Toody

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Problem

Toody project solves the problem of photographing skills like:
- Lack of interactive learning materials;
- Lack of motivation to practice.

Solution

- Tips possible shooting locations and / or objects (for personalized cards);
- View summary of this type of object versions of the composition and the shooting;
- Portfolio in the community. Interaction between users;
- The availability of modern interactive learning materials available by category.

Business Model

- Premium access to the service, which extended catalog of interactive learning materials, extra storage space for photographs.
- Consultation with a personal trainer who gives professional assessment and recommendations photos;
- Photo sales, photo stock.

Technology

- The implementation of server-side on Ruby on Rails;
- To hold an array of graphic materials used Amazon S3 or Google Storage;
- To develop the frontend use Angular.JS.
- To work interactive applications using technology Canvas (of HTML5) and CSS3.

Marketing and Sale

- Print advertising, buying photo equipment.
- Cooperation with the photo-schools and other target communities.
- Communication with photographers (such search, targeted advertising).
- Network advertising.

Competitive Analysis

- 500px.com - you can upload photos, discuss them and sell. But if your photos do not really, you do not need anyone.
- Flickr - limited to uploading photos and discussion.
- Google+ Photo - upload photos into albums, photo editing, commenting, processing.

Project Team

Oleg Astappev – development;

Tetiana Tolmachova – writing learning materials;

Next Steps

- Developing community platform.
- Development of tools for interactive learning materials.
- Filling the base materials, objects on the map, search for automation objects.
- Hosting, cloud domain. Cash for advertising.