

ShoutFi.com

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Highlights

- Post, share and connect at any location with the people who are there (regulars and first time strangers).
- If you are at a “place”, you can see the postings and communicate with others.
- No email addresses, no registration required – only requirement is that the user is at the location.
- Use Cases:
 - Parents visit their son’s college campus, they open the app and see postings.
 - A college club wants to announce their recruitment party.
 - User goes to a co-working space, Starbucks, or a meetup - and wants to tell other people about themselves or see the information about the place.
 - A supermarket owner wants to post last minute sales notice and customers walking in the door can open the ShoutFi app and see them.
 - Etc.

ShoutFi is like: “Facebook” for places.

ShoutFi UI is a posting and commenting board (feed) for any place.

1. User will come to a place (i.e. location) - such as a college campus, a co-working place, or their workplace – and then, open the ShoutFi app.
2. The User will see a board for that place. Other users at that place, will have post postings and comments.
3. ShoutFi will automatically create a geo-fence or boundary for each place. This geo-fence will get smaller or bigger depending on the size of the place. For example: for a college campus it will be large to include most of the campus; for a coffee café, it will be smaller. It will do this automatically.
4. The user **MUST** be at the location or the place in order to see the posting board. After, they have visited at least once, then they can see the posting board even if they are away from that location.

History

Michael has been working the ShoutFi idea over “over 5 years”.

First, he began noticing the physical bulletin boards in public places (supermarket, cafes, offices); and began to study them: 1) what is the real nature of the bulletin boards; 2) if they are a core communication need for humans (or if they will go away due to digital).

The main question is 1) do people really need to post things at a particular location; 2) do people need a channel to communicate with random people who are at a given place/location – that they don’t have their network with; and 3) can that essence be made into an app.

From early 2014 to early 2015, after satisfying the above conditions, Michael began to work on the UI design. It took a lot of time. He made 2 key strategies. One is that the “geo-fence” of the location be automatic and fit to the size of the place – e.g. to college campus and to cafés, so that, that people outside of that place cannot see the boards. So far, no location based app is using this feature. (For example, YikYak is 1.5 mile geofence for all their chats. Thus, it is too general.)

Problem to be Solved

An app to post, message and connect with **out-of-network people** (strangers or regulars) at the places or events that the user either frequents or happens to be at.

In other words: It somewhat emulates the physical bulletin boards **places** such as co-working spaces, cafes, supermarkets, busy public streets, college campuses, public plaza or square.

ShoutFi can be also adhoc: bar, various meeting halls at a large expo at Moscone Center, a meetup, a hackathon, home, my apartment complex, Starbucks, San Francisco, San Francisco Airport, etc.

ShoutFi is like...

- Slack for places... i.e. it is a community board for people at the same places.
- Facebook for places...i.e. a feed for place.
- Yikyakapp for grownups... (ShoutFi is not limited to 250 characters, and plan to allow file sharing and exchanges. It will allow anonymous, but also profiles.)

Competitive Analysis 1

Yikyak app is the best example. It launched in 2013 at colleges and quickly went viral at high schools and colleges (YY now geofences out high schools due to overly negative uses of anonymous cyber bullying). From Jan 2014 to Sept 2014, it raised \$85 million in venture capital.

YikYak is a) anonymous, b) 250 characters, and c) geofence of 1.5 miles. Users are able to broadcast to and pull in the anonymous 250 character posts within 1.5 mile of the respective user's location.

Competitive Analysis 2

There are several other the location based apps that launched from about 2010 period to the 2013 Yikyak launch. All generally failed.

And there are several angel or seeded – which announced their plans in the 2013 to 2014 period, but has not launched or failed.

WE KNOW WHY. WE ARE EXPERTS AND HAVE UNIQUE INSIGHTS. We have a special approach and understand the “location based” communication challenge.

Competitive Analysis 3

“Most messaging apps” have location as a feature. (E.g. Whatsapp.)

Instead: ShoutFi makes the location (actually, we prefer to say the place), the main target and make communication a feature to that location.

E.g.: Yikyak (YY) makes the user current location prominent, instead ShoutFi makes the “place” where the user is at or tracks, the main topic.

Comment

Yikyak is appealing to many young people. But, its quick and lightweight chatting is limited experience.

But, Yikyak seems to have proved that a location-focused communication platform is wanted and is a large social behavior.

ShoutFi is more robust and, imho, a perfect counter point to the Yikyak model. We can do what Yikyak does – but better. We can do much more than what they do – more productive and useful.

ShoutFi is designed to go viral.

Use Cases Solved

User comes to the Berkeley campus and opens the ShoutFi app and is able to post and chat with others there. User goes to the Berkeley library, and sees a “library” board.

User is walking to the Moscone Center for an expo, but stops at a Starbucks across the street and opens the ShoutFi app. She sees a bulletin board for Starbucks, but not the one for the expo yet. User enters Moscone Center and opens the ShoutFi app and sees a bulletin board (dynamically created and adhoc) and communicates with others there. She goes to a presentation there and sees a ShoutFi board for that presentation.

FYI...

Michael worked on the ShoutFi for nearly 12 months (!).

He started by deconstructing the nature or characteristics of the we physical bulletin boards – what they are, why we need them, and if that serves a core human behavior or need.

He then began working on the UI/UX strategy and design. There was one major challenge that no one else in location base messaging has solved. All apps either has a hard radius (e.g. Yikyak – 1.5 miles) or require/allow user to manually select or draw on the map. Neither was satisfactory and is a limitation. ShoutFi uses a organic or dynamic geofencing method which is automated. This is patent pending.

The Ask

- Seed capital to hire front end developers to build an iOS beta.
- Note: UIs and launch strategies are done. We are ready to hire programmers and to build the app.
- Seed funding of \$50,000 to \$100,000 to build a beta for iPhone. This funding should enable us to launch, get 5,000 to 10,000 users and validate the model and value proposition. We estimate, that the following funding round will value ShoutFi at \$5 million or so.