

# Willdboard Vision

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Willdboard is a truly innovative and unique approach to local community information and advertising.

It is a kiosk-like platform, which supports exciting features such as local news, events, sports, commerce, personal, non-for profit, and many more. It is uniquely positioned to address one of the most challenging problems of electronic commerce – effective local advertising.

The original concept was born because of the owner's idea to place customer's flyers on electronic multi touch screens instead of placing them on the walls. During the next few months this idea evolved into more than just electronic bulletin boards and now included icons representing major areas of interest to the local community. Expectation of high usage by Café clients and the stream of potential clients driven by word-of-mouth and the novelty factor will no doubt bring high traffic, a Holy Grail of successful retail. This has tangible value to business and business is willing to pay for it. (monthly fee of \$100 is a reasonable projection).

Beside the owner(s) of Cafés, high usage creates advertising opportunity to business targeting local population. Advantage of physical devise becomes apparent when one thinks of “physical persona” making deliberate decisions verses “cyber persona” generating another “click” on website. Revenue generated models are numerous, ranging from a simple small fee for purchasing a ticket for a local theater play to more structured deals.

As Willdboards become more and more numerous in neighboring communities, the effectiveness of local advertising becomes even higher because of geographical crossover factors.

Beside commercial value, Willdboard brings into play other aspects that are important to local communities, such as nonprofit and political. One can envision Willdboard being a vehicle for volunteer efforts by providing quick and up to date information on opportunities to get involved. As user bases reach thousands, Willdboard becomes an important political factor, and as we know: all politics is local!