If you have an online demo, what's the url?

<https://play.google.com/store/apps/details?id=com.goensaving>

What is your company going to make?

Our company will make an online application through which individuals or organizations can make mobile App for themselves without any programming required. The online application will be built based on Nosliw, a in-house web application development framework which focus on all aspects of data management on both server and web side

Where do you live now, and where would the company be based after YC?

We live in Toronto, Canada now. We would like base the company at Toronto or China if possible

Please enter the url of a 1 minute unlisted (not private) YouTube video introducing the founders. ([Instructions](http://ycombinator.com/video.html" \t "_blank).)

<http://youtu.be/z5RxeE2G1jA>

How long have the founders known one another and how did you meet? Have any of the founders not met in person?

We are colleagues in GreenOwlMobile. We knew each other since Xu joined the company on May 2014. In GreenOwlMobile, Xu focus on IOS App development and Ning worked on servers side development. When Ning first met Xu, Ning had been working on the project for half a year by himself. After Ning introduced his project to Xu occasionally, Xu was impressed by the application and the framework Ning was building and shown interested in participating the project. Because of Xu's positive personality and strong technical capacity demonstrated during work, Ning was glad to have Xu join in his project.

How far along are you?

We have been working on this project since October 2013 using our spare time. Following are things that have been done so far:

1. An android prototype was published on November 2013 to prove the achievability of concept

2. We have been designing and developing an framework (Nosliw) since December 2013 which will facilitate our application development and make our application scalable. We created separate project: Personnel Management System to test Nosliw. This framework contains two component: server side component and web side component.

The core of server side component is finished which includes: data modelling, data operation, data validation, data query, operation transaction management, data accessibility control, uniform interface to web side. We wrote document for it meanwhile during development

Web side is under design and development. Tasks include:

a. design and interpret UI resource file (basically html with some java script expression, data-binding attribute and self-defined tag embedded)

b. maintain a set of data in web used by current interface(get released if no interface are using it)

c. automatically update UI when data in web is changed

d. automatically update data on server side based on the change on UI

e. synchronize data in web and server side

3. We finished the data modelling for our App building application on June 2013. We built a simple mobile application to validate it which only includes two pages, navigation between these two pages and full-screen function when user hit a button on second page.

If you've already started working on it, how long have you been working and how many lines of code (if applicable) have you written?

we have been working on it since October 2013 using our spare time. The total code number is more than 25000 lines

Which of the following best describes your progress?

Prototype

When will you have a prototype or beta?

February 2015

Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you're making?

Initially the project started with a spark of idea during October 2013: since almost every businesses have their website, in order to make a mobile App for them, why don’t we just simply extract existing data (text and image) from the website, and present the data in a mobile friendly native interface so that the content of the App will be updated automatically whenever the content in website is changed. I quickly made a prototype mobile App on android phone based on this idea by converting the content of website (www.goensaving.com) to a mobile App and published it to Google app store named “Ensaving”.

Publishing the prototype App did prove the achievability of the concept; most importantly, it inspired the thoughts of a much more exciting project:

1. The “existing data” may not be limited to websites, it can be data from any source: facebook, twitter, news, stock, schedule, spreadsheet, …

2. A online tool/platform is necessary so that common people all over world can access it and build their own App across different platforms through simply selecting and configuring data source and interface template, building connection between data source and interface and defining navigation between interfaces.

3. The project may evolve to become a development community in which other developers can contribute through developing data source and interface template in the form of plugin for the project and earn profit when end users use their plugin to build App

4. With solid and flexible platform base, some applications for particular area can be built on top of it easily. For instance, university can build a mobile portal for students without any change on existing IT system; students have the options to select their data source and personalize their own interface; with this portal, students can open the mobile portal App to check any updated information from university or get notified by build-in notification without even opening the portal App. More application examples include: person gets notified when flight ticket price get into a range defined by himself, so that he does not need to keep opening airline website everyday to check available price; person is notified when some new apartments for rent is posted on kijiji that falls into his price and area target.

I did marketing research after I published the prototype App by contacting some website designing companies in Toronto, they all shown interests to use the tool to build App for their clients because they previously got some requests from their clients to build App.

I am optimistic about this project not only because of its huge potential market, but also because I believe that my technical experiences from previous projects (video game design, platform design, application development, mobile App development) will ensure this project on the right path.

What's new about what you're making? What substitutes do people resort to because it doesn't exist yet (or they don't know about it)?

What we are making is basically an on-line application that allows common people or organizations to make mobile App for themselves without programming.

Without this application,

1. Business will cost much more to build an App

2. Individuals are not able to change the way they access information through mobile phone. In most cases, the information is either not available on mobile phone or is presented on mobile phone in a way not suitable for them or is scatted in different Apps on mobile phone

3. People have to keep opening website on computer to check the updated information. For example, the flight price, newly posted rent, answers to your question posted on website

Who are your competitors, and who might become competitors? Who do you fear most?

There are a few products in the markets that provide similar functions. They include but not limited to :

Infinite Monkeys （http://www.infinitemonkeys.mobi）

Mobile Roadie （http://mobileroadie.com）

Attendify （http://attendify.com/contact/）

AppMachine （http://www.appmachine.com）

Jimu （http://jimulabs.com）

Appypie （http://www.appypie.com）

MobileWeb America（http://mobilewebamerica.com）

Mofuse （http://mofuse.com）

Bmobilized（http://bmobilized.com）

I believe that our products have something that our competitors don't own as described in next section

What do you understand about your business that other companies in it just don't get?

I believe that our product has technical advantages that other companies may not have:

1. Our application offer users more control over how the App behave through event-command mechanism in App, for instance:

a. Users can configure the animation in App

b. Users can add search bar to search the content in App

c. Users can add timer module to refresh page automatically

d. User can add widget on App to hide/unhide some part of App

e. .....

2. The App created through our application is able to submit data to service on remote servers, for instance, user can writer comment and submit it; user can share things with their friends; etc.

3. Users will get notifications automatically through the App if an event happens. For instance, user can create an renting event through the application and set up the criteria to trigger the event. Therefore, once an new renting information is posted on source website, the user will get notified through notification on the App and he can check the details in the App by clicking the notification.

4. We build our application on an in-house framework/platform Nosliw. Nosliw makes the development/testing/maintenance of application easy because most part of data management is centrally handled by Nosliw. The framework also makes the application extensible: even people not part of our company are able to contribute to the application by add data source and template to the application

How do or will you make money? How much could you make?

Our application provide two level of feature: basic and advanced.

Basic features include:

1. Register a new user

2. Use limited basic layout and interface template

3. Use web based technology to implements interface

4. Shared App. User does not need to create his own App. Instead, they installed an existing app and log into that app to see his content

5. Use basic module. Basic module includes: news, stock, weather, facebook, twitter, …

6. Limited notification a month (1 / day)

Advanced features include:

1. Use all layout and interface template, includes basic and advanced ones

2. Use mobile native technology to implements interface.

3. Create his own App. They can define the name, icon, description for their App.

4. Use advanced module. Advanced modules includes: server side submit, traffic, timer, …

5. More notification a month than basic feature

For individual, they can register by default as basic user to use the tool for free. If the basic feature cannot meet his needs, he can upgrade to different level of advanced user with monthly fee charged.

For organization, we can partner with web designing company and mobile App development company. We can license them to use our tool to create mobile app for their existing or new customer and we can charge them through license fee and fee based on usage of our application.

How will you get users? If your idea is the type that faces a chicken-and-egg problem in the sense that it won't be attractive to users till it has a lot of users (e.g. a marketplace, a dating site, an ad network), how will you overcome that?

We have two target market: organization and individual

1. For organizations, we partner with local web designing companies. Our partner companies receive training and technical support from our company and provide App building services to organizations in their local community

2. For individual, especially for youth, we will develop some feature for social networking, for instance, share picture to user's all social networking by just one click. We also emphasize on university students as a group because they are close to each other and they are normally pioneers in trying new applications.

If you have not formed the company yet, describe the planned equity ownership breakdown among the founders and any other proposed stockholders.

(This question is as much for you as us.)

Ning: 80%

Xu: 20%