



☐ **Business Viability**

- ☐ **Company URL:** <http://wizters.com>
- ☐ **About the company :** Wizters is a start-up that focuses on developing mobile and web applications. We started from developing an unique gossiping application and now have developed a Magazine news stand app, a voice mail application and a lot more in pipeline.
- ☐ **Year of Inception :** 2011
- ☐ **Copy of Incorporation Certificate :** -NA-
- ☐ **Location (Street, City and State):** IIIT-Delhi, Okhla Phase-3, New Delhi, Delhi.
- ☐ **Company Stage (Initial/Yet to Incorporate/Startup/Developing/Matured) :** Developing
- ☐ **No. of Employees:** 5

☐ **Team:**

- ☐ **Founder Name's with their education and experience background:**

Apoorv Saini, pursuing B.Tech (CSE) from IIIT-Delhi. Entrepreneur. Has worked for other start-ups in New Delhi as well as interned for AoL, before leaving it to start Wizters. Single handedly developed and designed Web application, Android , Blackberry 10 and Windows Phone 7 appliations for Wizters Gossips before more adding more people to the venture.

- ☐ **Number of Engineers:** 4

☐ **Product or Technology**

- ☐ **Please describe your technology solution/s and the circumstances that led to its development :**

Wizters Gossips: It was developed so that people in colleges/schools can share pics, gossips and start a conversation (using #-tags) instantly and anonymously. This concept is unique as social networks don't provide these things but people want to gossip. So this is the first Gossiping Application

available for web and smartphones. We are working on adding more services to make it the first anonymous social network.

Wizters Covers: Magazine News stand for Tablet and smartphones. Releasing in November 2012 for android, this application is a result of a Human and Computer Interaction project taken by us, trying to solve the problems faced by magazine readers on tabs and smartphones. Covers provide unique interface for reading magazines. We have developed our own format of converting magazines to be read on this app. Magazines can be converted to make interactive (making links, videos and audios come to live). The most of the navigation throughout the app is done by gestures (swipe up, down plus 'S' to save the page etc.), hence reducing the need to lift fingers to reach another part of the screen. Works seamlessly on Phones and tablets (different resolutions and sizes). It is amazing.

Wizters SaSi: It is online Voice mail service. How is it different? The application sends voice mail directly to your email id and is completely built on HTML5, so any smartphone with a browser can act as your voice mail listener. This means user does not need to install any application. It is in its very early stage but it can be very useful. We are considering it as our entry for Imagine Cup 2013.

☐ **Product Type (Hardware, Software(includes websites)) :** Software

☐ **Please describe its target market and customer benefits :**

Our target markets vary according to apps that we have developed.

Gossips Market (unexplored): College teenagers (Wizters Gossips), **Social Network market.**

Magazine Apps: Wizters Covers, **Tablet News-app market.**

Online Voice Mail Services : Wizters SaSi

☐ **Please describe the platform it is built on and why you chose that platform?**

Our web application and server backend is built on PHP. We are thinking of moving to Ruby on Rails. Database is MySQL, besides this our web apps have HTML5 to grace the client side.

We do not use any platform in particular like codeignitor for web apps or phonegap for mobile apps. We wanted to make our own platform and we are almost there.

☐ **No of employees working on the product :** 5 (all)

☐ **Are you building any apps on Windows Phone/Windows 8? If yes, please share the below information:**

Our Windows Phone app for Wizers Gossips is currently in certification process. We are also building Wizers SaSi (voice mail) primarily for Windows Phone (It will be our entry for Microsoft Imagine Cup, 2013).

1. **How many phone/Win 8 (PC and tablet) application have you successfully developed?** 10
2. **How many of these phone/win8 applications have been published to an app store?** In Progress
3. **How many download of these applications?** –NA-
4. **No. of Consumer Apps vs. Enterprise Apps** –NA-
5. **Are you interested in joining the [Unlock Joy Publisher program](#)?** No.