

ISPANI BUSINESS CASE: APRIL 2025

1. Problem statement

Online groups that connect people based on shared interests all have common shortfalls. They either require one to know the exact group name/handle or to be known by the group admin. For those who are not familiar with social media and prefer keeping their contacts private, accessing and using such online groups can be cumbersome.

Since these groups are usually within instant messaging apps where lifelong group discussions are not the main priority, the assumption being tested is that if users are automatically sorted into strictly managed communities based on shared interests, they will eventually connect in person and render services to one another.

2. Targeted users

2.1 Students and learners: users in private communities such as universities, colleges or high schools who share responsibilities and interests.

2.2 Service providers: users who sell their services or products via the app. The first priority user in this segment is the tutor.

2.3 Job seekers: users who search for projects or piece jobs on the app.

3. Main goal of the app

To connect people based on their proximity and shared interests to foster credible communities with a vibrant and reliable marketplace.

4. Unique selling proposition

A mobile and web based community platform with instant messaging, a marketplace for services and products and a wide range of interactive games for learning. The one-stop app stems from years of deploying industry-based XR applications for hands-on training. It is a flagship successor of Metanous, Ispani takes gamified learning to the next level by connecting experts and students to meet online or in-person for tutoring, mentoring and coaching or to promote events related to sports, education, entrepreneurship and etc. The network of professionals and students who engage on Ispani get access to XR games, complimentary tutoring and special short courses.

5. Why choose us

We're building in agile to solve daily challenges especially in education and training.