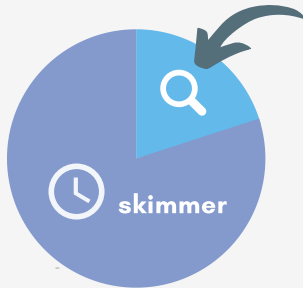


# PORTFOL.IO

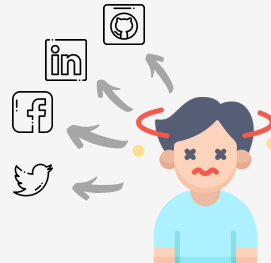
A show-and-tell platform for developers.

## Problem I



On average, only **20%** of website visitors **read** the content on a page instead of skimming, and out of those people, only about **28%** of the content is read before bouncing

## Problem II



Developers created a portfolio website but not sure how and where to get noticed

## What is Portfol.io? How does it help developers?

Portfol.io is a visual-content-driven platform/ community for developers to showcase their work.

Most developers have a portfolio website, but many struggle to gain traffic and **get noticed** in a vast sea of developers.

Unlike Github, which allows developers to share their code, Portfol.io lets developers showcase their work **visually**, as well as to discover fellow developers and **get inspired** more easily.

Posts with  
**images** produce  
**120%**  
more engagement.

## Key features

- create an online profile
- upload and present to the world their best projects with images
- share the project on social media
- follow and connect with fellow developers and like their projects
- search projects by keywords and get inspired

## Next steps...

- implement a job board
- live chat function

## Similar products in the market and How is Portfol.io different?

- Behance - for designers
- Dribbble - for designers
- Github - shares code, not images
- Fiverr - customer-focused & gig-focused, not a developer community
- Upwork- customer-focused & gig-focused, not a developer community
- Dev.to - text-based content