



Executive Summary

Team

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Trace for Target is a mobile application that helps you find the best things to buy. Trace connects to your Target purchases so you can easily share the cool things you buy and discover cool things from your friends. We use purchase data and smart filtering to suggest things that we think you will want, as well as prefill your shares for seamless sharing across all of your social networks (Facebook, Twitter, Foursquare).

The Problem

We want an easy way to share and discover the cool things we buy, as well as a place for us to interact with our friends about our purchases.

The Solution

Trace provides a sharing platform that enables us to:

- Share all of our purchases, some of our purchases, or a single purchase and attach a “story” and picture
- Share out to Facebook, Twitter, and Foursquare so our friends can see what cool things we bought at Target
- View our friends purchases to discover the best things to buy
- View a trending stream of purchases that were made “public” by other Trace users
- Favorite our friends purchases to create a wish list of things that I might want to buy in the future

We hide everything that has to do with a dull financial transaction, and highlight the “why” behind a purchase.

From a merchant/business perspective, Trace is the best way to engage with customers. Product links will be passed along peoples social graphs. Product images will be shared on a mass scale. Positive stories will be associated with your brand. All of this means more conversions and more customers.

Feature List

- Ability to get a real time push notification upon swiping credit card that prompts user to share their purchase
- Ability to prefill the share: place, product, tags, product picture
- Ability to share out your purchases to Facebook, Foursquare, and Twitter
- Ability to sort “feed” by tag (eg. “baby” will show all traces that have to do with baby products)
- Ability to follow other Trace users
- Ability to “wish list” any product shared by another Trace user
- Ability to buy any item on your wish list
- Ability to “like” and comment on trace purchases
- Ability to see what products are “trending” in real time (eg. See what stroller is trending on Trace)

The Team

Ryan: Ryan is the UI/UX designer of the app and head of product. He has successfully started two companies prior to Trace. NoteUtopia was his first startup that was recently acquired. He gained payments experience working at ZipPay for 2 years where he left to work on Trace.

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Sudhir: Sudhir is the technical lead and iOS developer. He previously built great product at Intuit, GE, Motorola, and Wipro. Most recently he was the lead developer at ZipPay where he left with Ryan to work on Trace.

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