



WOTCHAPP
CREATING NEW CONNECTIONS
IN THE REAL WORLD





A CLASS OF PROBLEMS

- I'm at a networking event but I don't know anyone
- 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 make interesting connections



THE MISSING PLATFORM

Create a new relationship
Check attendance

This space is almost empty
("blue ocean")



Where the interest is developed

Online by a Profile
or Content

Real world activity
and Life events



Share /update
Communicate
Publish

Why to connect



Why there is not such platform ?

Most of the platforms business models are based on the content : Wotchapp has no content. The ones based on subscription, like Tinder, are only for temporary or professional use .

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 to check other users you got to be closer during the day . Is based on serendipity



The idea: B2B2C model using places

Places (,Pubs, Hotels, Restaurants, Universities, Gyms, Concerts, Clubs,) links the right context with the geographical boundaries to connect attendants.

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

The places provide an effective prescription channel and breaks the big “critical mass of users ” barrier into smaller place/activity promotion problems



Activating a place

Wotchapp can enable 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





Checking who is here

What attendants see on their phones, is a list of visible people at the place showing what they have defined as “public tag line”



Mary Taylor

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



John Smith

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



You can greet anyone visible (clik)



Creating a new connection

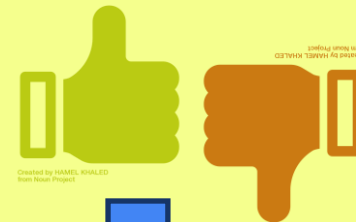
If an attendant greets another , the “greeted” (receiver) have the chance to accept or ignore it (lets pretend Mary has greeted John)

John’s phone



Mary Taylor

I’m a startup founder
<https://www.linkedin.com/feed/>



Accept or ignore the greeting



Mary Taylor

I’m a startup founder
<https://www.linkedin.com/feed/>



I’m looking for co-founders
for my company Genius.com



678932144

With the” match” a private part is revealed



A live board for the attendees

A board visible to the attendees is a tool for the business that can create many synergies with the connect service



What's going on

19:03 > I'm your barman David, I will keep you up to date on what's going on the pub. And of course, I will give you best beer recommendations. **Connect to me for any special request**

19:10 > Today we have the best beer in town, the "Black Tiger" you must try it. **Build a party of 4** and snacks are on the house

19:30 > The kitchen just brought out our legendary spicy kitchen wings **Greet the chef!**

20:10> A group people is looking for a partner to start a dart game. **Connect to them**



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 to their customers / attendees

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. But the place can enrich its card on the app with photos and links

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



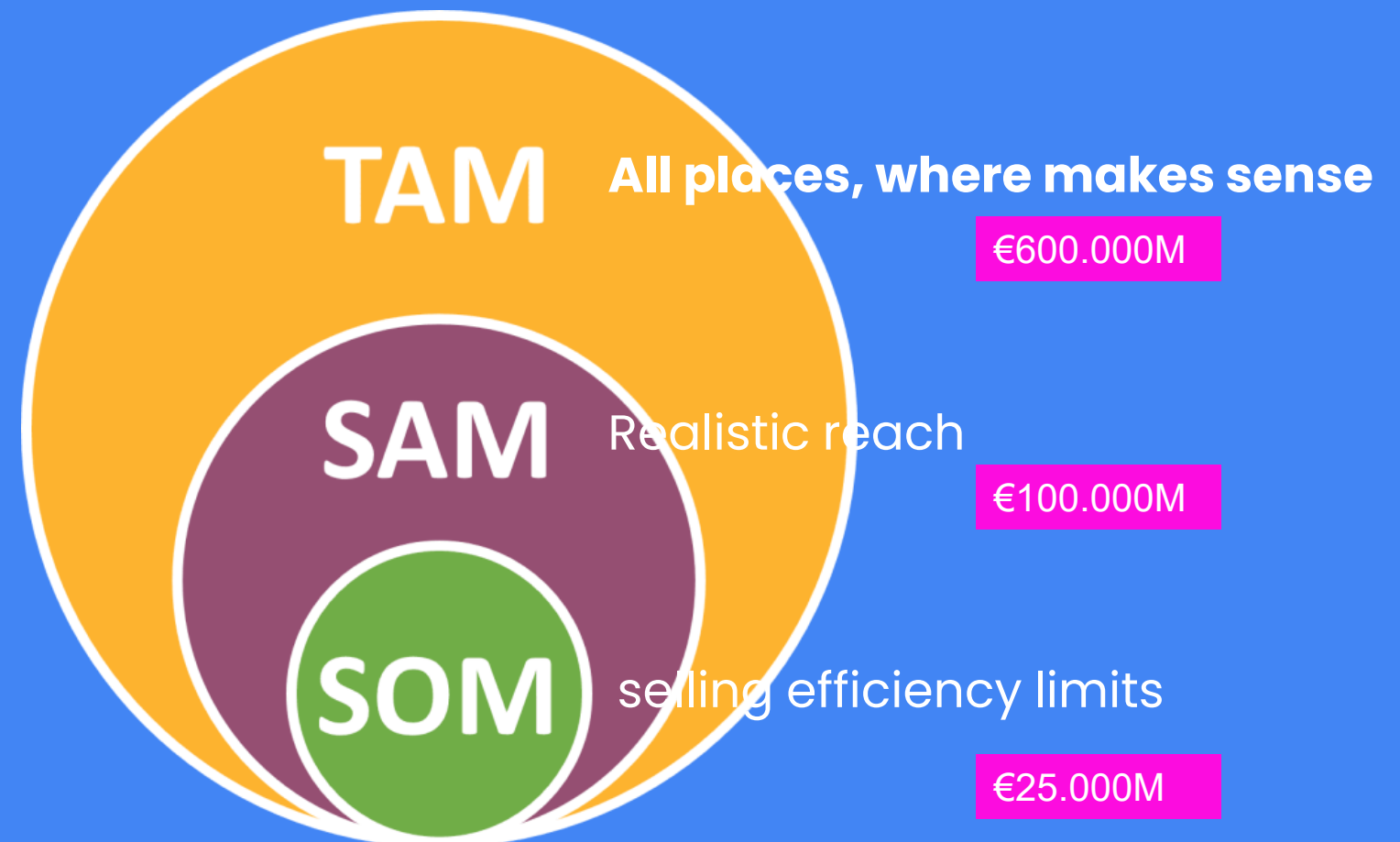
Market size

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 ideas for places to announce and communicate the service to the attendees will be provided

We will give users virality tools, a way to invite friends and free evaluation (time limited) subscriptions for places

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



Facing the cold start

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)
- Inform users of new place activations

Provide a demo tool for users (ex: one hour activation at their current position : "John demo place") We can reward the user for new places recruited giving his reference.



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 activation 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



Wotchapp.com

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