



Product Walkthrough

The ultimate tool for managing your free subscriptions

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Agenda

- 01** Product Team
- 02** The Problem
- 03** Project Vision
- 04** Product Demo
- 05** Product Differentiators
- 06** Key Takeaways



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The Team



**Carina
Daidone**

Chief Product Officer



**Steven
Flores**

Chief Strategy Officer



**Jonathan
Grossman**

Chief Executive Officer



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The Problem

2/3rds of American use subscription services - \$1.5 trillion value

3/4ths of consumer good companies offer subscription services, their primary way to attracting new users is offering free trials

Business models have changed from high upfront cost to no upfront cost. There is still a cost of getting the consumer there that has to be made up on the backend

The result is sneaky tactics used to convert users to paid tiers



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The Problem

Consumers think they spend \$86 a month on subscriptions when they really spend \$219

59% of consumers have mistakenly enrolled in a subscription plan

100,000 Washingtonians were stuck in subscription plan because they couldn't figure out how to get out

Remediation has been slow--EU sued Amazon for "dark patterns", New Jersey »
has taken the lead legislatively in the US

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Product Vision

Create an application that enables users to track free subscriptions they sign up for and prevent them from being charged unwanted subscriptions fees.



Tech Stack

what powers this app

01 Foundation

HTML, CSS, Javascript

02 Javascript Libraries

Node, Express, Passport, Moment, Bcrypt, Mongoose, Connect-Flash, Session

03 Database

MongoDB

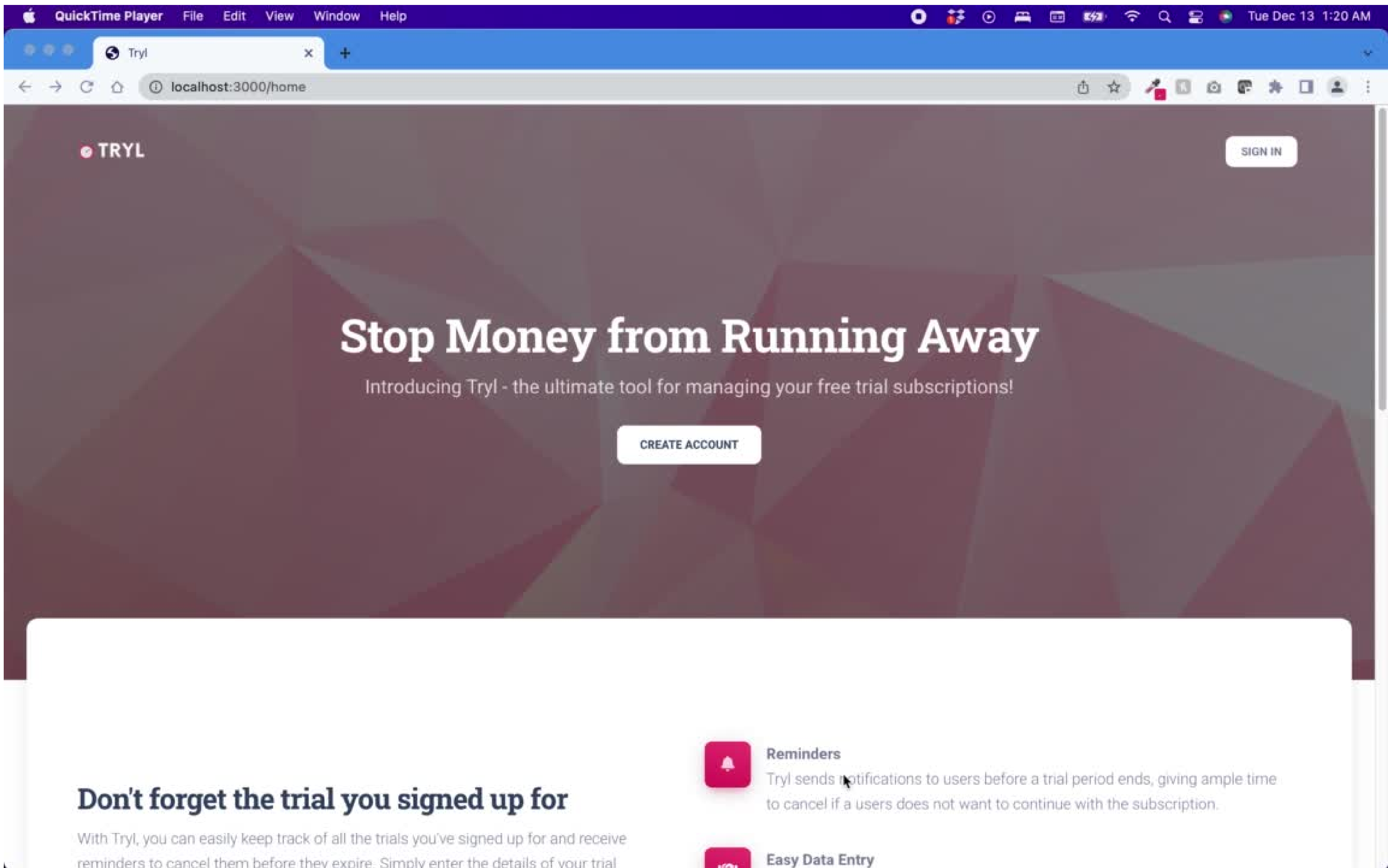
04 File Hosting

GitHub, JSDELIVR

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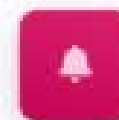
...demo loading

>>



Don't forget the trial you signed up for

With Tryl, you can easily keep track of all the trials you've signed up for and receive reminders to cancel them before they expire. Simply enter the details of your trial



Reminders

Tryl sends notifications to users before a trial period ends, giving ample time to cancel if a users does not want to continue with the subscription.



Easy Data Entry

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Product Differentiators

Subscription-Focused

App is solely focused on tracking and managing subscriptions - users do not need to pay for more features than what they need.

No Bank Connection Needed

Data privacy is important. Existing competitors connect to your bank to identify subscriptions, protect your sensitive information by choosing what data Tryl has.

Easy To Use

No confusing bells and whistles - Tryl is straight forward and easy to use.



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Key Takeaways

Be Flexible

The tech behind the app evolved as development progressed. Some components had to be re-worked as other features were added in. Javascript is incredibly powerful!

Before

```
const express = require("express");
const expressLayouts = require('express-ejs-layouts');
const ejs = require('ejs');
```

```
const express = require("express");
const expressLayouts = require('express-ejs-layouts');
const connectEnsureLogin = require('connect-ensure-login');
const path = require('path');
const ejs = require('ejs');
const mongoose = require("mongoose");
const morgan = require('morgan')
const bodyParser = require("body-parser");
const passport = require("passport");
const passportLocalMongoose = require('passport-local-mongoose');
const LocalStrategy = require('passport-local').Strategy;
const bcrypt = require('bcrypt');
const { MongoTopologyClosedError } = require("mongodb");
const flash = require('connect-flash');
const session = require('express-session');
const MongoStore = require('connect-mongo');
const moment = require('moment');
const { isDate } = require("moment");
```

After



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Key Takeaways

Tutorials are in abundance...

but the bulk of our development time was spent trying to find the combination of tutorials that worked best with the frameworks we decided to work with.



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Key Takeaways

YouTube Helped Us The Most

Tutorials by Brad Traversy on his **Traversey Media** YouTube channel helped drive the creation of the user creation/login/logout system in addition to providing great resources for using Node.JS.



Node.js App From Scratch | Express, MongoDB & Goo...

This is a full application build of the StoryBooks app which uses Node.js, Express, MongoDB, Passport with a Google OAuth strategy and more. Full Co...



Node.js With Passport Authentication | Full Project

In this video we will build a complete authentication app with login, register and access control using Node.js, Express, Passport, Mongoose and more....



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Key Takeaways

If time was abundant...

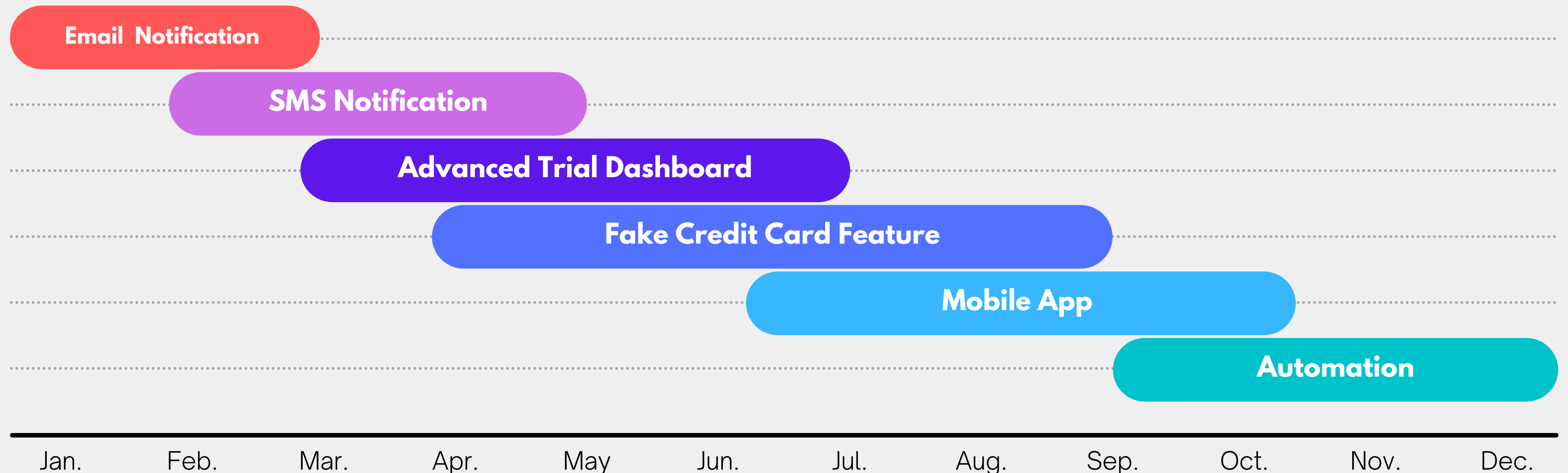
Finding tutorials, walking through them and debugging was incredibly time consuming, but if we had more time we would have loved to add additional features:

- Summary statistics at the profile level
- Email notifications
- Automation of subscription capture



The Future of Tryl

Expected Feature Delivery in 2023



NOTE: Subject to revision.



Thank You
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