

PROJECT NIGHTWING

the web on your palms

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TOP SECRET

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Overview

Targeted User Base: Adults and Teens

Targeted User Count: 30 – 100 million users

Revenue Sources: Portion System, Account Subscription, Advertisement

Company Goal: Equalize the playing field for ALL ecommerce while developing a network where people can share and relate with online products all while earning an income.

Human Theory:

-Idea Stage: Facebook, Pinterest, Google, etc.

-Research Stage: Currently Google, Slickdeals, WebAnswers, Answers, Craigslist.

[Project Nightwing's goal is to become the leader of this section]

-Purchase Stage: Amazon, Ebay, Craigslist

Contact: Please contact 713-501-1837 for any questions, comments, and/or concerns.

Background

Codename Project Nightwing is currently being developed and produced by a team of three in Austin, TX. Our main goal is to serve as a medium between online retailers and consumers. The "hows," "whats," and "whys" will be explained in the latter sections.

Market Problems

1. I am online web user. Where can I find a product for the lowest price and how can I be assured that I have made the best deal on the web?
2. I am still an online web user. How can I know that source is trusted?
3. Please, just one more question as an online web user. How can I easily contact the seller and have a one –on –one conversation with him/her?
4. I love being on the internet. How can the internet be productive?
5. I am a small time seller. How can I get notified when somebody looks for say an "iPhone" because nobody wants to look through pages and pages of Ebay listings?
6. I am a big corporation. How can get access to people's requests and provide direct answers because my corporation sells this item?
7. I am an analyst. How can I get access to shopping prices around the world on any given day so I can strategically tell companies like Amazon at what price they need to sell their products?

In Layman's terms, the world is looking for a social shopping network done the right way.

Executive Summary

Project Nightwing is an e-commerce startup site positioning itself to become a market leader in offering information about merchandise and services at great deals by harnessing the power of social network. According to a Forrester Research Inc. report, online shopping projects an annual growth rate of 10% and about 65% of the online consumers are more likely to buy a product based on a positive review through social media channels. To encompass this fast pace growth of online retailers and discover better deals and trusted stores for the online consumers, various social shopping platforms have risen. With many online retail stores hidden at every corner of the internet and local bricks-

and-mortar stores that are not known to several online customers, make it harder for the consumers to find a better deal. Project Nightwing's primary role is to assist these online shoppers help find a great deal through social networking. The main concept of this project is to construct a question and answer forum specifically for shoppers to choose better deal on a product or service based on searches provided by other experienced consumers.

Market Trends

E-commerce continues to accelerate and the amount of money spent on purchases made through the Internet shows no sign of decline. With this massive growth of demand for online shopping, consumers have difficulty finding trusted, quality and product deal on the internet. Also product researching consumes greater time for shoppers to find the best price. Most consumers have chosen these paths to research products on the web such as

- Search engines served as shopping point of origin when researching product
- Customer reviews on product does influence buying behavior
- Features such as price comparison of product across competitors
- Deals and whereabouts of product through word-of-mouth using social tools

Based on a social shopping survey conducted by PowerReviews dated April 2011 indicates that 50% of the online consumers spend >75% of their overall shopping time researching product as compared to just 21% in 2010. This clearly portrays that online shoppers are gaining speedy momentum in spending more product research time on web to explore better deals.

Keys to Success

Nightwing has three striving and obtainable keys to success. The first is providing a gateway to consumer for finding best product deal through the community of shoppers. The second is to establish a tipping model where consumer can tip an amount based on the best answer deal and this bounty system will motivate the community of shoppers to participate in the question and answer forum. The third key will be to form strategic relationships with online retailers and credit card companies. The relationship with online retailers will grow our customers and generate revenue through premium corporate account with Nightwing. Partnership with credit card companies will build trust among customers to tip each other and shop as well with partnered online retailers.

Community and Social Influences

Retailers are interested to gather information regarding tools and social techniques that does impact buying behavior on consumers. Recent study on social shopping by Power Reviews indicate that customer reviews stand on top and question and answer forum is a newer social tool that does have positive impact on online shopping.

Below is survey data gathered by PowerReviews that indicates the impact of the following community and social tools on consumer buying behavior

- | | |
|--|-----|
| - Customer Reviews (user-generated product reviews) | 59% |
| - Q&A (customers asking and answering questions on products) | 42% |
| - Community forums | 26% |
| - Videos (view user-generated product videos) | 15% |
| - Facebook/Twitter | 35% |

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Company	Alexa Rank	Business Strategy	Revenue	Site Pros	Site Cons
Kaboodle	4174	1. Focus on consumers 2. consumers organize their shopping thru Kaboodle's list (discover new things from people with similar interests and get discounts on products and find best prices)	1. online advertisement 2. Commission from actual sales 3. Premium services for business customers 4. Affiliate marketing	1. Connect to other shoppers 2. Pinterest look 3. Deal found by user 4. Shopper follower	1. No product category 2. Site is slow to refresh 3. No price comparison results 4. No user rating
Yelp	202	1. Localization 2. Focus 1st on community 2nd on consumers 3rd on business	1. Online advertisement 2. Sponsored listing 3. Premium services for business customers	1. Find local business stores 2. Get reviews on stores 3. Promote products of local business store	1. No price comparison 2. No product review 3. No product category
Woot	805	1. One product daily for sale 2. people participate in forums and compare using available products	1. online advertisement 2. Sponsored listing	1. Only deal-based products 2. People review on products	1. No search bar 2. No product categorization 3. No price comparison
Groupon	313	1. Assurance contract for Retailers. 2. If certain # of people sign up for the deal then the deal is available to those consumers and Groupon and Retailers will follow 50/50 split of the deal value.	1. Group hunting to sell deals to interested consumers and then earn 50% of the valued deal.	1. Active community 2. Pinterest look 3. display actual/deal value 4. Good content 5. Good customer 6. Groupon rewarding for referral	1. Hard to navigate 2. Site is slow and unresponsive 3. No price compare or product category 4. No search criteria
Shopwiki	5327	Shop search engine to find product listings across internet stores.	affiliate marketing	1. search for products across registered merchants 2. User price range selection	1. No product category 2. No product reviews 3. No user feedback on products or stores
ThisNext	16530	1. Recommendation system what to buy next. 2. interactive wish-list with recommendation system.	1. Online advertisement 2. Affiliate fees (links to ecommerce sites)	1. Product Category 2. Product/Stores recommendation	1. Too much content on Fashion. 2. No service content 3. No product/price comparison
Zlio	361439	1. Focus on online sales force with high commission. 2. Consumers create online shop stores	1. Online advertisement 2. Commission from actual sales 3. Commissions per clicks	1. Product Category 2. Consumer earn commission from their online stores.	1. No product reviews or user feedback 2. High priced products due to high commission. 3. No user rating 4. No price comparison
Slickdeals.net	727	1. User-shared info on deals. 2. Each deal has comments left by other people discussing its validity and its actual value. 3. Provides Frontpage Slickdeals, Hot Topics, Hot Deals, Local Deals, Freebies, Coupons	1. online/banner advertisements 2. affiliate fees (when ecommerce site shares revenue with slick deals when user click thru deal link to make purchase)	1. Community feedback 2. Deal rating, local and popular deals 3. User rating 4. Deal Notifications	1. No price comparison 2. No product reviews 3. No rewarding model for deal finder.
LivingSocial	521	1. Deals of day to member via email. 2. Members purchase the deal and send link to their contacts and if 3 of them purchase then original purchasing member obtains the offer for free.	1. Deal cut from merchant (similar to Groupon)	1. Pinterest look 2. display actual/deal value 3. Free product based on referral.	1. No search bar 2. No product categorization 3. No price comparison

1. Competitor Analysis

The growth and craze for online shopping bring fierce competition and uprising of several social shopping sites. Online shopping website is where people can recommend their favorite products for others to discover and purchase online. Attracted by the market perspective of online shopping many start-ups have entered into this market in recent years. The following section is to analyze the strategy and business model of the popular social shopping sites and understand their pros and cons to filter out the success factors.

1.1 Business Strategy, Revenue Model and site pros/cons comparison

From the above analysis across various business models of each company, the following shopping criteria are valued by consumers

- Deals and coupons at local/online stores
- Search for competitive pricing on a product
- Product & store ratings and reviews
- Rewards for product/store referral

1.2 Q & A social tool – Competitor business analysis and revenue model

Based on PowerReview survey, Q&A is considered to be very effective and influential on any given topic in a community. Below is a comparison table of various company sites that have instrumented the Q & A model to guide the community and as well established ways to generate revenue.

Site Name	Category	# of Answers	Alexa Ranking	Answer Generation	Revenue Model	Affiliate Links in Answer
Ask Answers	General	99 mil	53	1. Answered by site editors 2. Answered by users acknowledged to be trustworthy 3. scraping/crawling	1. Banner Ads 2. Sponsored results	Yes
Answers.com	General	9.5 mil	145	1. Answered by site editors 2. Answered by users acknowledged to be trustworthy	1. Banner Ads 2. Sponsored results	No
Yahoo Answers	General	9.1 mil	4	Crowd-sourced (normal users)	1. Banner Ads	No
Experts Exchange	Tech	2 mil	1020	1. Answered by users acknowledged to be trustworthy	1. Banner Ads 2. Client Based	No
Stackoverflow	Tech	833K	404	Crowd-sourced (normal users)	1. Banner Ads 2. Sponsored results	No

1.3 Summary from Competitor Analysis

Based on survey data and analysis of various social shopping competitors and as well heavy demand of Q & A social tool, Nightwing will adapt the Q & A principle for social shopping with the following features for product/service showcase

- Product category
- Product/Retailer price comparison
- Most voted answer as the deal for product
- Bounty system for best answers
- Product/Retailer/User rating
- Search bar
- Rewarding model for product/service referral

2. Strategy and Revenue Model

Project Nightwing will utilize the Q & A forum in the shopping community to explore the best deal for the product/service.

2.1 Scalability

Increased growth and interest in shopping will allow us to push to mobile growth. It will be soon that shoppers will be taking pictures with their mobile phones as they walk through the nearby Best Buy and uploading them onto Project Nightwing in hopes of making some extra cash.

2.2 Corporate Interest

The future of Project Nightwing will see corporate giants stirring as traffic will be redirected from their websites to that of smaller and lesser known clients.

3. External Sources

[1] [QuestionAndAnswers](#)

[1] [WebAnswers](#)

[1] [SlideShare](#)

4. Draft

1. Project Nightwing

2. Objective

- 2.1. The purpose of Project Nightwing is to harness the power of the social network with the backing of money to get quality shopping deals online or around you. Developed by a group of three, the key motive of Nightwing is to create a win-win situation that we rarely see.

3. Design

3.1. Overall

- 3.1.1. We will be relying on a very simple interface. The simplicity should elicit a very nature interface which is in fact the market trend. For more information, search for 'Natural User Interface.' The color scheme consisting of a simple white as well as the shallow gray will reveal the transparency and security of this site.

3.2. Welcome

- 3.2.1. Opening up Project Nightwing on a browser will show an opening page with a feature a short feature presentation/video (August 21, 2012). Temporarily it will contain some of the shopping deals that were discovered around the world by our users. In addition, there will be the logos of our trusted money transfer system in the footer such as Bank of America or Citi Bank (August 15, 2012). A live feed button and a sign up button will be featured on this page.

3.3. Search Bar

- 3.3.1. The interactive search bar is a feature similar to that of Quora as well as Facebook. As we move down the page, we meet our signature categories panel (on the left). This will be arguable be one the best forms of transportation on the site

3.4. Right

- 3.4.1. This is a panel used for notifications as well as advertisements. In the future, this will also be the location for filters. Should contain current trends, etc. @Chaitanya: Can we get some ideas? Let's also include the basic user information on the right panel. We can also put ads on the right panel approximately mid-page.

3.5. Limitations

- 3.5.1. The font on this website is a custom rendered version of Arial featuring a strong/sharp antilaised. This engine will be powered by Typeface or Cufon. There will be no use of the color black, neon, etc. In addition, the page will not contain any animations as it detracts from the security incited by the design.

4. Business

4.1. Account Types

- 4.2. Overall Account Privileges: All are allowed to resquest, answer, and have income. All will have the feature of live notifications. All users can follow the overall tipping model.

- 4.2.1. Free: The key winning point for a free user to go to the site is that he can make money off the site through the tipping model. A free user is only allowed one keyword. He is allowed to request and answer with basic privileges, however he cannot sell items.

- 4.2.2. Premium Personal: The price of this will be \$30. The additional privileges given will be the ability to sell, and will also have a higher tip rate.

- 4.2.3. Premium Corporate: The premium corporate plan incorporates a new model known as the bidding model. This is the highest level of membership costing at \$3000. This level of membership can also sell goods (products, services).

5. FAQ

- 5.1. What if you purchase a bounty and you get a good answer but do not give the bounty or select the best answer?

- 5.1.1. The number of times you give up your bounty, the less your tip rate becomes.

- 5.2. How do we know if a user is realistic and he is not creating a new account every time to restart his credibility?

- 5.2.1. Login in only through Facebook/Twitter/LinkedIn and have a tip rate concept linked with that. There will also be a reCaptcha plugin that can authenticate a human.

- 5.3. @Chaitanya: Any question

6. Models

- 6.1. Tipping Model: The tipping model is based on a user to user interaction within the community. From the good heart of the user and the emotional benefit of a deal, users will tip the deal bringer a normal amount, where we can then get a certain percentage out of the tip for ourselves.

- 6.2. Bidding Model: The bidding model showcases the scenario where companies bargain for deals with each other. This is best stated with an example. If Intel needed consulting work done, they would post a Job Offer to a company: "Consulting needed for Task x". Various consulting companies would then bid on Intel's contract and we can take a handsome amount out of that deal as a mediator fee.

7. Ads

- 7.1. There will be ads placed on approximately every page, except key ones such as the introduction page, or a tutorial page. Various ad companies will have to be contacted, and we can simply offer them the incentives of going to the website, as there is a fiscal gain involved. This is also one source of revenue we can tap.

