

STARTUP CORNER

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INITIATIVE NAME: MOMENTS APP

Get a 'moment' to capture perfect one!

Mobile app 'Moments' by EDI students seeks to lessen your wedding prep burden by providing personalised wedding assistance

While weddings are always a welcome affair, its preparations always remain a tedious task. It involves lot of precision to make the affair a memorable one for the couple as well as guests. To lessen the burden for couples and their families and make the wedding a fab affair, EDI student Jay Sanghvi along with partner Dhrumil Shah has decided to launch a mobile application called Moments to provide personalised wedding assistance. The duo endeavours to make every couple's journey leading to the aisle/ stage or moments of togetherness throughout the occasion a perfect one. Besides, the duo brings the bride and the groom a special gift of compliments from guests compiled in a 'toast-book'.

Beginning in June last year, the duo took nine months to design and launch 'Moment'. Finally, they launched the app in February this year, they claimed. "The app adds an extra zing to your wedding through a digital touch. Keep your guests in the



Dhrumil Shah (24) and Jay Sanghvi (24)

loop with enhanced communication and brilliance in managing the tiniest detail such as sending e-invites, sharing event locations and arranging immediate help in case of a situation. You can rely on 'Moments' to make you free of all such worries so that you just enjoy the love around you," said Jay.

The core features of 'Moments' include couple bio, events, photos, toastbook, call for help, guest management and digital invitation. According to the duo, the idea to launch the mobile app struck them when they were attending a common friend's wedding and noticed some shortcomings which is part of almost every wedding.

"While some NRI friends wanted to see photographs/ videos of the wedding, a few others wanted to know the story of how the bride and groom met etc. However, there was no convenient source to meet every one's demand and connect with the guests and family members the way they wanted. Apart from this, we observed that a lot of guests often forget their invitation cards at home and later find it difficult to reach the wedding venue," the duo added.

According to them, although there were similar platforms available in the market, a one-stop solution in form of a convenient mobile application to make weddings more happening, was missing. Hence, they decided to seize the opportunity to begin a convenient mobile application.

— Niyati Rana

It took nine months to design and launch 'Moment'

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