

# ***ReHelpr***

"As you grow older, you will discover that you have two hands, one for helping yourself, the other for helping others." **Audrey Hepburn**

## ***Opportunity***

People want to help each other. People helping each other is at the heart of what community, social bonds, and human interaction are all about. Just think about all of the volunteer content creators and editors on Wikipedia and Reddit, all the time donated by developers to the FOSS (Free and Open Source Software) movement, and all of the breast cancer walkers, blood donors, and people giving people directions. That's a lot of people helping people!

One Hollywood director, Joe Garner, even traveled around the US during the height of the recession for 30 days relying solely on the goodwill of people he met on Craigslist ([http:// www.bbc.co.uk/news/magazine-19120980](http://www.bbc.co.uk/news/magazine-19120980)).

People also love play and technology. You only have to consider the success of Foursquare, the gaming industry, social media like Facebook and Twitter, and Zynga to see that people haven't even begun to explore the intersection of technology, social interaction, and play.

Combined with the emergence and continued success of organizations like GamesForChange.org, sponsors of the annual Games for Change Festival, and SuperBetter Labs, creators of the SuperBetter game, we believe that these observations indicate a strong opportunity to create market value in the space where positive social change, technology, and human collaborative play converge.

## ***Vision***

ReHelpr aims to disrupt the social media and social mobile gaming markets with a unique SaaS (Software as a Service) platform - a social, geolocation-based mobile-centric game that revolves around human altruism. We plan to penetrate 90% of the US mobile-centric social gaming market within one year of launch and, through our internationalization initiative, expand to all Latin American countries within three years. We believe that we can replicate the success enjoyed by similar startups, like Foursquare, and because of our unique approach, surpass it within five years. Key partnerships with existing social media services will help make this happen.

User interaction will be incentivized with a points system, which will be standardized and will lead to in-game and real-world rewards via partnerships with local merchants (possibly through Groupon), and an in-game currency, which can be used to purchase in-game additions, customizations, &etc.

## ***Business Model***

Key Partners: GamesForSocialChange, Groupon, etc.

Key Activities:

Key Resources:

Value Propositions:

Customer Relationships:

Channels:

Customer Segments:

Cost Structure:

Revenue Streams:

Game Mechanics

## ***Technology***

App stack, etc.

## ***What's In a Name? (part of a branding section?)***

We chose the name ReHelpr because it evokes youth, altruism, and fun - the core values we believe in. It implies helping repeatedly and lends itself well to use as a label (e.g., "Good morning, fellow ReHelprs!") and a verb (e.g., "I was stuck but luckily, someone came along and ReHelped me!"). It also works well with social media - @ReHelpr, #ReHelpr.

## ***References***

<http://www.gamesforchange.org/>

<http://superbetterlabs.com/>

<https://foursquare.com/>

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