



KyFlex

White Paper

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OUR VISION TO CONNECT THE WORLD ONE EXPERIENCE AT A TIME

In the last decade, we saw numerous multi-billion dollar companies emerge from Craigslist by focusing on specific functionalities of the site's numerous categories. Airbnb attacked Craigslist's sublet, Uber spawn off of rideshare, Etsy from arts + crafts, Stubhub from tickets, and Indeed from the jobs category.



The truth is, there is much more value to be gleaned from Craigslist. The success of peer-to-peer companies such as Uber and Airbnb is a strong indication of the future direction of consumer preference. We believe the next Craigslist category to exhibit the Airbnb and Uber line of value is activities or what we have termed 'experiences'. This project is our attempt to capture this perceived value. Do you have a mystifying talent that sets you apart from everyone? Can you easily assemble a cheerful crowd with your uncanny guitar or piano playing skills? If so, you need not look any further.



KyFlex is a web and mobile platform for you to explore your most desired experiences. We have made booking and hosting experiences as easy as the press of a button. Share your expertise with the world - let us build a better place without social barriers.

NO CENTRAL HUB FOR YOUR MOST LUSTROUS EXPERIENCES

Do you want to take a ski trip with an expert or shadow a professional to your dream job? Have you considered a group camping trip with an early Sunday morning canoeing adventure up the Olentangy River? How about hiring a master chef to cook for you and your partner in the comfort of your home?



► Figure 1.1 Get a scintillating yoga experience from an expert by the rocks at sunrise

Experiences to cherish for a lifetime.

THE PROBLEM IS

All these experiences are spread out across different platforms without a central hub. A simple weekend trip could take you an hour of research to decide. Why waste so much time and effort? At KyFlex, you can access all these experiences and more with a few clicks. We are a one-stop platform to fulfill your most desirable experiences.

NO PLATFORM FOR EXPERIENCE SEEKERS TO CONNECT

There is no effective or trusted platform for experts to share their experiences with the world in a one-to-one or group setting.



A WEB PLATFORM WITH TRUSTED REVIEW SYSTEM

Our solution is a web platform where users share their experiences with locals. With an elaborate review system that allows experience seekers to get a glimpse of the quality of their host. The social aspect of the platform allows connected networks to see what experiences their friends are raving about. We believe the social networking aspect of the experience platform once built to scale will achieve the following:

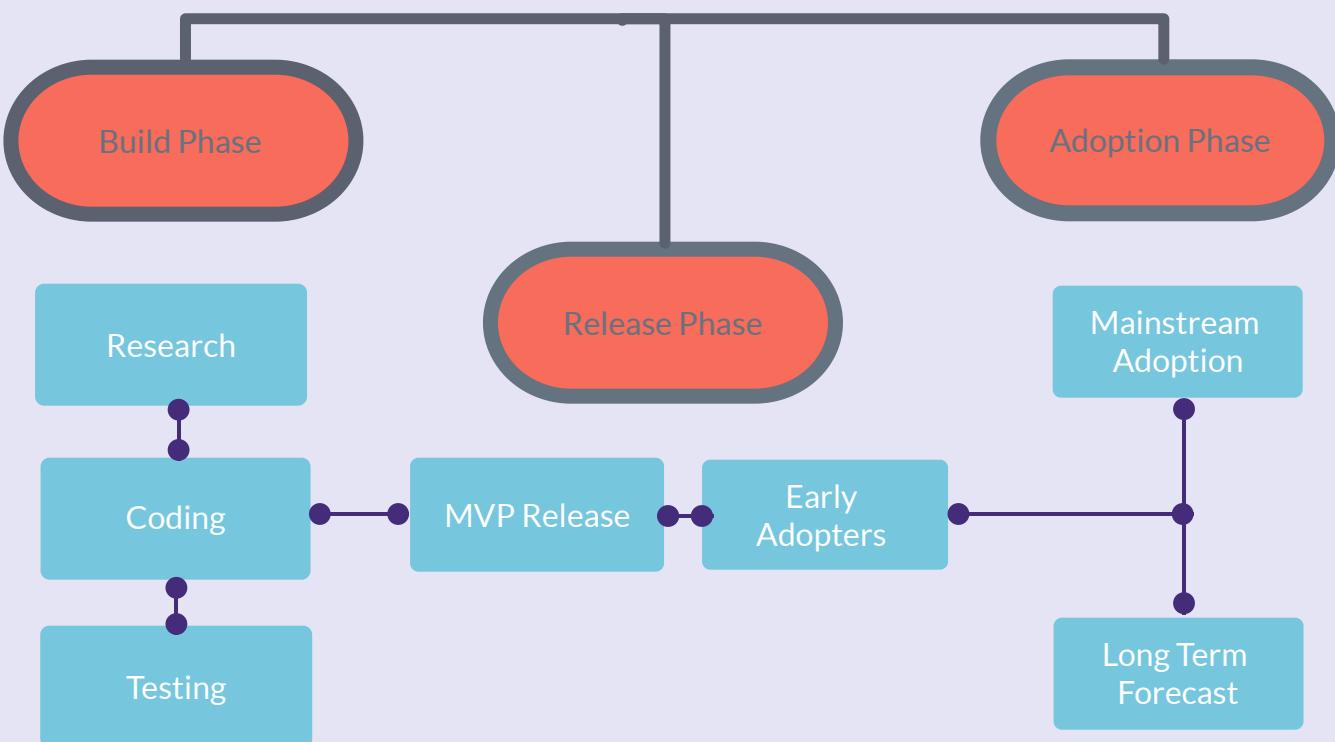


- ▶ Improve engagement as each user can give reviews and critique about their experiences
- ▶ The quality of the experiences will improve with our critique system
- ▶ Newly added experience categories will attract more locals
- ▶ Satisfied locals will thus talk about their experience with their friends fostering a much more organic virality

THE ROADMAP TO MVP AND BEYOND

The project is divided into phases. In the initial phase, we have assembled a talented team to build the minimum viable product (MVP). The team will commence coding in May and conclude in November. Then alpha and beta testing will begin in January of 2021 and carry on until the release of our MVP in March of that year. In the early adopters period, we will primarily target colleges in Ohio. Specifically, we plan to conduct various seminars and talks at The Ohio State University to get feedback and continuously perform A/B testing to incorporate user feedbacks that align with data.

Towards the end of 2021, mainstream adoption will assume central focus as we begin to target colleges outside of Ohio. During this time, we will also begin working on a long term forecast. For instance, raising capital to sustain the project, drafting a new roadmap to include iOS and Android applications, and hiring new talent. Columbus is the clear choice for our initial release since it is the fastest growing city for startup activity. According to Kauffman Index of Entrepreneurship, Columbus has more new businesses that grow to 50 or more employees in their first 10 years than any major metropolitan area in the country. The metro area of Columbus boasts a population of 2.4 million. More importantly, the median age of 32.2 falls within our targeted age group of 18 to 35.



WHY DJANGO?

One advantage of a startup is the ability to iterate quickly. In this regard, the Django framework is in a league of its own. The framework empowers developers to take web applications from concept to MVP in a matter of hours. We plan to iterate consistently to adapt and adjust to validated user feedback. Moreover, we needed a framework with a low barrier to entry learning curve so that new team members can onboard as quickly as possible. Django has abstracted a significant portion of the web development hassle so developers can focus on what truly matters to deliver on time.

Coupled with its lightning-fast development paradigm, Django comes fully packed with basic application tasks such as user authentication, content administration, site maps, and RSS feeds. Our choice to use Django, as previously stated, is security. The framework's emphasis on security cannot be overstated. In addition to providing developers with tools to avoid common security errors such as cross-site scripting, SQL injection, cross-site request forgery, and clickjacking, it also provides a secure solution to manage user accounts and passwords.

Scalability is also at the core of Django and will be readily available when our traffic demands increase. Django already powers Instagram's exponential user base effortlessly.

REACT?

Again, compared to similarly popular frameworks or libraries, React.js is relatively easy to learn. We have thoroughly considered the application performance as traffic increases and React.js offers faster renderings. Keeping long term traffic in mind, React's Virtual DOM solution is one of the best tools for dynamic and heavy loaded applications. With an incredibly helpful development tool that allows engineers to observe reactive component hierarchies and inspect their current states and props, the team will be empowered to meet important milestones while enjoying every part of the challenge. Significant parts of Facebook's platform are built with React.js to handle highly dynamic components like the News Feed and more.

THINKING LONG TERM

Since design patterns for React follow the same paradigm, transitioning to React Native for mobile applications will be quite smooth. The portability and reusability of React components, real-time reload and modular architecture will all combine to facilitate development as the platform scales.

MEET OUR HOST

This is merely a hypothetical scenario:

Diana has traveled across East Asia, visiting numerous temples, even living with Buddhist Monks in Tibet all in search of insight to help her develop a new style of yoga and meditation that she believes not only rid the mind of despair but heals the body as well. Her ultimate goal is to develop her concepts and techniques into a book so she can share her insights with the world. In the meantime, she wants to practice her techniques with the community. She aims to educate while using feedback to refine her methods.

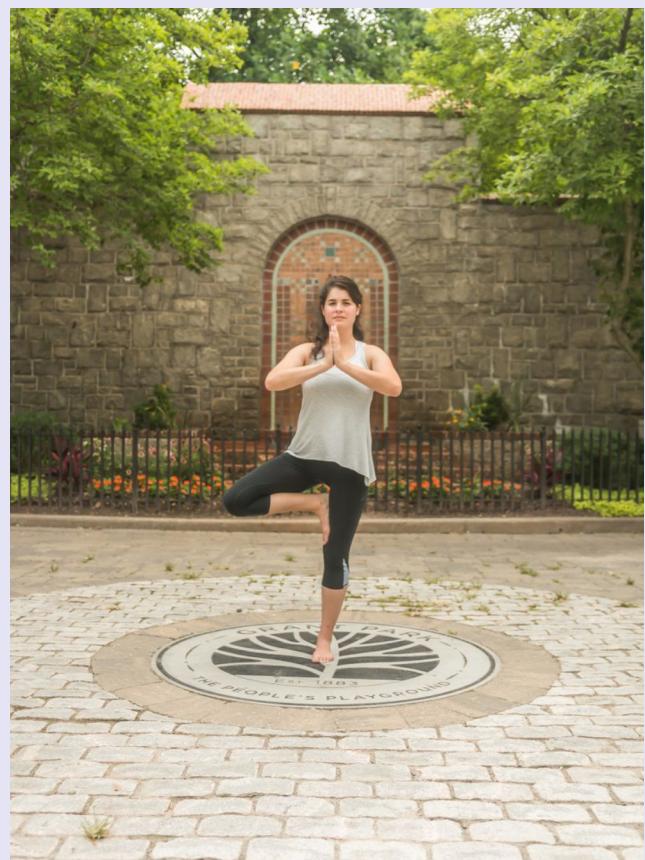
Diana signs up for KyFlex to host her novel yoga concepts. She writes a very detailed description of her experience and what she hopes to accomplish with each of her clients. The post also includes her availability and her charging rate per session with great photos. She posts her experience and goes about her daily routine.

MEET OUR USER

Caleb is an avid yoga practitioner. He developed an interest in yoga and meditation when he completed a Meditation & Yoga - South East Asia Backpacker class during his freshman year in college. Since then, he has been consistent with keeping up on new developments in yoga and meditation. This interest is what drew Caleb to Diana's post on KyFlex. Caleb purchased an hour session with Diana on one of her available days. At the designated location, Diana starts their session by introducing Caleb to the four fundamental types of yoga: Karma, Bhakti, Kriya, and Gnana.

EXPERIENCE & REVIEW

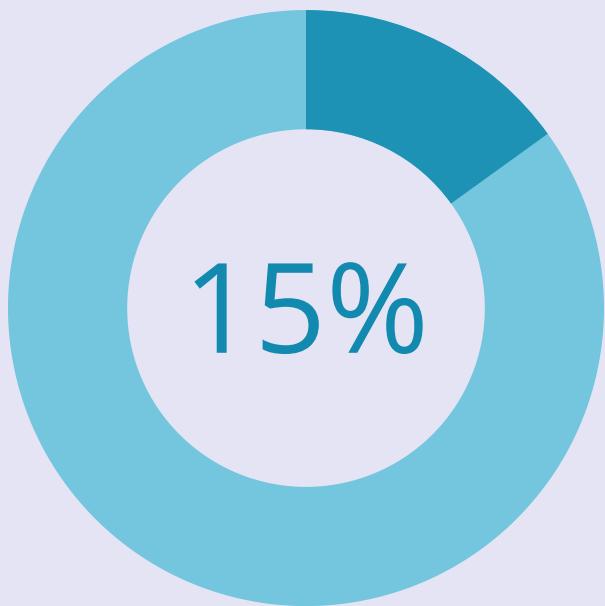
She leads Caleb in the basic poses and sadhana of each type and explains their symbolism and impact on the body, mind, emotion, and energy. She goes in-depth about Karma yoga and the need to joyfully involve one's self in any activity. She concludes with her own bits in stating where attention goes energy flows - yoga is simply the science of aligning the body, mind, and energy in absolute harmony.



Diana delivers on her promise for novelty and assurance of health benefits during the session. She answers all of Caleb's questions and even agrees to send him additional resources. Caleb likes the experience so much that he decides to book Diana for a new session. Caleb leaves extensive feedback delineating his experience and recommends Diana to his friends.

OUR FLEXIBLE BUSINESS MODEL

The central focus at KyFlex is an intuitive marketplace that facilitates transactions between users. This peer to peer marketplace can be further amplified through a network effect. The value of the entire network improves with every user acquisition. The marketplace nature of the platform lends itself to a commission-based financial model. As such, we take a 15% commission on every transaction. While this value is subject to change, our fee is 5% lower than what our competitor, Airbnb, charges.



We believe the platform will foster trust and transparency by allowing users to build unique identities and establish credible reputations through features such as our elaborate review system.



15% COMMISSION

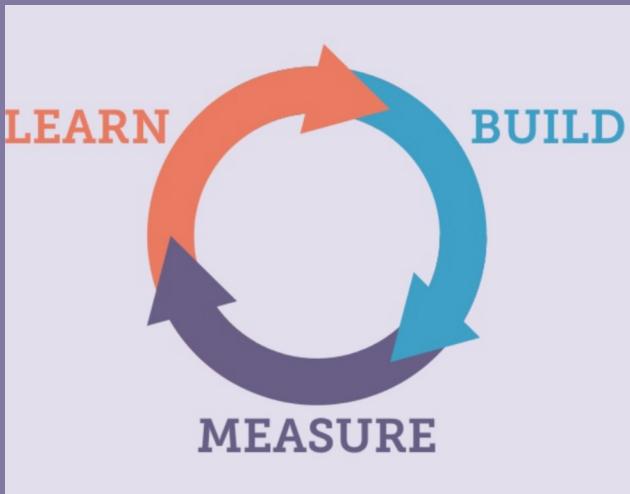
We are taking advantage of reputable resources the likes of Stripe and Paypal to make transactions on KyFlex frictionless and secure. A significant portion of the 15% commission will be reinvested on growing and improving the platform.

A truly User Centric Platform

PRODUCT MARKET FIT

Our process from MVP to product-market-fit (PMF) is guided by a three basic steps feedback loop: build, measure, learn (and the process starts over again). We believe that this is the most logical approach to finding that widespread set of consumers who truly resonate with our product.

Iterations of our initial and subsequent products are going to be heavily reliant on data. In addition to collecting market feedback of transactions, we aim to measure key factors such as market demand (how quickly our number of users are growing) and how willing a user is to spread our brand through word of mouth.



► The lean method to product market fit

KEY ASSUMPTIONS

A few of the key assumptions to our value proposition are:

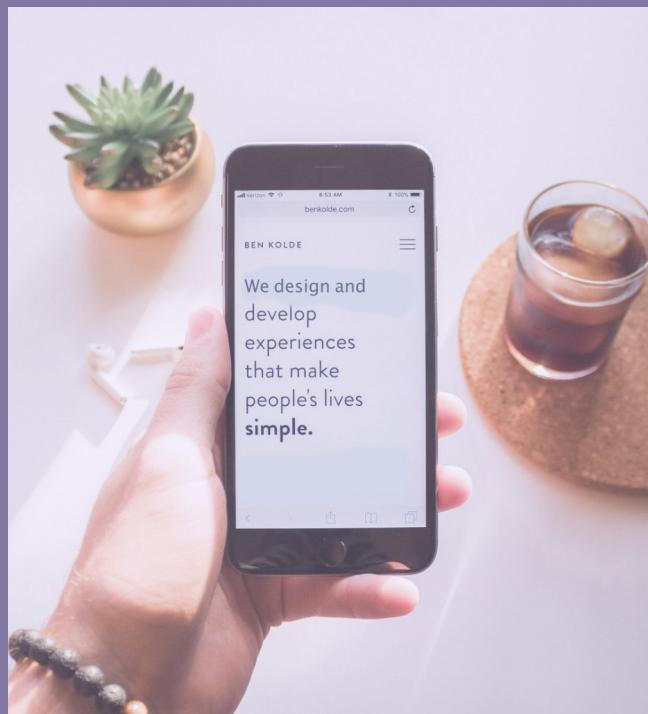
- Some people prefer personal engagements
- There is untapped value in experiences
- Millennials & Gen X will try a new technology
- There is a customer out there in need of our platform

MARKET ALIGNMENT

The journey to product-market-fit is going to require the scientific method. Our hypothesis is an insight that there is a need for locals to engage with qualified experience hosts. The test is an MVP of KyFlex. Proof for this hypothesis will be measured in terms of market demand. Through this consistent series of build, measure, learn iteration, we intend to discover a product-market-fit that will exponentiate to product-market-scale.

COMPETITORS

The competitor landscape for KyFlex includes Airbnb, toursbylocals, Mirror.co, and urbanadventures. With the exception of Airbnb, each of the aforementioned companies focuses specifically on consumers seeking one experience. So far none of these companies have achieved product-market-scale leaving the target space without a clear leader for some time. Airbnb appears to have the upper hand at the moment with its vast userbase as its target. The platform is currently offering more than 40,000+ events in 1000 cities. Yet Airbnb only launched its experiences in 2016 and is still exploring the market.



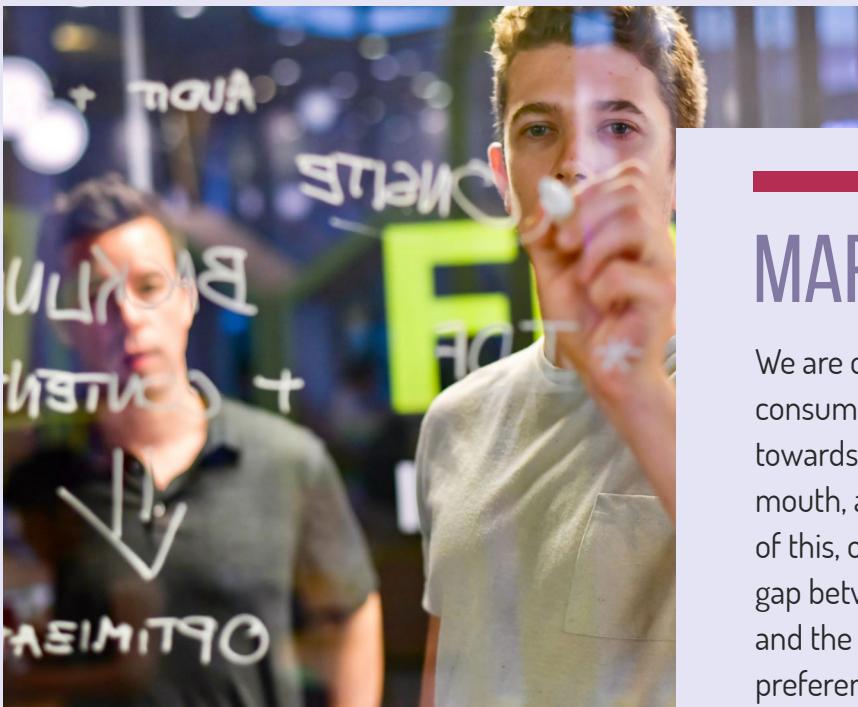
► The way forward is to focus on what we do best and that is delivering the best experiences that our users can imagine.

EXPECTED RISKS

The main risk here is a competition against an already established brand. Airbnb bears the closest resemblance to KyFlex. They have sufficient free capital either to attempt to buy their competitors if they feel threatened or ramp up their competitive edge. We intend to combat our competitors not by focusing on what they are doing but rather, by shifting focus to our consumers and how we can optimize our platform to serve the user more seamlessly.

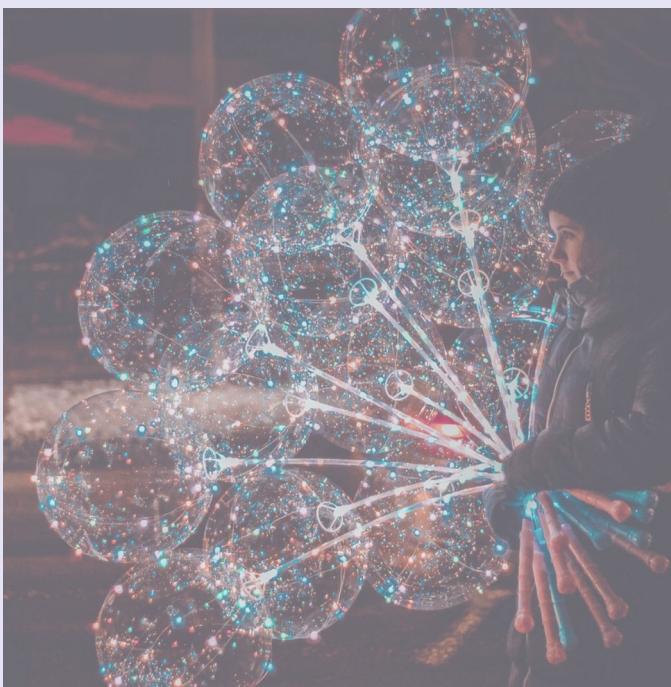
DIFFERENTIATION

Airbnb has more than 3,000 experience hosts and tens of thousands on their waitlist. They have a wider reach with more than 1,000 cities in their operation network. Since Airbnb is dominating with regards to reach, KyFlex intends to initially focus only on local markets - more specifically consumers seeking local experiences. We are strictly targeting cities in the U.S. and will only expand once our milestones for each target market is reached. The main difference between KyFlex and Airbnb is our respective scaling strategy. Relying on their massive userbase, Airbnb has naturally taken a breadth-first scaling approach while KyFlex is focused on depth-first.



MARKET ADOPTION

We are quite aware that the average mainstream consumer is a very risk-averse, immensely biased towards reputable brands, highly sensitive to word of mouth, and extremely conscious of price. As a result of this, our best opportunity to cross the chasm (the gap between early adopters and mainstream market and the diversity of their technology adoption preferences) is to target an incredibly niche market.



In our case, we will initially only focus on a few categories (i.e. game nights, nature hikes, digital guided meditation & yoga, guided tours, and in-home on-demand experiences). In the first 1-3 years, college students and young adults (ages 18-35) will constitute about 90% of our advertising efforts. It is our understanding that this age group meets a number of prerequisites that make them more willing to take a risk. During these first three years, our strategy for market adoption is as followed:

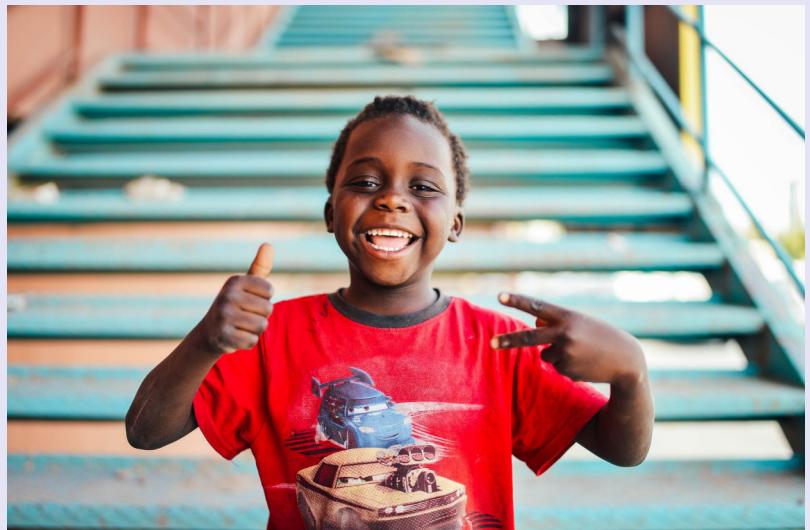
- Releasing a wholly functional platform
- Focusing on niche categories
- Dominating the niche markets
- Expanding to other cities and states





WHAT'S NEXT?

This project began with comprehensive research into where the next internet opportunity laid. That research and data-informed decision approach will continue to dominate our culture. On a grand scale, the three main challenges that we foresee will be successfully delivering the MVP in the appointed time, bridging the chasm between early adopters and mainstream consumers, and finally effectively raising funds to sustain the project as we spread into other states. We intend to confront these challenges head-on. A few of the ways we plan to address these issues are as followed:



- ▶ Building the right team and using its talents effectively
- ▶ Understanding the social makeup of both early adopters and mainstream consumers
- ▶ Setting daring milestones and delivering beyond expectation
- ▶ Delivering a user centric platform

WE ARE HIRING

We are aggressively hiring talented developers. We know that the team, especially in the early stages of a startup, is one of the make-or-break factors and as such reserve the right to be incredibly selective. We are seeking individuals with similar aspirations for disruption. We aim to provide the market with a product it cannot ignore and because of this, we seek only the most talented individuals to the team. If you think this is the right culture for you then log on to AngelList to apply to any of our current open positions that align with your skills. Thank you!



► We are still putting critical pieces of the team together. Do you think you have what it takes?

KyFlex Mission

MISSION

At KyFlex, we believe that no matter where you are or what day it is, every moment is an opportunity to experience the world. And what better way to experience the world than engaging with people in your community – learning and sharing time and space together. Breathing in the moment, breaking both conscious and unconscious barriers alike with every shared moment. They say happiness is multiplied when shared, we couldn't agree more.

FOUNDER

Sylvester Amponsah is an alumnus of Case Western University. He has a master's and a bachelor's degree in electrical engineering. He was part of the 2017 Y Combinator Startup School. His previous startup raised \$150,000 from family and friends and additional funding from Case Western Reserve University's ThinkBox. His team won First Place in the IdeaLabs Business Concept Competition from Blackstone LaunchPad in 2014. He is also a recipient of the prestigious Bill and Melinda Gates Millennium Scholarship which covers tuition up to the Ph.D. level (totaling approximately \$500,000 in value).