



New Travel App PackitUp launched

Copenhagen, May 2017 – *PackitUp*, a Copenhagen-based startup, has launched a new social networking app this spring.

A team of student entrepreneurs has developed a mobile application on iOS and Android called *PackitUp*. Their take at a social network enables travellers and locals anywhere in the world to create trips and find the trips of others on a map-based interface. Information about these activities, such as start location, destination, travel date and a custom description, gives the users the opportunity to discover interesting places and easily find travel buddies or like-minded people anywhere across the globe. Each traveller has a profile which includes basic information about themselves and they can interact with each other through their trips or profiles using a messenger functionality.

PackitUp connects travellers based on their activity, making it easier for everybody to meet people and visit interesting places wherever they are. The proxy of trips and the interface of an interactive map have been carefully chosen in order to enable the users to interact smarter, discover more places and explore the world in a better way.

The team behind *PackitUp* consists of co-founders Max and Amalie, both students in their Master degrees at the *University of Copenhagen*. They started to work on *PackitUp* in January of 2016 at the startup incubator *Copenhagen School of Entrepreneurship* at *Copenhagen Business School*, launching the app in April 2017.

For further information and download please visit www.packitup.io.

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