

BARCELONA BORN. GLOBALLY MINDED.

The city. Connected.

DondeGo

The semantic urban intelligence platform
for understanding what's happening in
cities.

Operating in Barcelona & Madrid.

Building the knowledge layer for what comes next.

A city is connected. Its information isn't.

A simple question – “What’s happening near me?” – sends people across disconnected sources.

Event platforms. Venue calendars. Local news. Public listings. Social channels. Each holds a fragment; dates, names and context drift apart.

People reconstruct the context.
Local businesses compete to be found.

Venue calendars
Where?

Local news
Why?

Social channels
Still current?

Event platforms
When?

Public sources
Who?

From fragments to relationships.

Connect what happens to where, who, when and why it matters.

We are developing a multilingual urban knowledge graph that links events, places, organisations, neighbourhoods and local news – with the source and time behind each claim.

The product ambition: useful city discovery built on reusable, traceable knowledge.



Illustrative relationship model • Technology under development

A knowledge layer. With memory and a clock.

01 / IDENTITY

**One entity.
Many sources.**

Canonical identities and entity resolution connect the same place or organisation across sources.
Ambiguous matches stay separate.

02 / PROVENANCE

**Every claim has
a way back.**

Source lineage preserves the evidence behind a record, making corrections and editorial review possible.

03 / TIME

**Current, expired
and unknown.**

Dates and validity distinguish a live programme from an old event or an unverified change.

04 / REUSE

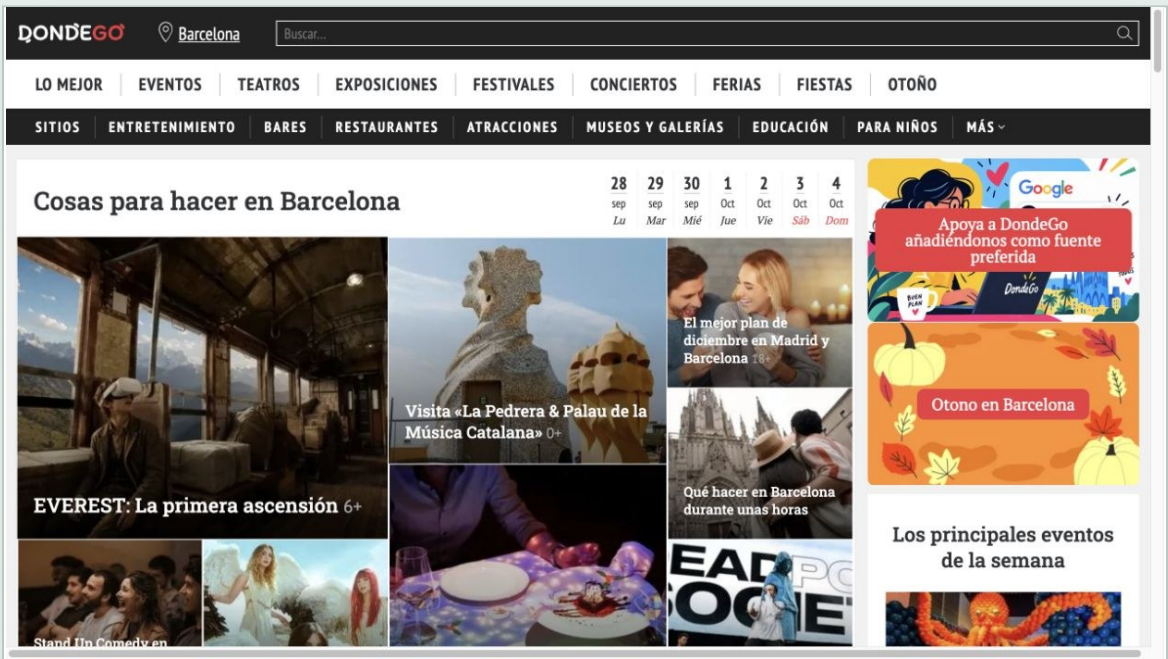
**Shared structure.
Local meaning.**

Multilingual presentation and deterministic outputs are design goals: consistent publication from accepted knowledge and explicit rules.

The defensibility thesis: accumulated verified relationships, source operations and reusable publication workflows.

Two cities. A real operating foundation.

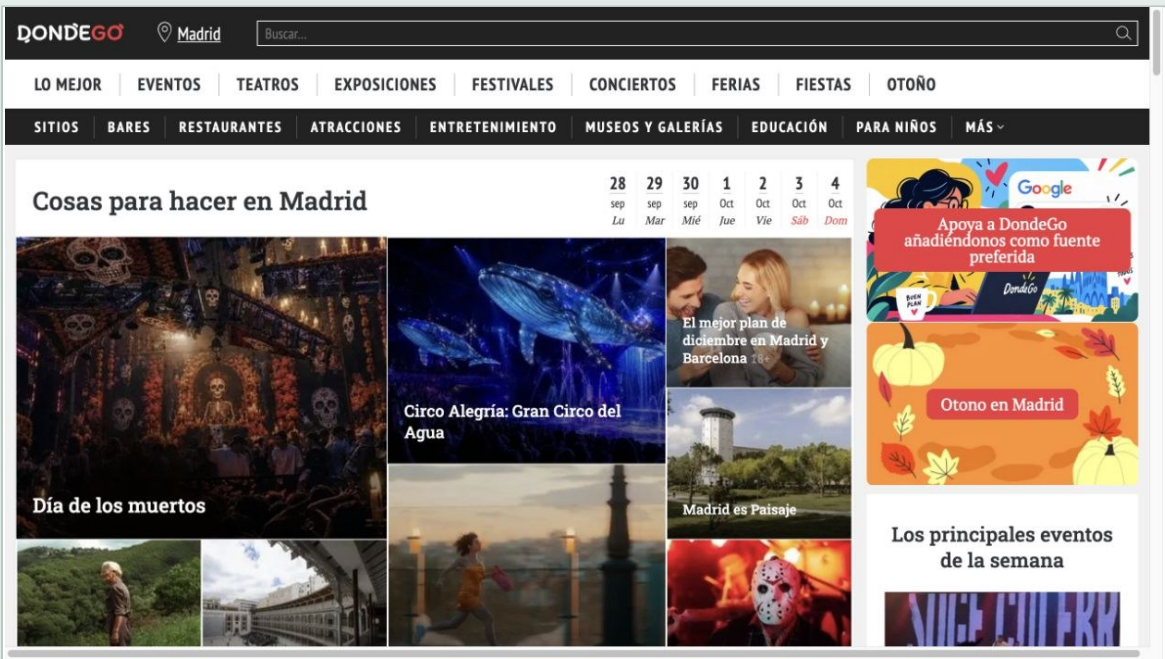
Events, places, guides and local stories — already serving city discovery in Barcelona and Madrid.



Barcelona

Current operating market

[Explore live](#)



Madrid

Current operating market

[Explore live](#)

Free discovery. Commercial value around it.

CURRENT CHANNELS

Advertising & affiliate discovery

01

Advertising, commercial collaborations and commissions on attributed ticket transactions. Fever and Ticketmaster are commercial / affiliate relationships.

PROPOSED RECURRING MODEL

Organiser & venue products

02

Paid visibility and subscriptions: publishing tools, clearly labelled sponsored discovery and performance reporting. Validate through paid pilots and renewals.

FUTURE OPTION

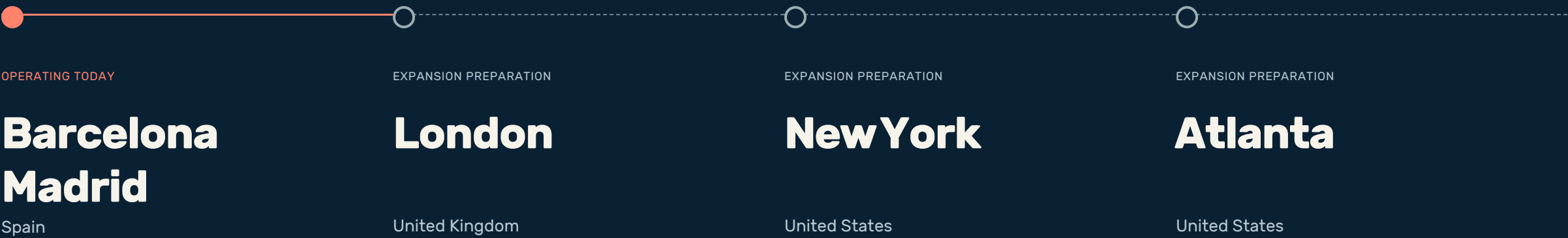
Structured urban data & APIs

03

Licensing reusable city knowledge, subject to product readiness, data rights and demonstrated buyer demand.

Prove locally. Repeat city by city.

Reuse the knowledge architecture. Earn the local coverage, distribution and commercial case in each market.



BEFORE EACH LAUNCH

Reliable sources → Useful local coverage → Commercial validation → Operating ownership & funding

A local need. A global pattern.

People need relevant places and plans. Local businesses need to reach them.

Our opportunity is to connect consumer discovery, business visibility and – over time – structured city information through one reusable foundation.

PEOPLE

More accessible discovery

Help residents, newcomers and visitors understand local culture across languages and neighbourhoods.

LOCAL ECONOMY

More visible local activity

Give venues and organisers a route from being found to a useful, attributable action.

KNOWLEDGE

More traceable information

Preserve sources and validity as city knowledge is reused in new products and markets.

DondeGo

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The next step is to turn local discovery into reusable city knowledge.

THE DONDEGO VISION

From an operating Spanish product to an international urban intelligence platform.

Focus for the next stage: product development, local source operations and commercial validation.

From city discovery to semantic urban infrastructure.

Barcelona-born,
built for cities worldwide.

Let's talk



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PLANNED FINANCING REQUIREMENT

€500k

Target funding for
international expansion.

Planned • Not raised or committed

Product & semantic development

Sources & city operations

Commercial pilots & distribution