



Seattle-based tech startup pivots their event focused app to provide easily discoverable COVID-19 resources for the community

In light of the coronavirus pandemic, companies are pivoting their efforts to address the impacts of the virus. Seattle-based tech start-up, Zeacon, has done just that by shifting their efforts to help the Greater Seattle Community discover valuable COVID-19 resources.

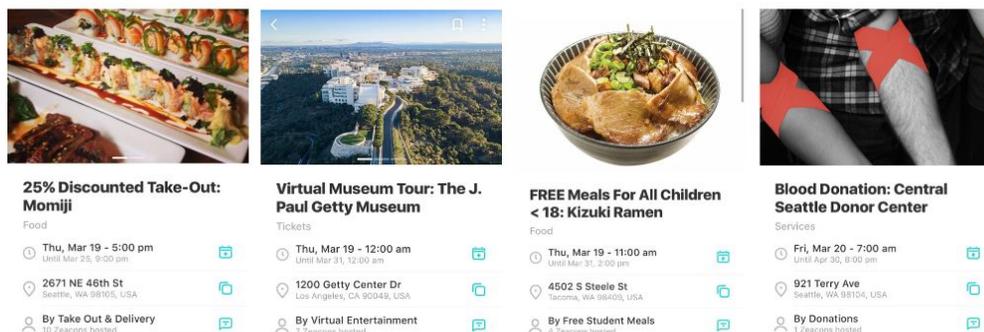
Seattle, WA—March 19th, 2020—

What is Zeacon? Zeacon, founded by a group of industry leaders and headed by CEO Kris Naidu, is a 2-year-old Seattle-area startup whose aim is to help businesses be more discoverable within their community and to stand out among the noise of a digital world. The platform allows people and businesses to connect in new and efficient ways within their communities like never before. Naidu founded the company when he was motivated to help solve the problem of diminishing foot-traffic to local businesses. That being said, times have changed and Zeacon is adapting to help the community.

How is Zeacon addressing COVID-19? Zeacon has pivoted from providing unique events and experiences to the community to providing valuable COVID-19 resources for all members of the Greater Seattle Area. They are leveraging the Zeacon app to provide this information but they are not stopping there. Zeacon is taking a larger approach and providing easy and free access to resources online for anyone to utilize, regardless if they are a zeacon app user.

How has the Zeacon App Pivoted? The Zeacon app now has the following categories people can follow and access COVID-19 information:

- Clinics - locations of clinics offering free COVID-19 testing
- Job Opportunities - local companies that are hiring right now
- Donations - locations of blood banks to donate blood as the supply is decreasing daily
- Free Student Meals - locations of schools offering free student lunches Monday-Friday, 11-1pm
- Take-out & Delivery - locations of restaurants still open and providing accessible meals
- Virtual Entertainment - online events, virtual concerts, virtual tours, at home workouts, and more



What else is Zeacon doing for the community?

Zeacon has identified that there is a need for clarity and ease of discovery of COVID-19 resources. In response, Zeacon has created free online articles for anyone to access to get instant and clear information including the following topics:

- Ways to safely donate to the community while social distancing
- What to do if you don't have health insurance
- How to access free online education courses for students

Where can I access the Zeacon app? The app is available to download in both [iOS](#) and [Android](#) app stores.

Where can I access the Zeacon articles online? [Here](#)

Interested in finding out more? Contact Morgan Gaston at morgan.gaston@zeacon.com