



# Wunderlist

...and their not so wonderful 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.

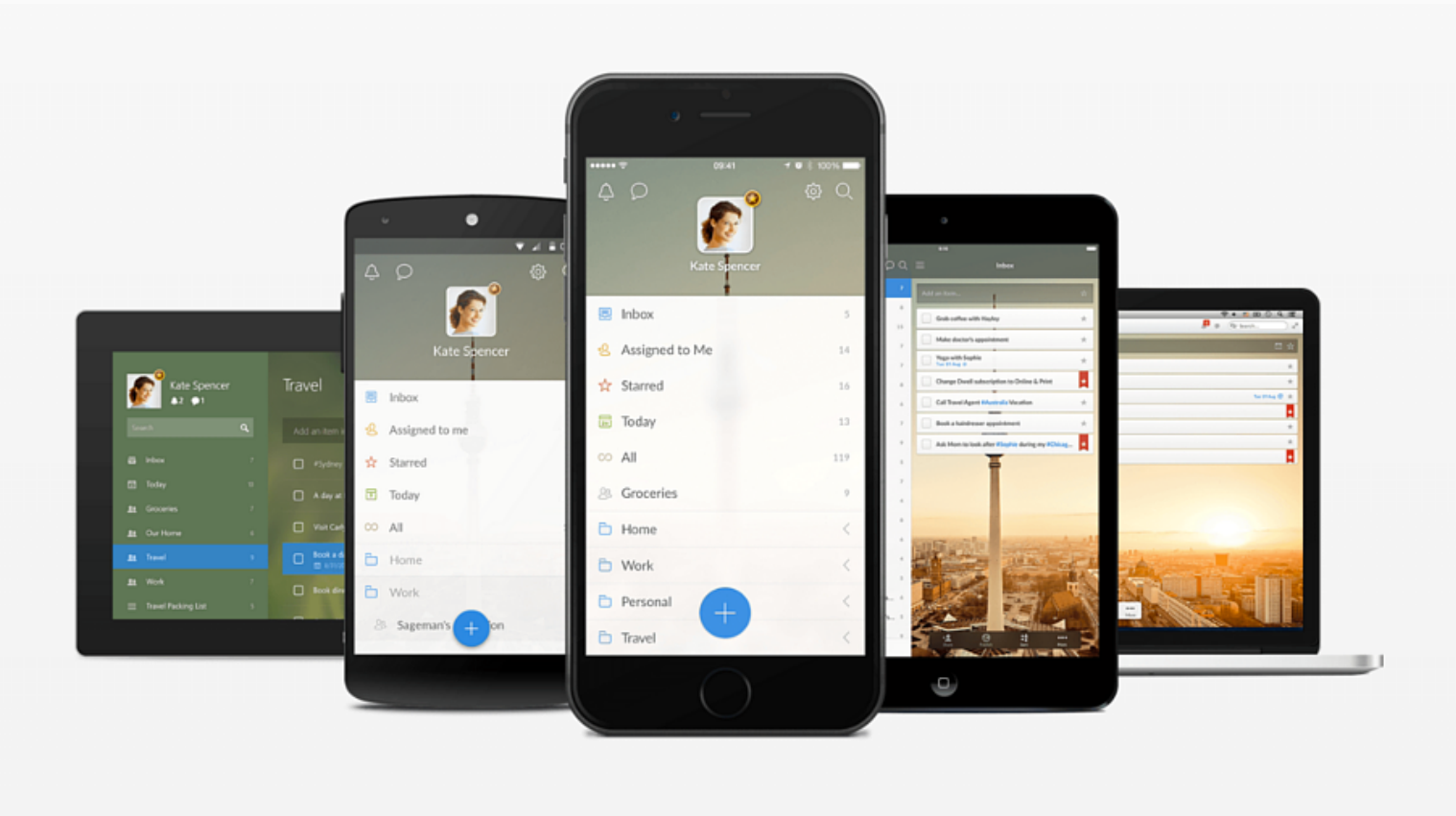
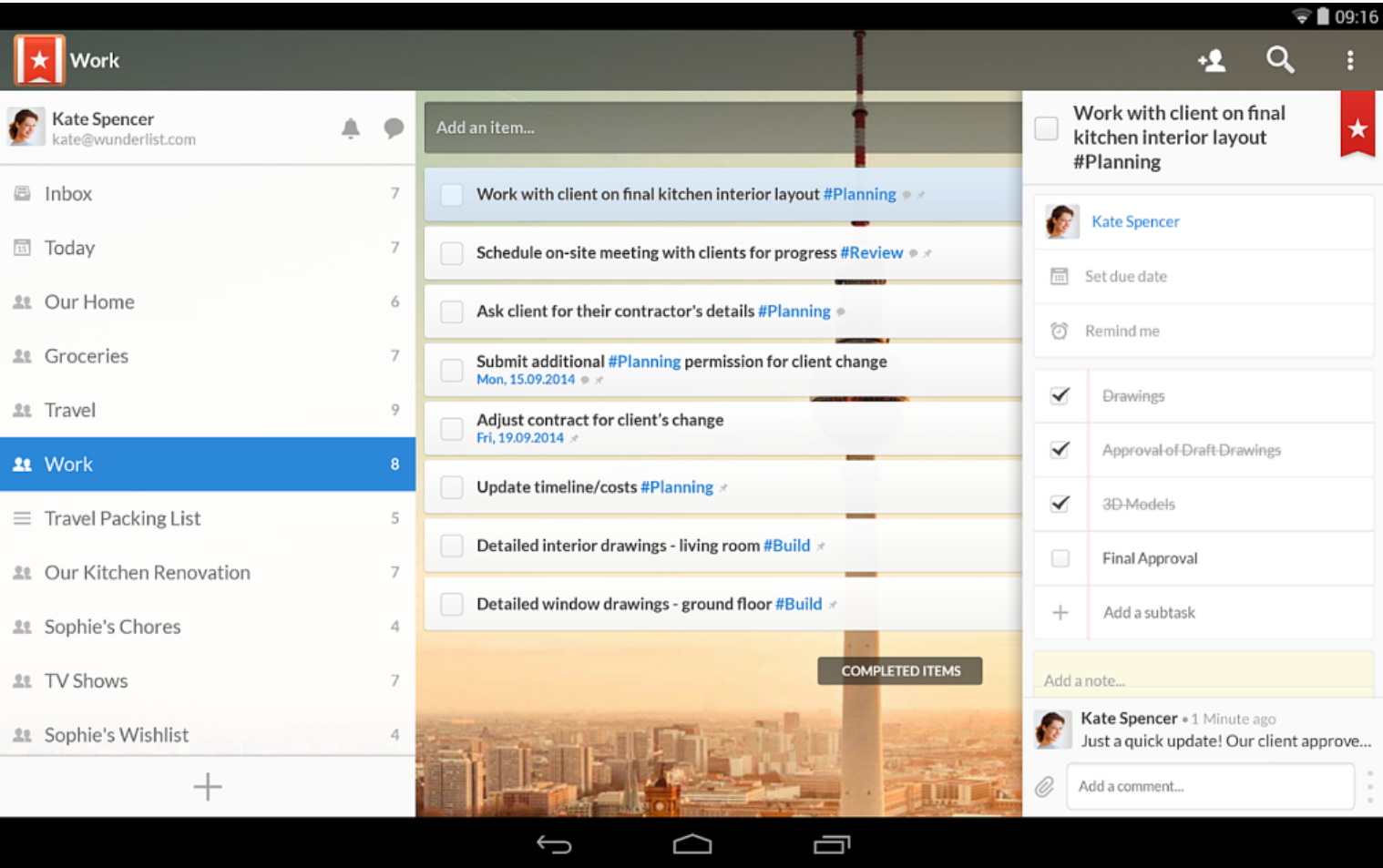
Wunderlist was founded in Berlin by six friends who wrote out a business plan, posted an ad on a social media site requesting funding, and within three days two angel investors flew down and showered them in seed money. That was in 2010 - now Wunderlist is one of the most popular productivity applications 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."



5+

Years in business



13M

Total users



2.6M

Active monthly users

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



\$23M

Funding to date.



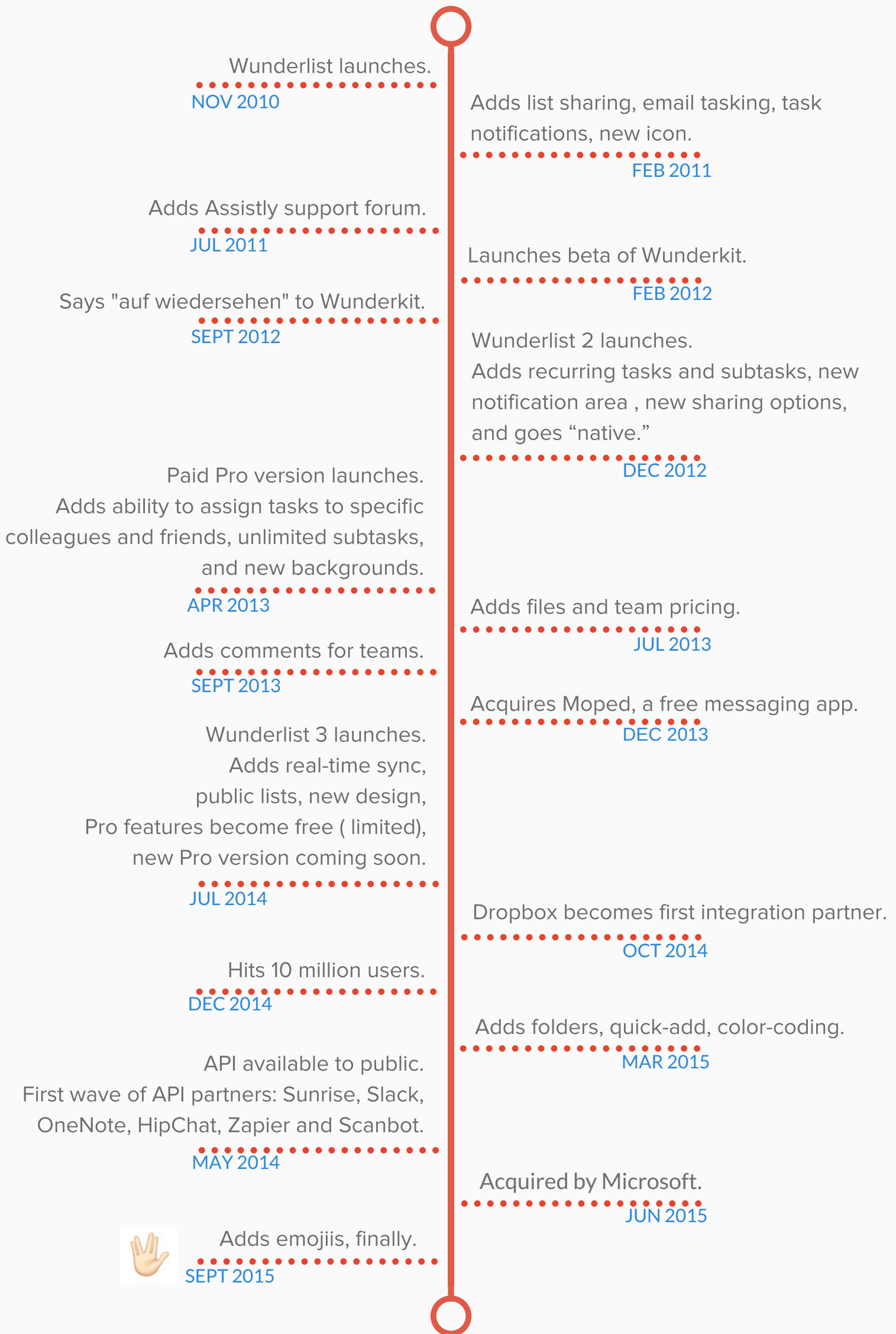
991M

To-dos created  
to date.



742M

To-dos completed  
to date.



# Feature Table

## Where do you think Wunderlist is most vulnerable?

## What's their biggest opportunity?

[illegible]

# 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.

[Ask Question](#)