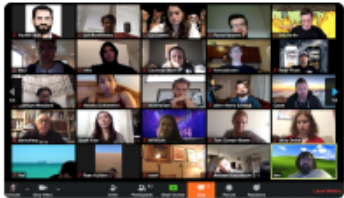
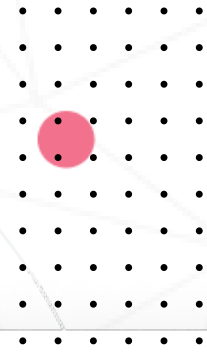


Live Talk-Show Events



Event Hosting

5 Sept 2022 8:45 PM



connect. share. express.

Virtual Meetings



Live Chatting



Send message...



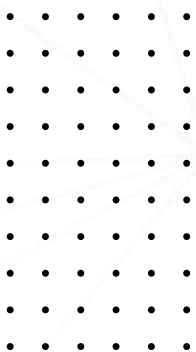
12:56

Post Nugget

This is my first Nugget...

Post

**RAWCASTER**  
Use Case





## OVERVIEW

In an era dominated by digital connections and social interaction, the Rawcaster app emerges as a dynamic social media and events platform. It serves as a comprehensive hub for users, content creators, and influencers, facilitating a unique blend of real-time updates, social networking, and video conferencing. Rawcaster redefines digital communication, offering live updates ("nuggets"), seamless connectivity, and immersive event experiences.

## BUSINESS IMPACT



### Diverse User Engagement:

Rawcaster's multifaceted platform attracts a diverse user base, spanning content creators, influencers, and the general public. This diversity fosters vibrant and engaging interactions.



**Video Conferencing Distinction:** Rawcaster's distinctive video conferencing capabilities set it apart from conventional platforms. The ability to converse privately with a specific participant during a video meeting enhances communication, making it particularly appealing to users.



**Platform Viability:** Rawcaster's success rests on its comprehensive approach to social

media and events. Its unique features draw users across various niches and demographics, ensuring sustained growth.

Rawcaster has positioned itself as an innovator in the digital communication and event hosting arena, fostering rich interactions and a distinct edge in video conferencing. These factors drive its continued relevance and appeal in the ever-evolving landscape of social media and events.

## **BUSINESS FLOW**

---

- Users log in or signup to the Rawcaster web application or mobile app.
- Users can post live updates ("nuggets") to their profile.
- Users can connect with others by adding friends and becoming fans of other users/influencers.
- Users with appropriate memberships can utilize exclusive features.

- A unique feature allows users to speak privately to a specific participant during a video meeting.
- Users can engage in one-on-one chats with other users.
- Users can participate in group chats within private groups and with fans
- Users can explore and participate in events and talkshows hosted on the platform.
- Users can schedule, host, and join events with features similar to video conferencing.
- Users can initiate live broadcasts at their preferred time.
- Rawcaster AI chat enhances communication and engagement.
- Currently Kurento is being replaced with AWS Chime.



**Industry**  
Social Media



**Platform**  
Web and Mobile App



**Partnership Period**  
May 2016 to Present



**Team Size**  
6 Experts



**Country**  
Georgia, USA

## TECHNOLOGY

**Front End**  
(Client Side)



React, React Native  
(User Interface)

**Back End**  
(Server Side)



PHP, Python



MySQL

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