
SEEKasaurus

1. Opportunity

Problem:

In the physical world, people, particularly in urban areas tend to form groups consisting of their family and friends and rely on them rarely trying to reach out to unfamiliar people in public places and broaden their networks.

Yet, people spend a majority of their time physically away from these groups, such as when commuting to and from work or school, and could benefit from interacting more with the people around them.

However, most people avoid doing it due to a lack of a smooth and safe means of approaching others.

Solution:

SEEKasurus is a safe real-time co-location social mobile networking smart-phone application providing a way for people to meet other people around them under the context of seeking help or to share something.

Impact:

SEEKasurus is designed to add social value to public areas and give users a stronger social connection to where they live (apartment buildings and neighborhoods), where they play (parks, malls, public attractions), where they travel (airports, train stations, etc.), and where they work (university campuses and corporate complexes).

We believe SEEKasurus will also benefit the Singapore tourism industry. It can enhance the traveling experience of tourists in Singapore by putting them in touch with knowledgeable and helpful locals. The Singapore government could also benefit if senior citizens use SEEKasurus to rely on the people around them in their communities, rather than on government funded social services.

2. Proposed Approach

How It Works:

1

A user (seeker) makes a request by creating an "egg" - taking a GPS tagged picture at the location where a user would like to meet

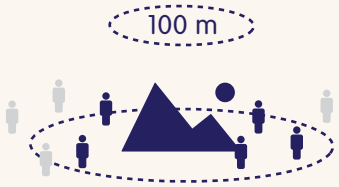
2

...and then adding a request to the picture from the pull down menu.

3

The pic is uploaded to Amazon Web Services, so it's independent of the actual seeker's phone location.

4



Other users within 100 meters of the tagged picture's location can view the egg and select to meet them.

5

Once a user (helper) selects to meet, they can access the shoe profile pic of the seeker while the seeker also can see the helper's shoe profile picture.

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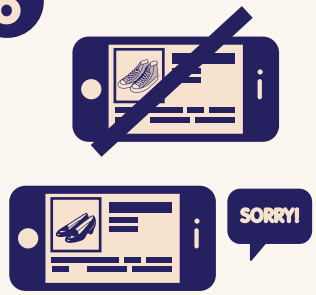

Either user can cancel out of the meeting at any time by blocking the other user if necessary.

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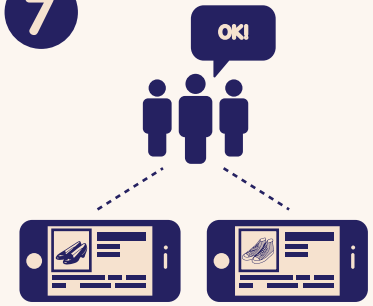


Third party verification can be requested at the time of the egg creation by the seeker or by either party at the time a helper agrees to help.

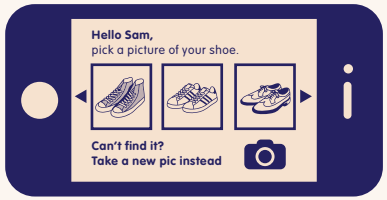
8

After seeker and helper meet and finish their exchange they can tap phones to be awarded their social points and leave feedback.

How To Use:

The app is designed to be used on any smartphone. The service works as follows:

1



Users are greeted with a screen asking them to select picture of the shoes they are wearing. (If the shoes a user is wearing is not in their account, the select "new" and take a picture of their shoes to add them to their account.

2

Users wishing to request help (seekers) create a green egg by taking a pic of a landmark they are near, such as a storefront, street corner, bus stop, etc

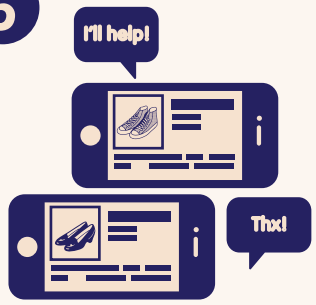
3

After taking the pic, the seeker selects their request from a pull down menu and posts it.

4

Other users (helpers) within 100 meters get a notification of the egg being posted near them and can find it on their GPS map and click on it to see the pic and read the request.

5



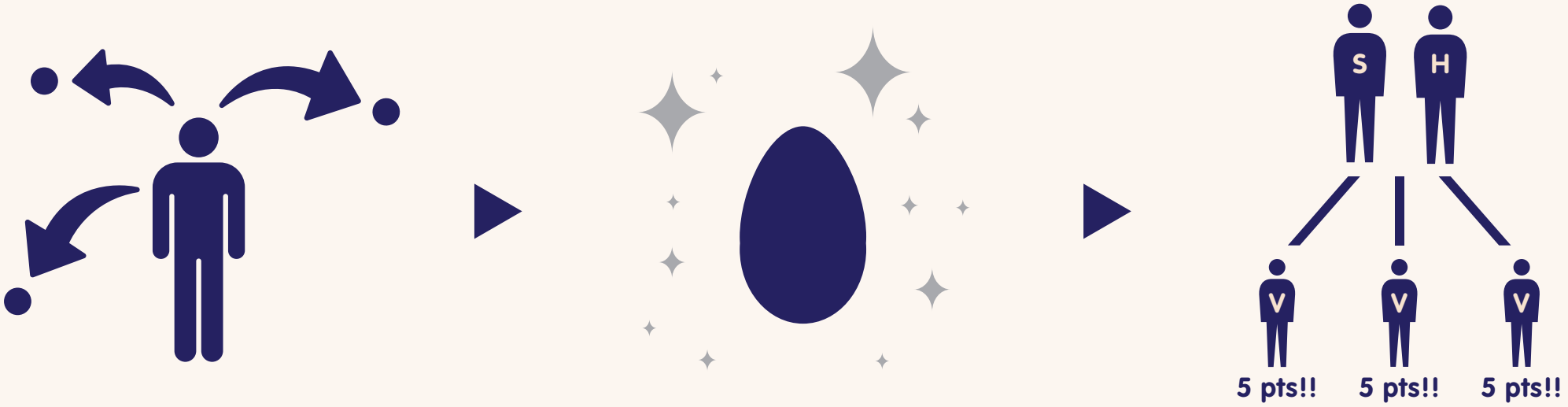
When a user selects to help the seeker, the seeker receives notification and both parties can view each other's shoe profile pic.

6

When the seeker and helper meet, and the helpful act is completed successfully, they tap their phones to collect 5 social points each and leave feedback and verification of shoe pic.

How To Use:

***If either party feels uncomfortable about meeting the other person on their own, they can request a third-person verification. When a third-person verification is requested, the egg on the map turns gold and another notification goes out to all users in the area. Up to three users can accept this request to volunteer to go the meeting place and verify that everything is safe between the seeker and helper. If everything is fine, the verifier(s) will tap both the seeker's and helper's phones to confirm and receive 5 social points for their effort. (If there is any problem among the participants, the meeting is canceled and appropriate feedback is left for the suspicious/offending party by the verifier.)

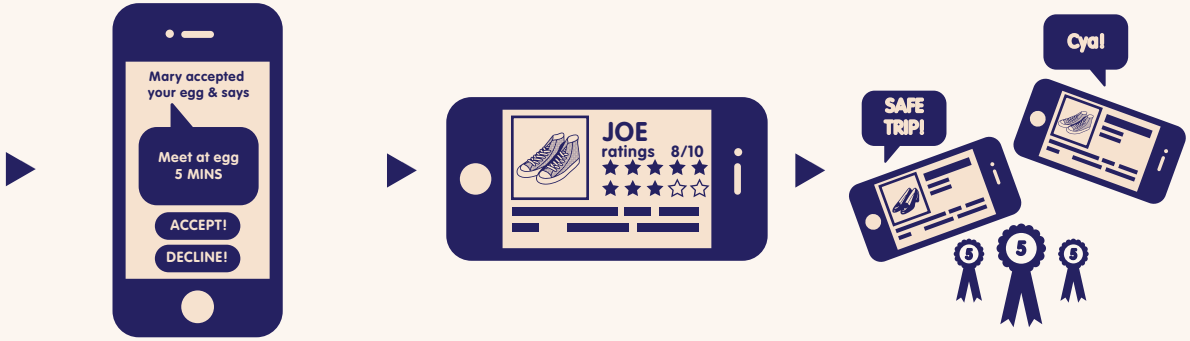


How To Use:

To illustrate how the co-location social mobile networking service LinkU will change social behavior in public places two real-life scenarios are used to illustrate how it works.

Scenario 1:

Joe wants to go to the airport by taxi, but doesn't want to spend $20 so he wants to share a taxi with someone around Clementi station, and immediately thinks of SEEKasaurus! When he gets off the #96 bus (from NUS) at Clementi Station, he takes out his iPhone and snaps a pic of the bus stop near the station. Then on the pic he selects from the pull down, "Want to share a taxi", "Destination: Airport", and "Show users within 100 meters", , and then selects "post." Joe then goes and orders a coffee at Mos Burger while waiting for a response.



After 3 minutes Joe gets a notification someone (Mary) accepted his egg. (When accepting, Mary selected "Meet at egg" and "5 min") Joe accepts, and selects, "see you there!" The system then reveals each user's shoe pic to the other to help in the verification/identification process. Mary realizes that Joe is a male user, but he has a lot of good feedback, so she feels safe enough to meet with him. After all, she still has the option to back out, if she feels anything strange when meeting him at the meeting place which is in a public place in the open. Joe and Mary meet and confirm each other's flight times and where they are from. They both feel comfortable and catch a taxi together. At the airport, before going their separate ways, Joe and Mary tap phones to get points for meeting and to leave feedback.

How To Use:

To illustrate how the co-location social mobile networking service LinkU will change social behavior in public places two real-life scenarios are used to illustrate how it works.

Scenario 2:

Yoshiko, 25, and Emi, 26 from Japan are visiting Singapore for 3 days and are looking for someone to guide them around who speaks Japanese. They are at Marina Park taking pictures of the Merlion. Yoshiko, pulls out her iPhone, opens the SEEKasaurus app, selects "make a request" and takes a pic of the Merlion. She then selects from the pull down options option "Looking for a _____ speaker" and selects "Japanese" as the language. She then pushes the post. Emma, 21, a student at NUS who is studying Japanese is waiting at a bus stop 20 meters away, feels her iPhone buzz. She views the egg and realizes that Yoshiko is nearby and its a chance for Emma to practice her Japanese.

She replies by selecting the "I'll Help" option. Yoshiko is happy to see Emma's quick response and shoe profile pic. Emma sees the pic of Yoshiko's shoes and then walks over to the Merlion and approaches Yoshiko and Emi introducing herself in Japanese. Yoshiko and Emi ask Emma if she could recommend the best place in the area to exchange money and where a good place to go shopping nearby would be. Emma suggests they go to Orchard Road for shopping and there they could find plenty of places to exchange their money there too. Emma then takes them to the bus stop and tells them they can take the 106 Bus there in 10 minutes. Yoshiko taps phones with Emma and they both get points and leave each other good feedback. Yoshiko and Emi thank Emma, wave goodbye and get on the bus.

Closest Competitors:

Competitor name and URL	What do they do?	How are we different?
 Yobongo	Allows people to chat with others around the city	Our service focuses on helping people rather than chatting
 Crowdbeacon	Allows people to ask questions and searches through pre-existing knowledge base on third-party websites	We match help seekers and helpers real time in the proximity and enable people to answer / help others
 Aardvark	Uses IM (Google Talk) to ask questions and find helpers. Helpers may not be in the same physical proximate space	Seekasaurus connects people in the same locationand works over the smartphones. Its more suited to people on the go.

3. Commercialization

Commercialization:

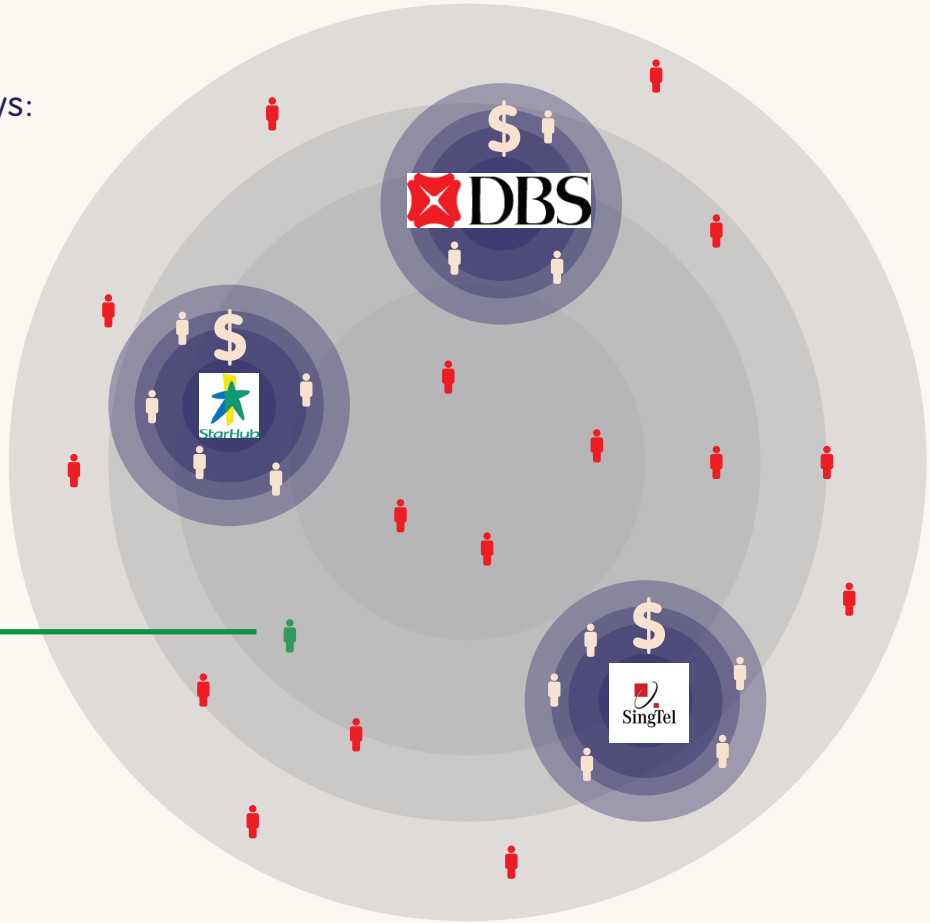
SEEKasaurus will use a freemium model, meaning everyone can use the base service for free. With zero barriers to entry, the SEEKasaurus user base will continue to grow making the social network more and more effective. Existing basic service users who are employees in large corporations will see the benefits and play a significant roll in getting their companies to start using the premium service. Corporations and institutions will pay premiums for the private premium service (limited to company employees only).

The basic service model will generate revenue through the following ways:

1. Time/location based coupons
2. Shoes and apparel ads

Risks:

Competitors launching similar service and gain larger user base.



Shoe Ads

Time/Location Based Ads

KPI:

-The user base : We want to venture out to the metropolitan cities of the world which share the same problems as Singapore. Eg. Tokyo, New York, San Francisco, London

-The number of help requests answered. We aim to answer 1 million help requests by the quarter 3 2012.

Deliverables:

-The application will be deployed on all four major smartphone platforms: iOS, Android, RIM BB and Windows Phone 7
-Tie up with local municipalities and CSR
-Solid business model