

## Creation of an Open Innovation Platform

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## 2 INTRODUCTION

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In the wake of globalisation, it is relatively easy for societies worldwide to obtain goods and services that were once only available in other countries. In the past, people seeking authentically foreign goods often had to travel to neighbouring countries, or at best rely on mail-order catalogues. Even today, it is still relatively common for affluent shoppers from Indonesia or China to travel to Singapore to purchase luxury goods such as leatherware and jewellery that they could not find in their home country. Increasingly over the past few years, economic growth in many developing countries, as well as the continued reduction in the costs associated with international trade has attracted major companies to make their goods available to global markets, investing in the foreign markets with both a retail and digital presence. Top-market boutiques found on Singapore's famous Orchard Road can now also be found in shopping malls in Jakarta (Cochrane, 2013), whilst online computer hardware and software retailer Newegg.com ships electronics not only to the UK or Australia but also Poland and India (Low, 2014), often at a far more competitive price than domestic suppliers.

Nevertheless, the unavailability of certain goods and services issue is not exclusive to developing nations only. For instance, it was not until recently that major clothing retailers such as H&M open their first store in Australia (Rawlinson, 2014). Similarly, Amazon never appeared to be highly interested in entering the Australian market (Kidman, 2013). Some companies may perceive that while a country has a strong purchasing power, the market is simply not large enough for a viable investment. Moreover, despite the general availability of goods and services, some affluent customers still make the journey overseas to pursue items they wish for. In one striking example, it was reported that on the launch day of the iPhone 6 on 19 September 2014, some customers had travelled all the way from China to Sydney because they simply did not want to wait until it is launched for sale in their country (Tucker & Killalea, 2014). Customers in Australia enjoy the privilege to be among the first people in the world to own the smartphone (Stacey, 2014). However, according to Apple (2014), the new iPhone 6 would be released in China on 17 October 2014, which is ironically only one month after the its first release in Australia.

We see a potential market in this group of people who are willing to go the extra mile to satisfy their specific desires. We see the opportunity to help them easily obtain the goods and services they wanted from overseas. And also, we see the opportunity to help people earn some extra money. It is from these that our crowdsourced online marketplace GetMeThat is born.

### 3 HOW GETME THAT WORKS

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GetMeThat is an online marketplace where users can obtain goods and services they want, which may not be available in the place where they live, by seeking help from other users who live in different places where such goods and services are available. For example, suppose Greg is from Australia and he travelled to Nepal a few years ago. One of his fondest memories was the locally made Nepalese Yak Wool Rugs, ornately decorated and something he's never seen outside of Nepal. He's scoured Sydney and the internet for any such rugs, but unfortunately his quest has been fruitless. He then finds out about GetMeThat - and creates an account and immediately posts a listing. Unlike similar marketplaces such as eBay where sellers are the ones creating listings of product being sold, it is the customers who create the listings on GetMeThat specifying what they are looking for, the quantity, and how much they are willing to pay for the items requested.

Once Greg finishes and submits his listing, it is available for everyone to see on GetMeThat. One particular user, Nugra, who lives in Nepal, notices Greg's listing and is willing to help him get the papaw ointment he is looking for. He makes an offer to Greg using GetMeThat, and after some clarification on the product and counter-offer on the price, Greg makes the payment for the negotiated price and quantity securely through Dwolla. Once payment is successful, Nugra purchases a rug for Greg and ships it to him, pocketing the difference between his costs and his payment.

As a good seller, Nugra may choose to forward the shipment tracking code to Greg so he can easily track the whereabouts of his order. In addition, both Nugra and Greg can rate each other after the transaction, although Greg may prefer to wait until he receives his order before he can rate Nugra. These ratings can be seen as the reflection of the degree of trustworthiness and responsiveness of both parties. Prospective buyers will see the sellers' ratings as a reference before deciding to use their service. Likewise, prospective sellers use the buyers' ratings before deciding to help them get the items requested.

## 4 LEGAL IMPLICATIONS

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In being an open, international marketplace, GetMeThat faces numerous legal issues, primarily borne out of the divergence of laws that exist between the nations from which GetMeThat members share. Furthermore, by virtue of the fact that GetMeThat is a commerce platform, the legal implications of the carriage of goods and financial instruments across borders further invites legal complication. As such, specific and deliberate systems, policies and actions must be established to reduce the legal implication of GetMeThat.

When establishing the company, a country needs to be chosen to legally house GetMeThat, as the company will be subject to the laws of that country. In the context of this report, the state of New South Wales in Australia will be used, however, Ireland or Hong Kong are amongst countries commonly used by trans-national corporations for their favorable laws (Flynn, Mullen, 2013). The extent of the laws GetMeThat will be subject to has implications for income tax law, carriage and ownership of goods and laws surrounding the sale of goods. In New South Wales GetMeThat will be subject to NSW Consumer Law in addition to Commonwealth (of Australia) Consumer law. Regardless of location, GetMeThat will be subject to the Vienna Convention Laws for the Sale of Goods, the international law that dictates the conditions of international sale of goods and services (Fuzi, 2014). The statutes and laws that GetMeThat and its users will be subject to will need to be stated to all users upon sign-up.

Being involved as a platform for the sale of goods across borders, GetMeThat can potentially become a platform for money laundering and the illegal transfer of funds. In order to reduce implication of the company, GetMeThat will need to collect logs and audit information regarding the movements of money and other financial instruments between users and the company itself in addition to the anti-money laundering measures put in place by payment gateways. All records of financial transactions will need to be permanently stored and include the confirmed legal identity of its users, should law enforcement agencies require investigating the illegal movement of money. The company's privacy policy, which users would need to agree to when signing-up to use the service, would need to stipulate what information is recorded and that it would be supplied to law enforcement if requested.

Illegal goods distribution can also legally implicate GetMeThat. GetMeThat cannot be party to the distribution of internationally recognized illegal goods (eg, weapons, drugs, terrorism-related materials) or goods that are considered illegal in local jurisdictions, such as grey market textbooks in the United States or pornographic materials in Shariah Law. In order to avoid this, GetMeThat will need to be legally established as an *agent*, rather than a reseller, allowing GetMeThat to facilitate the transfer of goods for a commission, without ever legally taking ownership of the goods. A combination on financial systems that allow the transfer of funds between users without passing through GetMeThat's hands, as well as abiding by the stipulation of an agency agreement, including the transparency of the company's profit margins will remove any implication from GetMeThat from being party to the transfer of illegal goods, allowing it to rest solely on the buyer and fetchers involved (Fuzi, 2014). Furthermore, the system should have systems in place that prevent users making requests for illegal items.

## 5 INTERNAL AND EXTERNAL COMPLEMENTARIES

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In this section, the internal and external environments of GetMeThat will be explored in detail, to demonstrate how the company will operate and succeed. Following this discussion, a SWOT analysis serve as a lens to closely examine the critical success factors, and criteria for next steps, for GetMeThat.

### 5.1 INTERNAL ENVIRONMENT

The internal environment is an integral and multifaceted component of an organisation's success. Each facet will be illustrated in detail as a base for evaluating the strengths and weaknesses of GetMeThat in the SWOT analysis.

#### 5.1.1 Technical and Infrastructural Strategy

GetMeThat.com will be a website run on the GetMeThat domain. This will be supported through international hosting sites in various countries and supported by Salesforce Cloud Solutions. Through an extensive cost to value process, involving quotes from Salesforce, SAP and Oracle, Salesforce was chosen as the greatest value product per dollar spent. Evaluations and criteria were based on the size of our organisation and growth, current and future needs, as well as the direction of the market trends.

Salesforce.com, being one of the leading companies in cloud based solutions provides numerous integrated solutions, particularly for Small to Medium Enterprises (SMEs). SAP may provide great value in the distant future, being able to support real-time big data analytics on SAP HANA. However, Salesforce was able to provide an effective solution more suitable to our self-funded budget, and will support our single point of entry for partner communication and analysis. Salesforce CRM, Identity and pipeline solutions will provide GetMeThat and partners instant access to buyer, finder and distributor information, allowing us to facilitate dispute resolution and predict high value market trends.

Salesforce will enable GetMeThat to store and manage accumulate data all in the cloud, thereby reducing the hardware, software and infrastructure costs. The only required technical infrastructure will be Salesforce and work specific devices –Laptops, mobile devices, tablets or desktops. Software will include Salesforce, Microsoft Office and in-house software developed in GetMeThat operations and testing. Our networks will be hosted by Cloud Flare, which will enable us to connect to disparate markets with high levels of security and connection speed. These benefits are based around the Cloud Flare community dedicated to creating safe networks for all web users.

#### 5.1.2 Human Resource Strategy

It is the ambition of GetMeThat to leverage open innovation as a key differentiator in the market. By strategically engaging students from innovation and entrepreneurial societies such as ENACTUS and IDEA within Australia, as part of a Laissez-faire internship, GetMeThat will achieve three things in particular. Firstly, GetMeThat will tap into a constantly evolving mass of ideas. Secondly, this network will provide the company with the opportunity to recruit the most talented students directly. Thirdly, tasks can be crowd-sourced by these students, which will serve as experience and credit for their future careers.

### 5.2 EXTERNAL ENVIRONMENT

A firm may produce the highest quality of a product class. However, without due consideration of the external environment, that product may not gain the company a cent in revenue. The external capabilities and Complementaries will be discussed in this section to build insight into the opportunities and threats of the market.

#### 5.2.1 External Complementaries

External complementary communities, resources and capabilities form the foundation for building success in GetMeThat.com. These communities are either the target market, create complementary demand through associated products or skill sets, or indirectly enhance our product offering. Thereby, each strategic option offers different value and must be considered differently.

The Open Innovation Internship program with GetMeThat extends a relationship to university partners and students, in order to generate fresh insights in collaboration with those students. The involvement within the

student community is not designed to only increase the product quality, but to create support within our target market. However, this approach is advantageous in the sense that through crowdsourcing development within student communities, the company receives inexpensive, quality labour, and increases its market penetration.

Due to GetMeThat's agency status, PayPal and Dwolla will handle all transactions between partners. The consequences of this, results in a dependency in these partners and their communities. Our commission is transferred to our accounts from these providers after the transaction has been completed. The reputation of PayPal increases our partner's trust in our product. However, Dwolla's excellent service and costing will attract the more cost conscious individuals. By appealing to these diverse market segments, GetMeThat will maximise its potential to establish itself as a sustainable platform for long tail needs.

### 5.3 SWOT ANALYSIS

An understanding of the critical areas for success and failure is instrumental in all stages of a company's development. To effectively assess the strengths and weaknesses of the internal environment and the opportunities of the external environment, it is very useful to perform a SWOT analysis.

	<u>Positive</u> <b><u>Strengths</u></b>	<u>Negative</u> <b><u>Weaknesses</u></b>
<b><u>Internal Environment</u></b>	<ul style="list-style-type: none"> <li>• Founders have broad, diverse and leverage-able networks.</li> <li>• The company is using sponsored cloud resources</li> <li>• (GetMeThat is proudly promoted by SAP)</li> <li>• GetMeThat is a unique product with an untapped customer base</li> <li>• Low cost structure</li> <li>• Scalable</li> <li>• Agency status removes a significant amount of legal consequences</li> </ul>	<ul style="list-style-type: none"> <li>• Founders are limited in resources and funding</li> <li>• This is the first start-up businesses established by the founders</li> <li>• Lack of patent protection</li> <li>• Weak Brand name</li> <li>• Lacking international presence</li> <li>• Rely on network value</li> </ul>
<b><u>External Environment</u></b>	<b><u>Opportunities</u></b> <ul style="list-style-type: none"> <li>• An unfilled customer need</li> <li>• A growing demand for an increasingly globalised market</li> <li>• Technological advancements internationally, facilitating the adoption of this product in Asia</li> <li>• Socio-Cultural shift due to the global trends of the rising middle class</li> <li>• In a network of start-up incubators, to increase the chances of rapid and successful deployment</li> </ul>	<b><u>Threats</u></b> <ul style="list-style-type: none"> <li>• Incline in the in global entrepreneurship trends</li> <li>• Increasing trade barriers</li> <li>• Developing internet restrictions</li> <li>• Lacking of security resources to protect business concept</li> </ul>

Of course, being a start-up, there are various, associated risks. However, due to the potential of the product, there are also numerous opportunities for GetMeThat to serve as a global MNC.

## 6 BUSINESS MODEL

### 6.1 OSTERWALDER'S CANVAS

<b>Partner Network</b> <ul style="list-style-type: none"><li>• ISP</li><li>• PayPal</li><li>• Dwolla</li><li>• Shipping Company</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Create a community of buyers &amp; sellers</li><li>• Facilitate transactions</li><li>• Provide user profiles</li><li>• Provide classifieds</li><li>• Dispute resolution</li><li>• Data analytics</li></ul>	<b>Value Propositions</b> <ul style="list-style-type: none"><li>• Access “on demand” to goods</li><li>• Value for sellers – lower transaction fees</li><li>• Value for sellers – opportunity to earn additional income</li><li>• Value for sellers<ul style="list-style-type: none"><li>• Ability to receive notifications based on key words</li></ul></li><li>• Value for sellers – negotiate preferential shipping rates</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• Buyers</li><li>• Sellers<ul style="list-style-type: none"><li>• Small businesses</li><li>• Unemployed/underemployed</li></ul></li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Expats</li><li>• Overseas students</li><li>• General public</li><li>• Long tail customers</li></ul>
<b>Key Resources</b> <ul style="list-style-type: none"><li>• Users</li><li>• Employees</li><li>• Payment platforms</li><li>• Domain &amp; web host</li></ul>		<b>Distribution Channels</b> <ul style="list-style-type: none"><li>• Website</li><li>• Forums</li><li>• Blog</li></ul>		
<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• Commission (6% of transaction value)</li><li>• At a later date – advertising revenue</li></ul>				
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• ISP</li><li>• Domain</li><li>• Employee costs</li><li>• Legal costs</li><li>• Hardware/software</li><li>• Advertising</li></ul>				

## 6.2 PARTNER NETWORK

GetMeThat will have a number of key partners that are critical to their business operations; these include the internet service providers as well as a number of payment gateways including PayPal and Dwolla. The initiative to partner with Dwolla highlights GetMeThat's commitment to provide its customers with the best possible deal as Dwolla charges one quarter of the fees charged by other payment gateways (Sposito, 2012). Without these key partners the GetMeThat business model would not be able to function successfully.

## 6.3 KEY ACTIVITIES

There are a number of key activities required in order to achieve the value proposition that GetMeThat offers its customers. These activities include:

- Creating a community of buyers and sellers is an essential feature of the GetMeThat business model. The revenues of GetMeThat will largely depend on how effectively this key activity is implemented.
- GetMeThat will also facilitate transactions between buyers and sellers, acting as an intermediary and charging fees on each transaction.
- In order to ensure the highest level of customer satisfaction a key activity of GetMeThat will be dispute resolution. Should any buyers or sellers be dissatisfied with the level of service of their counterparty, GetMeThat will look into the matter and resolve the dispute.
- GetMeThat will provide profiles on both buyers and sellers so that its customers can do research on their counterparties before doing business with them. This will serve to ensure that a high level of service is provided and will assist in building the GetMeThat brand.
- GetMeThat will provide a medium for users to advertise goods that buyers would like to purchase.
- GetMeThat will provide data analytics to ensure that its customers receive a highly relevant consumer experience.

## 6.4 KEY RESOURCES

GetMeThat requires a number of key resources in order to operate effectively. For example, GetMeThat requires a domain and web host to host their website. They also require a community of buyers and sellers in order to be successful, this is absolutely critical due to the network effect that means that all buyers will go to where the sellers are, and all sellers will go to where the buyers are. Another key resource that GetMeThat will require are hard-working and highly intelligent employees. Finally, payment platforms such as Paypal and Dwolla are essential resources for the successful implementation of the GetMeThat business model.

## 6.5 VALUE PROPOSITIONS

GetMeThat provides a number of value propositions to its customers, for example:

- Buyers have access to variety of goods "on demand", including access to goods that are obscure in nature.
- Sellers have access to lower transaction fees than they would at most other similar online intermediaries.
- Sellers will have the ability to generate additional income.
- Sellers will also have the ability to receive notifications based on key words.
- Value for sellers is also accrued through the capacity to negotiate preferential shipping rates.
- GetMeThat will allow users to post photos of the goods they wish to buy or sell. Research conducted by Van Der Heide, Johnson and Vang (2013) illustrates that consumers gain substantial value from being able to view photos of a product before making an online purchase.



## 6.6 CUSTOMER RELATIONSHIPS

Osterwalder & Pigneur (2010) outline 3 primary phases of customer relationships, these are: acquisition, retention and upselling. GetMeThat would begin its lifecycle in the acquisition phase as it initiates trading with the objective of acquiring a large network of customers. GetMeThat has two primary customer relationships; one with the buyer and one with the seller.

- The relationship with the buyer is a straightforward one where GetMeThat provides access to a worldwide community of sellers who will provide the buyer with access to international markets for goods. GetMeThat will then facilitate the transaction between buyer and seller, assisting the buyer in gaining access to international goods markets.
- The between GetMeThat and their sellers work as follows; sellers are provided with access to an international buyer network. Sellers will then sell their goods to the buyers and be notified by GetMeThat if buyers ever require items that are similar to the ones they have done in the past.

## 6.7 DISTRIBUTION CHANNELS

The GetMeThat business model operates using a single distribution channel strategy which will be implemented through an online website. The GetMeThat website will engage both buyers and sellers by enticing them with a number of features that are appealing to them. For example, each user will have a profile where they will have their prior transactions rated by their counterparties. Additionally, GetMeThat will negotiate preferential shipping rates with an international logistics company and the savings will be passed on to the GetMeThat users.

## 6.8 CUSTOMER SEGMENTS

GetMeThat targets a number of customer segments which can be broadly categorised according to whether they are buyers or sellers. They can be further subcategorised as follows:

- Expatriates who no longer have direct access to the goods markets in their home nation and wish to purchase particular goods that are only available in those markets
- Overseas students studying who wish to access goods from home that they no longer have access to in their country of study.
- The general public may be interested in either buying or selling goods
- Long tail customers who have very specific interests in goods that are not easily available in the current country they are located.

## 6.9 COST STRUCTURE

GetMeThat has a number of costs which must be financed, these include:

- Internet service provider costs
- Register for ABN
- Domain costs (Available on GoDaddy for less than \$10/year)
- Employee costs
- Legal costs
- Hardware/software costs
- Advertising costs
- Utilities expenses (electricity, telephone, fax)
- Insurance (public liability, professional indemnity, building, contents, work safety)

## 6.10 REVENUE STRUCTURE

GetMeThat will charge a 6% commission on all transactions and in the early stages of GetMeThat's business lifecycle this transaction fee will be the only source of revenue. GetMeThat's flat 6% commission is highly competitive within its current operating environment. At a later stage of the GetMeThat business lifecycle management will consider looking at expanding their revenue streams through activities such as advertising.

## 7 'WAY TO MARKET' STRATEGY

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The success of GetMeThat as a platform is ultimately dependent on achieving critical user mass to deliver network value. Microsoft Windows, Twitter, eBay – none of these household names would be worth a cent were it not for their huge network of users. It is through this network value that firms are able to establish a competitive advantage and lead to sustainable growth and capturing significant market share. Subsequently, GetMeThat will rely on a sophisticated and well-executed marketing strategy to bring their product to market (Rajgopal, Venkatachalam, & Kotha, 2003).

### 7.1 PLATFORM DEVELOPMENT

During this initial phase we consider the company to be not only developing their product, but still developing their own capabilities and amassing resources. As such marketing at this stage should be focused more so on establishing solid foundations for the brand's future, as well as seeking out investors and understanding where the brand is strategically positioned. This is a particular challenge for GetMeThat – we are trying to deliver outstanding quality in the digital platform, better value than competitors such as eBay whilst also delivering key benefits to our users. In short – it's a complex proposition. As a result it's incredibly important that GetMeThat comes to understand their unique brand position, to establish deep engagements with our users and create a clear awareness of the brand. (Guettler, 2014).

Once we've clarified and planned our brand's market position, the next step is to develop that brand and establish a small but respectable web presence. We're not trying to reach our customers yet, but rather setup foundations for our future, and attract potential investors and partners for the company. Developing the company's website to a professional level, as well as designing GetMeThat's presence across social media platforms (Facebook, Twitter and a company blog at the least) are the main focus so far (Letts, 2010). All this while at the same time, GetMeThat continues to develop not only their platform, but their technical and personnel capabilities. As developing many of our capabilities will require non-trivial fiscal investments, it's important that the company leverages their strong brand strategy and concept to attract investors so that delays are minimised.

### 7.2 CLOSED BETA

Moving forward to the early beta phase of software development – we consider GetMeThat now as a company with a mostly-functional product, in need of significant tweaking and optimisation. As the product launch draws closer, it is vital that marketing's focus shifts from a humble yet professional web presence to an up-and-coming, technically-sophisticated and exciting enterprise. The use of development blogs by our engineers and ongoing PR via digital channels (primarily Twitter) helps to draw users closer to the product, and evoke emotional connections to the brand. By incorporating individuals from across the company, a distinct and coherent voice of GetMeThat emerges – vital to any firm's success in the digital age (Nica, 2014).

This is also the stage in which GetMeThat reaches out to our ideal 'early adopter' communities to obtain establish emotional connections with future users, as well as gain access to beta testers able to use, experiment with and provide invaluable feedback on the current platform. This crucial step in the launch strategy provides external insights which we are not only incapable of discovering in solitude, but due to the reciprocal benefits to both GetMeThat and Beta Testers, we continue to build upon long-lasting relationships with our customers (Exforsys, 2011).

### 7.3 PRODUCT LAUNCH

As GetMeThat transitions out of final testing and into commercial launch, there is a significant shift in marketing goals from have a relatively small but deeply connected user base; to involving a far larger number of users to achieve critical mass at which the network delivers compelling value. Therefore, we will introduce large-scale internet advertising via Google AdSense, as well as initiate Viral Marketing campaigns. The goal will be to utilise a wide variety of platforms to communicate our business and its values to our customers, as well as generate public interest in GetMeThat. One of our proposed initiatives would be a giant wrapped gift in Times Square and several

other prominent global locations. This would echo the public attention won by similar campaigns such as PornHub in Times Square (Reynolds, 2014), as well as the inflatable yellow ducks which travelled the world (Wikipedia Inc., 2014).

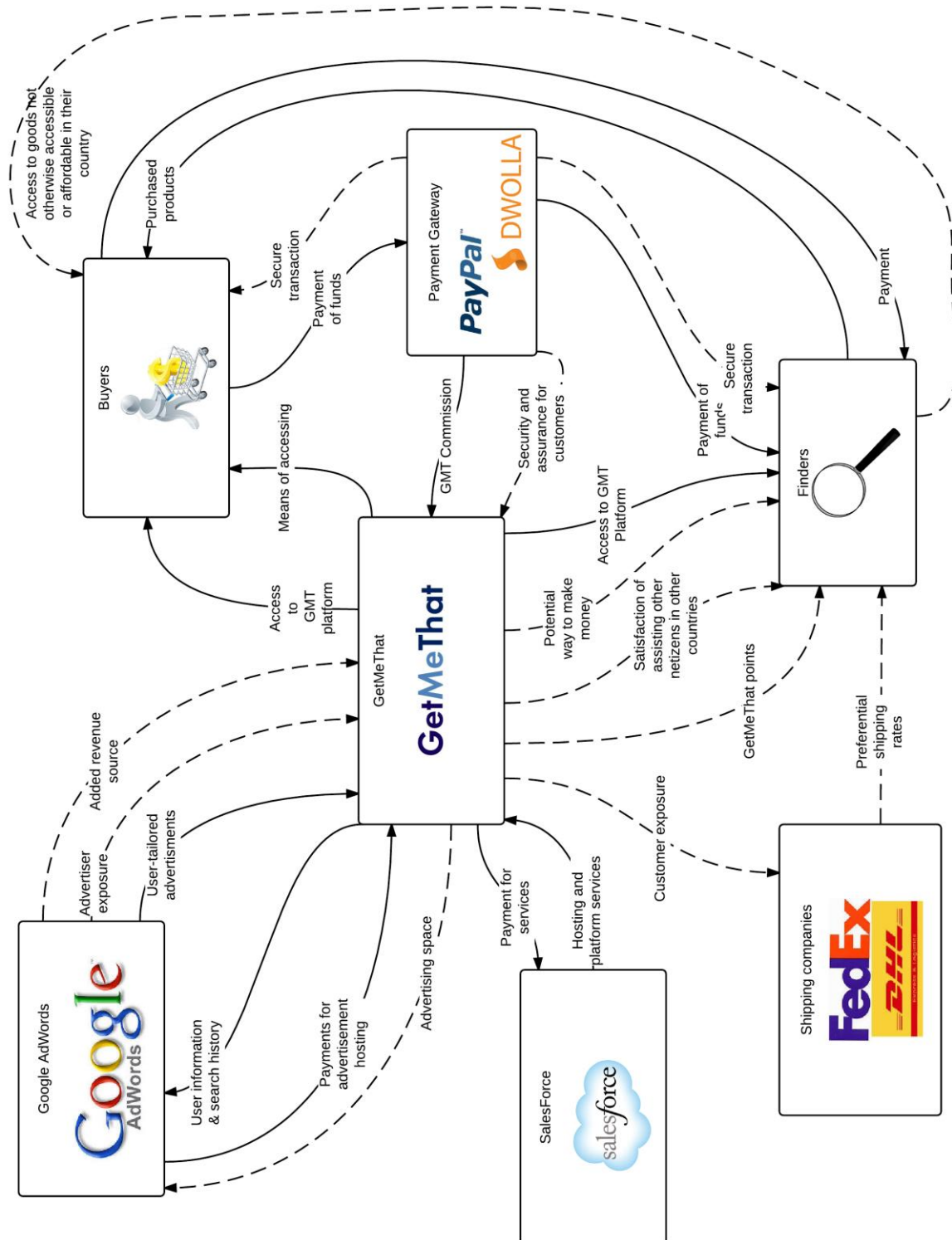
This leads into our debut launch event – GetMeThat for Christmas. We would launch GetMeThat commercially at the start of the holiday season, but with the special campaign that GetMeThat would not accept any commission during this time, but rather donate all commission proceeds to a charitable organisation (specifically Unicef “Christmas Gifts for Good”). This has the dual effect of generating public goodwill, and increasing our brand exposure by partnering with such a well known charity. There is clear evidence that consumers shopping habits are impacted by how charitable companies are (Cavill, 2014). However, in the lead-up to our final launch, we will need to conduct significant stress testing, either via external contractors, the general public or computer scripts. All our work so far in building a strong brand with excellent user relations will be wasted if we fail to launch flawlessly. The stress testing period should allow us to determine what additional technical requirement GetMeThat needs, and allow us to adjust as necessary.

## **7.4 FUTURE STEPS**

In the spirit of iterative design – our ‘Way to Market’ strategy is by no means complete once the product has launched, successful or not. We will take the time to review and reflect on the success of our strategy. After all – even given a very successful launch, we will still need to ensure continued growth and market share for the future. We will want to evaluate the results of our launch, attempting to determine how cost-effective the strategy as a whole has been, which activities yielded the best return on investment and which we should conduct in the future. Some of the key metrics we will consider are the social media activity, revenue, user account registrations and general site traffic. Finally, will take what we have learnt from the campaign, re-evaluate the company in terms on its SWOT matrix, as well as the Business Canvas and Value Map, and use that to develop new marketing strategies, and begin the cycle anew.

## 8 VALUE MAP

### 8.1 VALUE MAP – DIAGRAM



## 8.2 EXPLANATION

At the crux of the value offering of GetMeThat is the novel opportunity for consumers to be able to source foreign items not typically available in their home country easily, at an affordable price, or in low volume from fellow internet users around the world. In exchange, fetchers, the users that source the foreign goods for the buyers, are empowered with a new way of making money that generally does not require a great deal of extra effort beyond purchasing a few items during their normal daily activities or weekly shopping trip. Furthermore, similar to the RedditGifts system, Finders can use GetMeThat to gain a sense of satisfaction from helping their fellow Netizens and Internet friends developed through the GetMeThat community. In addition to financial return, Fetchers will be rewarded with points, placing users against each other on an international leaderboard. This is physically characterized by the transfer of money in exchange for the transfer of the purchased foreign goods.

In order to facilitate this process, GetMeThat acts as a platform for trade, a service which is offered to both buyers and finders. In order to allow the transfer of funds, payment gateways Dwolla and PayPal transfer money between Buyers and Finders via GetMeThere, where a commission is deducted. This affords users the convenience and security of a payment system that requires little effort on their behalf and allows the payment of funds by major credit cards and debit cards, cheaply and securely. GetMeThat benefits from the use of these independent payment gateways as it allows the company to include financial security assurance as a core competency, increasing the value offering to users.

In order to offer the best customer experience and cheapest shipping rates, GetMeThat will partner with shipping companies, who, in exchange for being featured on the GetMeThat website as a preferred shipper, will provide GetMeThat finders with discounted shipping rates, reducing costs and increasing profit margins for Finders.

In order to derive further revenue for the website, GetMeThat will feature targeted advertising facilitated by the Google Adwords platform. This will require GetMeThat to transfer anonymous user data to Google who will return advertisements to be featured to individual users. Aside from generating more revenue for GetMeThat by offering advertising space to Google, this increases user acceptance of the advertisements presented to them and allows them to benefit of advertisements actually relevant to their interests. In order to facilitate the entire system, SAP will be contracted to host the platform. As such, SAP would be provided with financial payments and in return, facilitate hosting and development of the GetMeThat platform.

## 9 TECH DEMO

A full demonstration of the GetMeThat website is available at <http://danscodellaro.com/GetMeThat/>. Alternatively, a small selection of screenshots have been included below.

### 9.1 HOME PAGE

GetMeThat

About Us ▾Example ProductExample SearchPresentation

Welcome To **GetMeThat**

Get Started

Sign In

☐ Remember Me

Make a listing

Product

Brief Description

Price Range


Image

### 9.2 ABOUT US


GetMeThat


About Us ▾Example ProductExample SearchPresentation

Meet the team behind  
**GetMeThat**





Simon Grace  
Chief Operations Officer







Dan Scodellaro  
Chief Information Officer







Greg Jacobson  
Chief Marketing Officer






Nugra Akbari  
Chief Communications Officer





Lee Kadish  
Chief Financial Officer





## 9.3 EXAMPLE PRODUCT LISTING

GetMeThat

About Us ▾

Example Product

Example Search

Presentation

### Greg Jacobson Shopping List

Greg Jacobson's Requests

Nepalese Yak Wool Rug

South African Lipbalm

Melatonin Lozenges 3mg



Nepalese Yak Wool Rug

Price Range \$55 - \$150

Region: Himalayas

Listing: 16 Days Ago

Condition: Any

Missed this since my trip to Nepal last year, would love something to daydream over. I stayed in a rural village there as part of a charity group, and these were really a point of pride amongst the Nepalese people. I love the colours and the homely feel of these rugs, and I was hoping that someone would be able to either buy me one from Nepal, or sell me one that you have already? Interested in multiple rugs if they're particularly nice.

★★★★☆ 4.0 Star Buyer

3 offers

## 9.4 EXAMPLE SEARCH RESULTS

GetMeThat

About Us ▾

Example Product

Example Search

Presentation

Search: Worldwide | Over \$20 | Last 7 days



Cyrillic Pedestrian Crossing

Region: Eastern Europe

Price Range: \$20-\$150

Looking for any pedestrian crossing buttons with cyrillic writing



Antique Car/Plane Dashboard

Region: Any

Price Range: \$70-\$400

Desperate to find any dashboards for an art project - where do people even get this stuff?



Industrial-style Lightbulbs

Region: Europe, America

Price Range: \$10-\$100

Trying to deck out my apartment with some unique lighting - the more eclectic the better!

## 10 REFERENCES

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