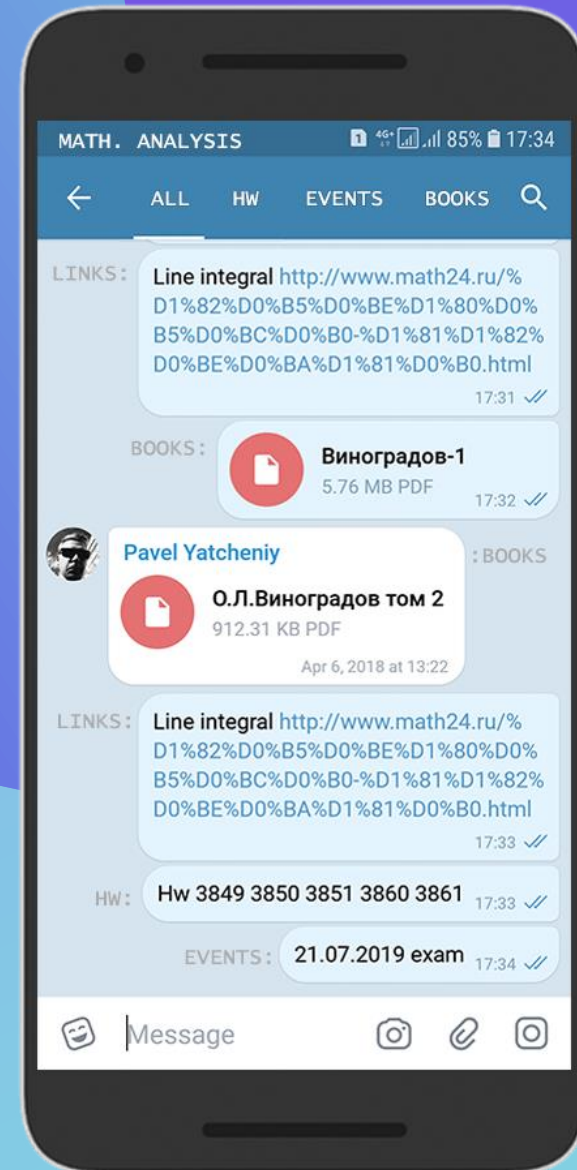


# YourLib

Idea came up with Nikita Lisovetin



Organize your “saved messages”!



# Questions



*How do we save  
important information?*



*How do we access it  
in the future?*



*How much information  
do we forget to use  
after saving?*



*Would we be happier  
having a tool for  
getting fast access to  
all saved information?*

# Typical types of information



**For the future:** information for possible future as news from our news feed in Facebook, VK or other social network like “How to know if the egg has spoiled?” or “How to get a promotion?”



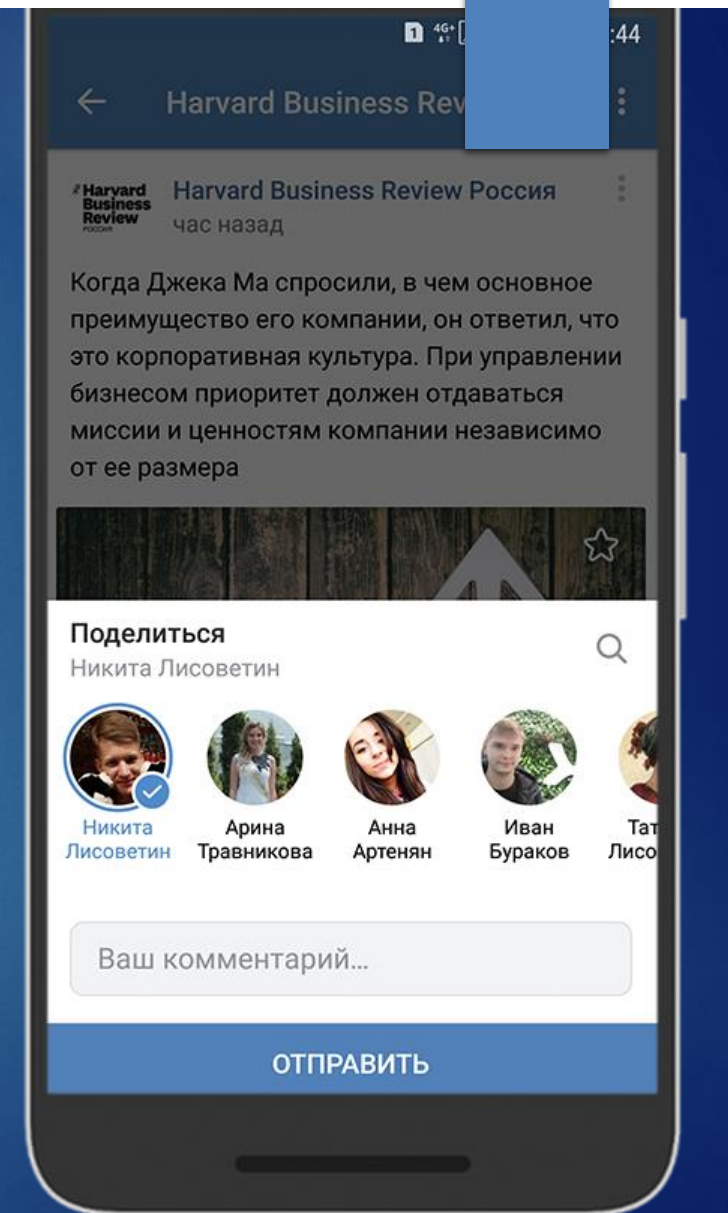
**Action info:** information important to a certain point in time like homework for mathematical analysis or Rammstein concert date in Russia



**Already useful:** information, which you already want to read/use, but when you found it you haven't enough time and you decide to save it

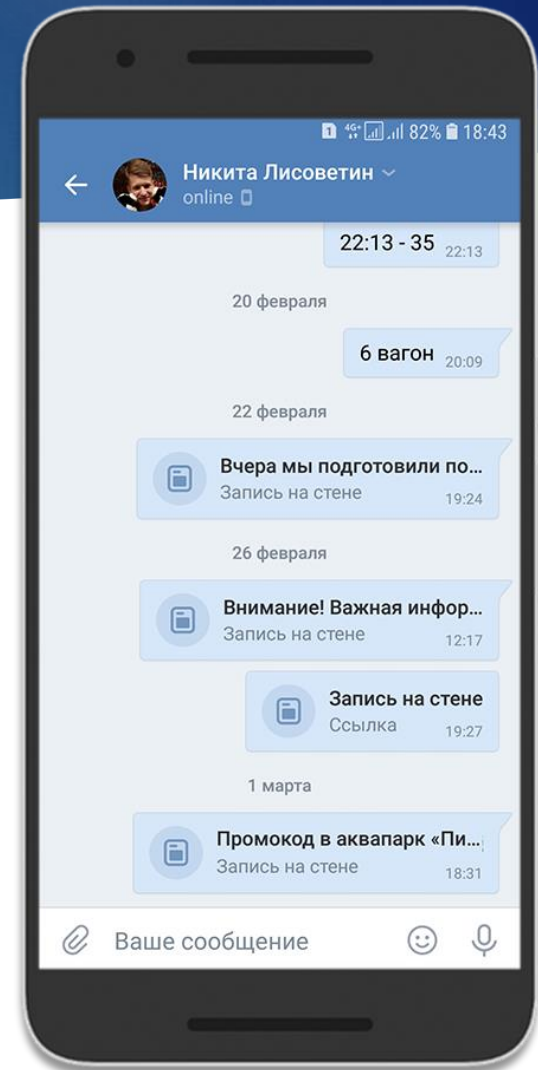
# What do we do with important info?

JUST SEND TO OURSELVES IN A SOCIAL NETWORK OR A MESSENGER



# What is the result?

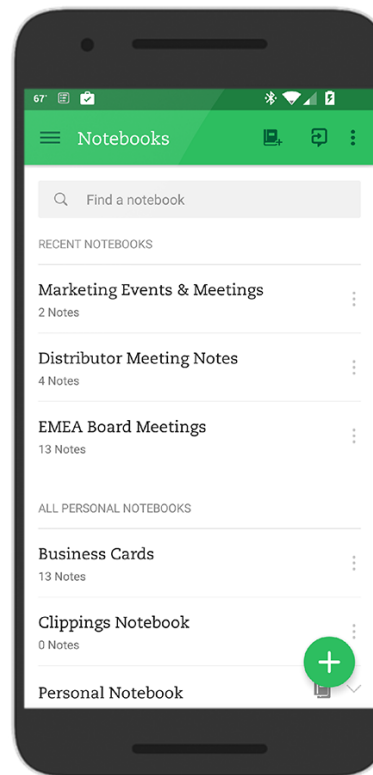
- ▶ Information of different types on different topics is mixed without any helper flags
- ▶ After few days we will never return to important information if we don't remember, because it's already very far and hard-accessible (even finding by keywords doesn't help)
- ▶ What to say if information is planned to be used at least at the next week?



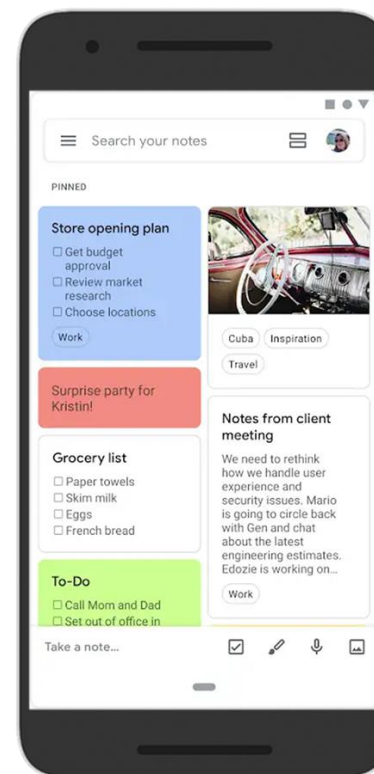
# Another way is using notebook apps

But they all **have** the same problem.

**Moreover**, they are created with the idea of a quality preprocessing the information what isn't for our case "repost with a small comment"



Google Keep



## The main idea

- ▶ It's easy to classify 95% of all personally your “saved messages” on big categories in purpose to find in two clicks exactly what you want



# Our solution

WHAT IS **YourLib**?



# General description

- ▶ You have a very simple application
- ▶ You can create a new directory regardless lots of subdirectories there or not (“math. analysis”, “must-read”, “job”, “business ideas” etc)
- ▶ Inside directory you can create subdirectories. Here you can choose one of the popular templates or clone the scheme from your other
- ▶ Now you can add anything what you want inside application or just by clicking “share” in any other
- ▶ If you add via “share”, YourLib immediately opens and invites you to choose the appropriate directory

# Concept: main window



# Concept: inside directory



# Features



Extremely fast in using



Cross-platform for mobile and desktop devices with synchronization function



YourLib can show you all notes from subdirectories with the same name (e.g. “events”)

# Monetization opportunities

- ▶ Limit the catalogs number for free version
- ▶ Add standard google advertisement
- ▶ Sell expensive smart highly targeted advertising of content-makers based on personal records. For instance:
  - ▶ If you read news then we shortly show you new articles of “The New York Times”.
  - ▶ If you are interested on the personal development, then we offer you to read book “Let Go! by Pat Flynn” or just advertise themed publics and canals (e.g. Telergam’s canals)
- ▶ Create solution for business like local hub of useful information

# Minimum implementation plan



Explore people's interest and suitable app design



Explore opportunities for implementation of all app's stages as cross-platform system and smart advertisement



Create at least simple Android application for adding notes



Add to "share" Android's button



Add monetization through advertisement



Publish on Google PlayMarket



# Next step is just do it!

If you have any questions or proposals just ask me!

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