't use it at all. We have joined people I didn't know and now I start knowing them. You make new friends."

"Maybe you don't have anybody to do activities and you can make them with people, although you don't know them."

They already count on eight thousand users in Granada and are starting their expansion to Málaga, where two thousand people already use it. However these entrepreneurs won't stop there, other provinces have already shown interest in this app.