

# Wunderlist

...and their not so wunderful dilemma.



#### What is Wunderlist?

Wunderlist is a multi-platform app that helps you manage and share all of your to-dos. Whether you're a freelancer managing multiple clients, planning a trip to Saigon, or just need a reminder to restock on mouthwash - Wunderlist makes it effortless.

Wunderlist was founded in Berlin by six friends who wrote out a business plan, posted an ad on a social media site requesting funding, and within three days two angel investors flew down and showered them in seed money.

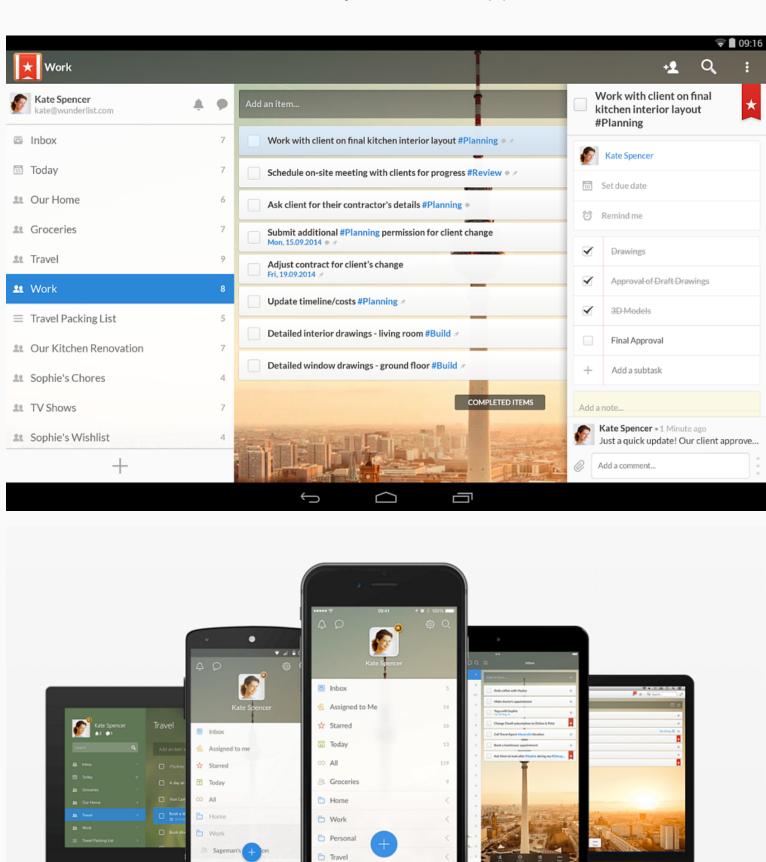
That was in 2010 - now Wunderlist is one of the most popular productivity applications in the world.

But it's not always raining money in wunderland...

Wunderlist has a classic Product Management dilemma: they offer a great feature set for their free version. The upside of this is that a great free version will attract a lot of new users. BUT, on the other hand, it leaves very little incentive to upgrade to Pro, which reduces total revenue and profitability

So if they reduce the free features, they'll make more money (good) but potentially lose competitive edge and see a slower growth in new users (bad).

Wunderlist started as a desktop app but has expanded to have companion iPhone, iPad, Android, Windows, Kindle Fire, Blackberry, and Web applications



## Wunderlist by the numbers

A "wunderkinder" is "a person who is exceptionally successful in his field while still young."



Monday is the most productive day of the week: together each Monday around 1,310,170 to-dos are created and 979,895 completed.



Funding to date.

To-dos created to date.

To-dos completed to date.

Wunderlist launches.

**NOV 2010** 

Adds Assistly support forum.

JUL 2011

Says "auf wiedersehen" to Wunderkit.

SEPT 2012

Paid Pro version launches.
Adds ability to assign tasks to specific colleagues and friends, unlimited subtasks, and new backgrounds.

APR 2013

Adds comments for teams.

SEPT 2013

Wunderlist 3 launches.

Adds real-time sync,
public lists, new design,
Pro features become free ( limited),
new Pro version coming soon.

JUL 2014

Hits 10 million users.

API available to public. First wave of API partners: Sunrise, Slack, OneNote, HipChat, Zapier and Scanbot.

MAY 2014

Adds emojiis, finally.

SEPT 2015

Adds list sharing, email tasking, task notifications, new icon.

FEB 2011

Launches beta of Wunderkit.

FEB 2012

Wunderlist 2 launches.

Adds recurring tasks and subtasks, new notification area, new sharing options, and goes "native."

DEC 2012

Adds files and team pricing.

JUL 2013

Acquires Moped, a free messaging app.

DEC 2013

Dropbox becomes first integration partner.

OCT 2014

Adds folders, quick-add, color-coding.

MAR 2015

Acquired by Microsoft.

JUN 2015

### **Feature Table**

Where do you think Wunderlist is most vulnerable? What's their biggest opportunity?











	Todoist		Evernote		Trello		Remember the Milk		Wunderlist	
Price	Free	\$28.99 / yr.	Free	\$5 / mo. \$45 / yr.	Free	\$5 / mo. \$45 / yr.	Free	\$39.99	Free	\$4.99 / mo. \$49.99 / yr.
Platforms	15	15	10+	10+	5+	5+	10	10	10+	10+
# of Lists	80 active	200 active	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
# of Tasks	150 per project	200 per project	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	25 per list.	Unlimited
# of Subtasks	Yes	Yes	Unlimited	Unlimited	Yes	Yes	No	Yes	25 per to to-do.	Unlimited
Due Dates	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes
Reminders	No	Yes	One per note.	One per note.	Yes	Yes	Limited by device.	Yes, mobile included	Yes	Yes
Drag and Drop	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes
Collaboration	5 people	25 people	Yes	Yes	Yes	Yes	Limit 2 people.	Unlimited	Unlimited comments.	Unlimited comments, assigning.
Public Sharing	No	No	Yes	Yes	Yes	Yes	Yes	Yes	No	No
Images	No	Yes	Yes	Yes	Yes	Yes	No	No	No	No
Files	No	20MB	60MB	10GB	10MB	250MB	No	No	5MB	Any size
Backgrounds	No	No	No	No	Solid color	Custom	No	No	20	30
Notes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Real-time sync	Real-time	Real-time	No	No	Real-time	Real-time	No	No	Real-time	Real-time
Browser Extensi	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Integrations	24	24	A lot	A lot	A lot	A lot	Yes	Yes	10+	10+
Emojiis	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

# Let's pretend that you're the latest and greatest Product Manager for Wunderlist...

The market is saturated with productivity-everything.

What you need to do is decide which is more important: increase users or increase revenue. Would you change the free/paid system? How?

- Drop features from free
- Add features to free
- Add features to paid
- Charge more
- Don't do anything
- Other

What are you going to do? Post your answers in the Group Discussion and make sure to justify your case.

What Wunderlist should do

**Ask Question**