HashOrStash

Review places of interest, collaboratively

Founder: Uchenna Kevin Anyanwu

Vision

Build the world's largest highly collaborative, places of interest review platform.

Problem

Impulsive complaints almost always does not result in quality of online reviews

Misleading, unverifiable information in online review platforms hurts both customer experience and businesses chance to attract new customers
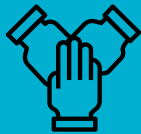
Ignoring passive complainers who are intimidated of using review platforms due to "public scrutiny"

Difficulty in attracting like-minded people to support a cause or experience

Solution

Platform where users create hashtags about their temporary experiences to:

Collaborate in real-time to combat inaccurate reviews

Pardon businesses by giving them a second chance

Promote the best experiences with like-minded peers

Incentivize users to provide accurate reviews (TBD)

Market Opportunity

TripAdvisor accumulated over 350 million reviews

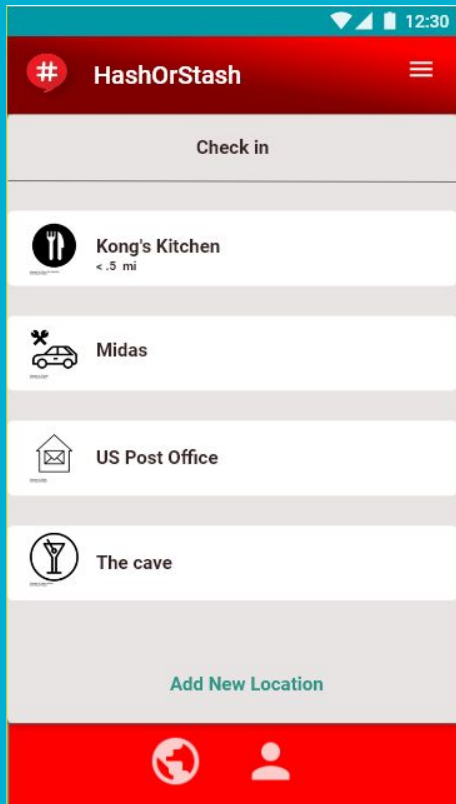Yelp accumulated over 102 million crowd-source reviews
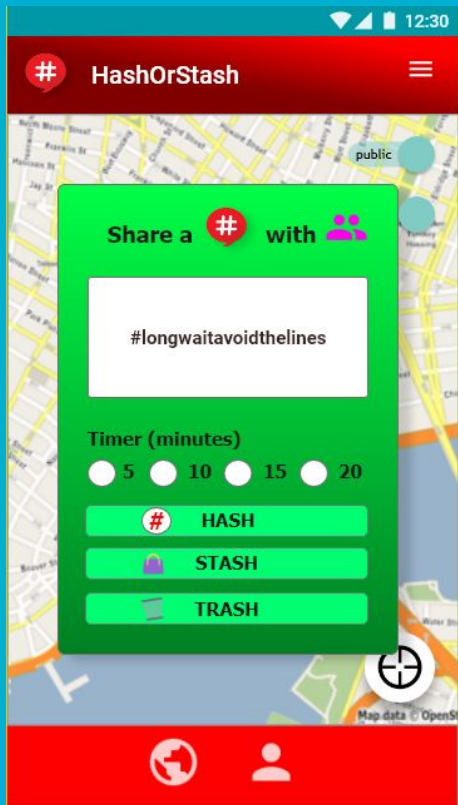
Steemit ...

At least a 7 billion dollars market...

Product – Check in at your location
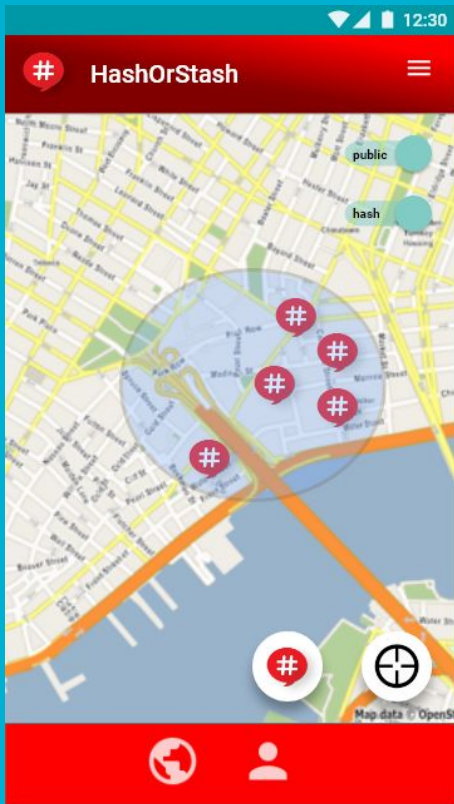
Product - Hash, Stash, or Trash content

- **Hash content for nearby users to see**

- **Stash content for privacy, we will remind you later**
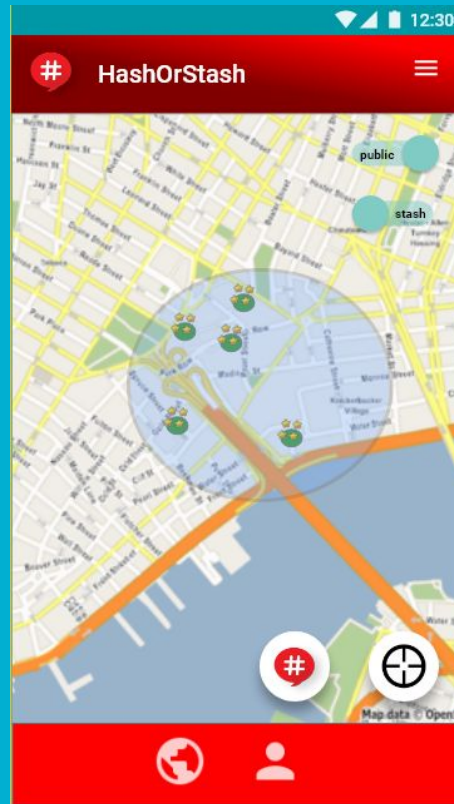
- **Trash content forever**

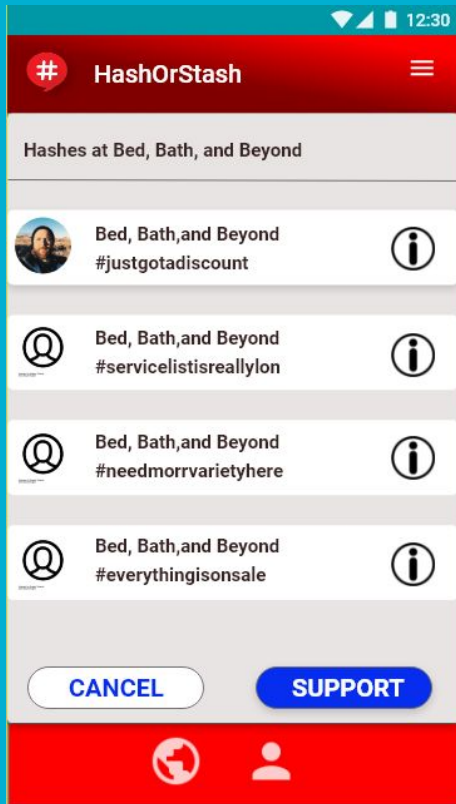# Product – View hashes/stashes within reach
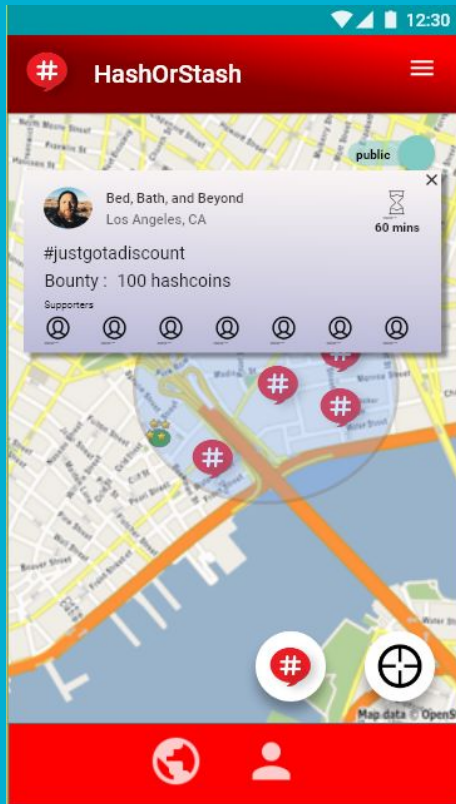
Hashes

Stashes

Product – Support other hashes at location

Product – Support other hashes

Bounty powered by proprietary algorithm

- **granted to content the creator**

- **percentage is distributed to each supporter after hash hourglass time expires**

Business Model

HashOrStash will charge businesses for B2C marketing, which enables businesses to attract customers and collect real-time feedback on an item's performance (KPIs). Specifically …

1. Every consumer that enters the business ($)
2. Every consumer that reviews the product ($$)

Market Adoption

Social Media

    HashMaps can be shared by friends on Facebook

Events

    AfroTech 2018

    TBA

Competition

Steemit

Swarm (Foursquare)

Yelp

Business Traction

Facebook likes/followers: 35

Competitive Advantage

Review Incentive - award coins at specific locations to users who provide most supported/accurate review

Ease of Use - businesses can quickly set up beacons for products to attract customers in a few clicks

Cost Effective - to create a hash beacon than to set up a business Yelp page to attract customers

Dual Purpose - consumers to review locations and small businesses to attract new customers

Team

Uchenna Kevin Anyanwu,M.S
Founder & CEO
Computer Engineering from
Virginia Tech, Worked at Intel,
Northrup Grumman, Fonality,
RocketLawyer

Advisors

TBD

Financial

Resources (Extra)

https://www.businessnewsdaily.com/7937-business-review-websites.html

https://articles.bplans.com/what-to-include-in-your-pitch-deck/

https://jet8.io/token

https://hackernoon.com/3-slides-you-absolutely-need-in-your-pitch-deck-9aa2d0943b92

https://ico.thrivelabs.io/documents/thrive_pitch_deck.pdf

https://www.slideshare.net/CocoaHeadsFrance/zenly-reverse-geocoding

https://www.london.edu/faculty-and-research/lbsr/whats-wrong-with-online-review-platforms#.WqXsR-jwblU

http://strategiccoin.com/5-steps-make-utility-token-ico-launch-successful-2/

https://slidebean.com/blog/startups/airbnb-pitch-deck#financial

http://www.restaurant.org/Downloads/PDFs/onlinereviews1.pdf

http://slideplayer.com/slide/11768418/

System Block (Extra)