



WOTCHAPP
CREATING NEW CONNECTIONS
IN THE REAL WORLD





A CLASS OF PROBLEMS

- I'm at a networking event but I don't know how to find a potential partner
- We are on a family holidays in a resort, camping, village...and we like to check other families with children of similar age
- Alone in a hotel on a business trip looking for someone to share dinner
- In a social or leisure activity, I'm afraid of a cold personal intro.
- On any new community I join (neighborhood , school , gym, workplace etc..) I would like to find connections for defined purposes

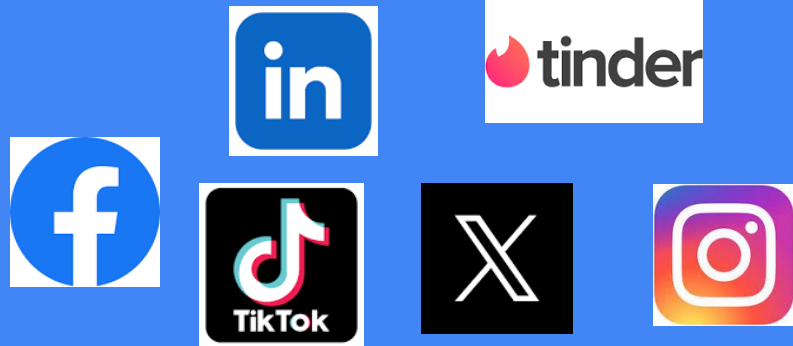
Is there any help beyond the plain serendipity?



HOW WE CONNECT

Platform assisted

This space is almost empty
("blue ocean")



How we know each other

What is the domain

Online

Real world



In person activities

Introductions
Serendipity



Why there is not such platform ?

1) **Business model** : For current platforms monetization is based on the content (advertising): Wotchapp has no content. The ones based on subscription, like Tinder, are only for temporary or professional use .

2) **Context destruction**: For current platforms, based on the anywhere/anytime paradigm , adding people location quickly becomes intrusive /unsafe



Proximity is not enough

Some networking apps use proximity , but not solves the problem wotchapp addresses . The proximity by itself does not provide the right context

On **Telegram** ,users can activate “people nearby” . But is long range and is seen as unsafe option

LinkedIn had a nearby people function based on Bluetooth . Need some kind of synchronization event for just people around

Happn is a dating app that allows checking other users you got to be closer during the day . Is based on serendipity



The idea: B2B2C model using places

Places (,Conference rooms, Hotels, Restaurants, Universities, Gyms, Offices, Concerts, Clubs, etc.) provides the right context to connect attendants among then

The ability for a place to allow the attendants to be “visible” to the other ones and connect, is a service of the place.

We can build a SaaS business model by enabling the service for a given place



Wotchapp is not a social network

The purpose of Wotchapp is to set-up a connection link (WhatsApp, email etc..) among a pair of users. There is not a channel by itself , users does not create a profile or create and browse content

Wotchapp does not require a minimum critical mass to be useful . Each place and its attendants can provide enough value to use the app at the place. The total big "critical mass of users " barrier is broken into a serial of smaller place/activity attendants adoption objectives.



Wotchapp as an “utility”

Wotchapp can activate the geographical area where the place is located. (there is no high precision needed)

Only the attendees of that given place will enjoy the service, as a courtesy or premium option of the place

Is like a Wi-Fi ++ service





Checking who is here

What attendants see on their phones, is a list of visible people at the place showing what they want/need



Mary Taylor

I'm a startup founder looking for a CTO
<https://www.linkedin.com/feed/>



John Smith

I'm a full stack developer open to work
<https://www.linkedin.com/feed/>



You can greet anyone visible (clik) and start connection protocol





A live board for the attendees

A board visible to the attendees is a tool for that can promote the app download and add value to every event/place

EdTech 2024
CONFERENCE

What is going on

15:03 > Conference introduction by Mr Samuel G is going to star in 2 minutes

15: 30 > The presentation about " being always on the right spot" has been cancelled

15:35 > People interests in meeting Mrs John can check-in the Desert Room from 18h to 19h

16:00 > An iphone 8 has been found on the Breakfast room. Recover it T reception desk

17:00> Join us on a networwing dinner at the Big Bear restaurant



Value proposition for the places

Capitalize on intangible and available asset : the attendants
More reasons to go / to come back / to stay longer

No set-up required: The service is just linked to the geographical area of the place by the system.

Possibility to monetize Make it premium service, virtual VIP rooms, consumption required, etc..

Opportunities to develop communities for a given theme
(and get new attendants)

Wotchapp has enough possibilities to be the app of the place



Value proposition for the users

Despite all the social networks, spontaneous real world connections are still not assisted

Universal app for all places and occasions (business, personal, fun, etc.)

Places preserves location privacy by limiting the participants to current attendees, there is no additional exposure

Checking attendance ,Wotchapp enables to check if a given connection is also at the place



The customers

This is a B2B2C, the places pays for a service for their customers / attendees to enjoy

Youth/students

Leisure locals
Schools/Universities
Fun events and parties

Business

Events, Conferences,
Hotels
Workplaces

Family

Holidays venues
Big shops/Malls
Neighbor communities
Gyms / Sport Clubs
Hospitals
Cultural events



Business model

A SaaS model: The place does not need to set-up anything, the place area is just activated on the system. Additional premium options can be available

A subscription fee, based on

Size of the area to be covered

Type of place (as the value can be very different)

Location (as some areas can have higher prices)

Monthly fee will range from 30€ – 300€

As the system will get a lot of aggregated data about the people behavior, data will be another asset to monetize



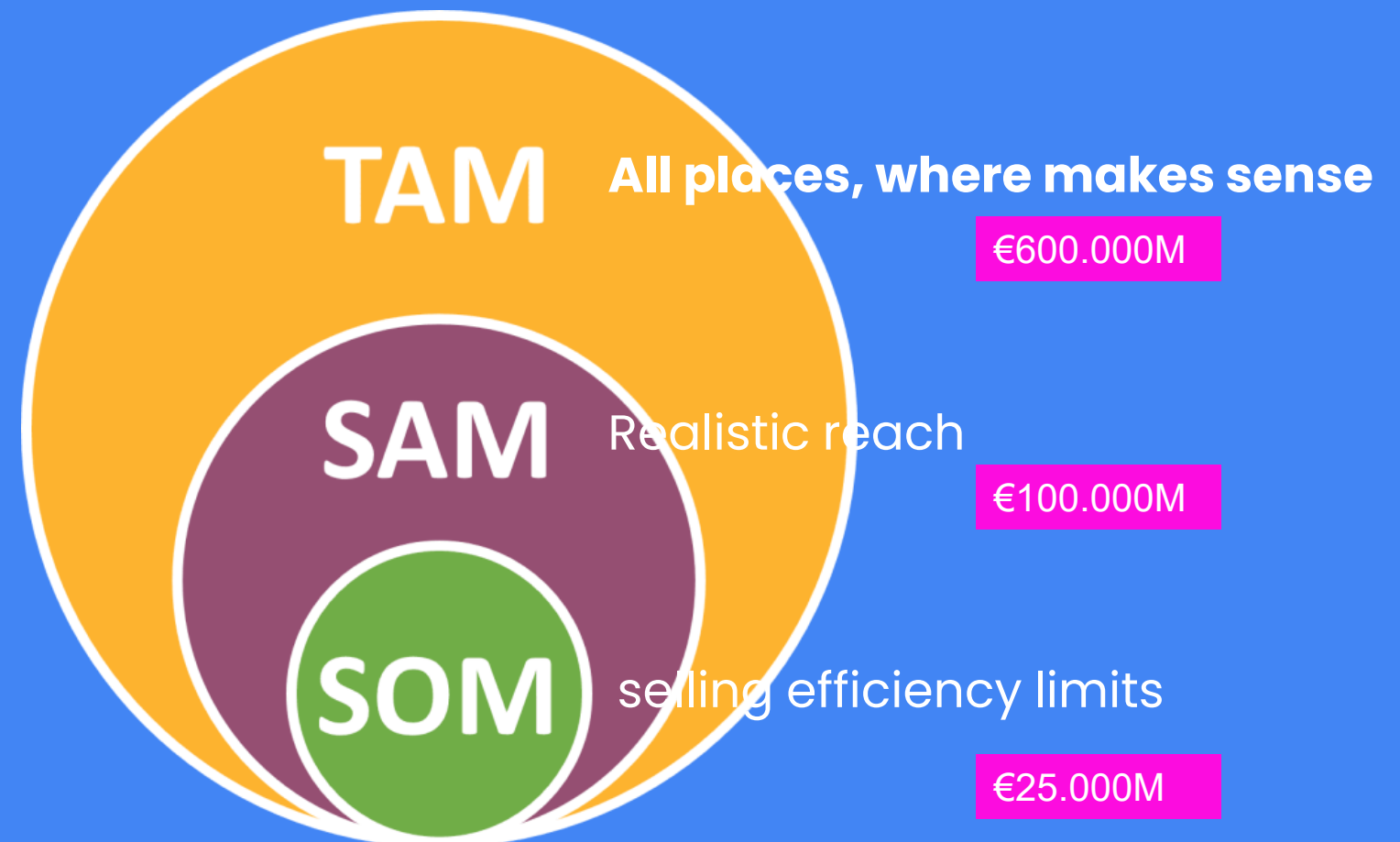
Market size

We take Barcelona metropolitan area as a reference x100
(There are 100 metropolitan areas with more than 5M habitants)

City by city

Creating high density areas of active places:

- Promotes high frequency use
- Creates user networks
- Creates barriers for imitators





Goto market :Launch

A direct sales team visiting places will be needed . We will start by places where we can bring more value

The materials and resources for places to announce and communicate the service to their attendees will be provided

We will give users a powerful virality tool, to set-up a “flash” personal space around current location.

A business development team will help places to engage attendees with the service (virtual VIP rooms, connection parties, communities creation etc.) we will circulate best practices among places



Goto market : virality

The main prescription channel for downloading the app will be the places, but we need the users to be able to increase awareness and create personal (free) uses cases

The users will be able to create a "personal place" around his/her actual position that will be active for short time. The potential uses cases can be:

Private parties, speakers, meetings with new people, trials for place owners, people around the booth, on the beach etc..

The balance will be to make it useful , but limited enough (with time, area, times per week etc....) to make it not suitable for professional use.



Facing the cold start

For a given user, the total number of other active user is not as relevant as the number of active user on the relevant places he /she goes

We need to create first "atomic networks" (groups of people that make themselves visible at their favorite places) :

- Activate places in small geographical area (focus area)
- Try to activate all related places in the focus area
- Target multi-place events (ex: gastronomic routes)
- Target chains /franchises
- Inform users of new place activations



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Goto market :growth

As the value of having an active place become evident and the users expect the service to be universally available, The sales will gradually move to be mostly on line with DIY activation and subscription. (moving down CAC)

The sales motion will take elements both of the real state and internet domain markets, where some areas will move to higher prices and active location will be booked and maintained as an asset (moving up the CLTV)



An Impact start-up

There is a universal human need to connect with all those “strangers” around us , especially in situations where we need help, or we can offer assistance

We want to extend the meaning of a place beyond a business, to areas of where the connections have high human value (may because an exceptional situation)

Some special interest areas my be managed by administrations of NPO´ s as a public service



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