MyCommunityToday Expands Its Connected Community Platform With Communication, Commerce, AI, Webinars and Referral

Walking Talking Deal Chief, Chat, Calls, Meetings, Community Content, Local Discovery, Deals, Marketplace, Video, Paid Webinars and Referral Programs.



SAN DIEGO, CA, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- MyCommunityToday (MYCT) is expanding its connected digital platform with an integrated set of communication, community, commerce, artificial intelligence, content, events, webinars and referral capabilities designed to connect residents, communities, local businesses and organizations through one digital experience.

> “The goal is to create an environment where people and businesses can communicate, participate, discover opportunities, attend events and webinars, and build meaningful connections,”
>
> *Dr. Sai Agahi, CEO of MyCommunityToday.*

The platform brings together local and global content, business discovery, communication tools, digital commerce, community participation and interactive experiences across mobile and web environments.

Home Feed, Smart Search and Location-Based Experiences

The MYCT Home Feed brings together local news, community information, events, alerts, announcements, business promotions, trending posts and other content based on a user's location and interests.

Smart Search helps users find businesses, services, events, products and coupons using information such as category, distance, popularity and ratings. Location capabilities can provide neighborhood-focused content and support location and PIN-based targeting for businesses and community activities.

Walking Talking Deal Chief

A central component of the MYCT experience is Walking Talking Deal Chief, an interactive AI-powered 3D model designed to communicate through text and natural language voice and video interactions. Deal Chief can participate in conversations, help users explore information, products, services, community content, local opportunities, deals and other digital experiences.
The AI experience is designed to support customer engagement and provide an interactive communication layer within the broader MYCT platform.



Chat, One-to-One Calling and Group Calling
MYCT provides chat capabilities for communication between individuals, customers, businesses and community participants. Users can communicate directly without requiring the exchange of personal phone numbers, while group conversations can support multiple participants and shared discussions.
One-to-one calling provides direct communication between participants, while group calling supports collaborative conversations, community discussions, customer engagement, planning and other shared communication needs.
Interactive AI participation can also be incorporated into supported video and text experiences.



Meetings and Interactive Communication
MYCT Meetings extend communication beyond basic calling by providing an environment for organized conversations and collaboration. Meetings can support businesses, organizations, community groups and individuals through calling, chat and interactive AI participation.

Interactive features can include voting, polling, quizzes, questions, ratings and reactions, allowing participants to engage with content rather than simply receive information.





Deals, Coupons, Marketplace and Commerce
MYCT provides tools for discovering local deals and coupons across categories including food, retail, services, health and entertainment. Users can discover offers based on location, interests and activity, save offers to a wallet and use available redemption controls.
The platform also supports marketplace and hub experiences that connect local sellers with customers and can support pickup and delivery options. Businesses can establish digital storefronts and use e-commerce and mobile commerce capabilities as part of their online presence.

Posts, Events, Video and Community Participation
MYCT enables users and organizations to create posts containing text, images, videos, polls, links and announcements. Community members can interact through likes, comments, shares, saves, mentions and hashtags.
Events can support community programs, entertainment, business meetups and other activities. MYCT also provides video experiences that can include short-form content, Top Stories, channels and video-on-demand content.

Invite Friends and Community Growth
MYCT includes social invitation capabilities that allow participants to invite friends through

channels such as messaging, email and social platforms. Referral codes and rewards can support community growth and participation where applicable.

Webinars, Paid Webinars and E-Commerce Integration
MYCT Webinars support single webinars, recurring series and multi-session programs, including public and private webinar experiences. Planned paid webinar capabilities are designed to allow hosts to establish pricing, manage registration and integrate attendee payments with the broader e-commerce experience.
Paid webinar functionality includes capacity controls, registration and payment tracking, refunds, session management and host earnings processes. For multi-session experiences, pricing and registration can be managed at the session level.

Webinar Referral Program
The MYCT Webinar Referral Program allows registered webinar participants to share a webinar they have already joined through a referral link. For paid webinars, the referrer can earn a percentage of a referred ticket payment set by the host. For free webinars, the host can establish a fixed referral reward and provide a budget for those rewards.
Referral credit is tied to the referred participant completing the required registration or payment through the referral link. Rewards are tracked within MyCommunity and become claimable through the webinar earnings process when applicable. Multi-session and recurring webinar referrals are tied to the session associated with the referral.

Business Tools and Customer Engagement
For businesses, MYCT combines digital presence, customer communication, promotions, advertising, analytics, chat, e-commerce and engagement tools. Business analytics can provide visibility into views, clicks, leads, engagement and conversions.
The platform is intended to provide businesses with tools for reaching local customers while giving community members multiple ways to discover, communicate, participate and transact within a connected digital environment.

About MyCommunityToday
MyCommunityToday is a digital presence platform and marketplace that helps community businesses and neighborhood businesses reach customers searching for local services and products. The platform provides local business owners with a complete online storefront including e-commerce, multimedia, coupons and social media integration along with tools for local business marketing, local business promotion and visibility across their local business community. Its latest innovation, Deal Chief, brings AI-powered lead generation to the local business community.

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