

# **What is Freelah?**

## **Shopping for Free!**

### **Giveaway - Get credits - Get more awesome stuffs**



#### **Scenario**

Sei is moving out of his dorm in U-Town. He is struggling to get rid of his old accounting book as it has been with him for a very long time and he feels that it will be a waste throwing it. In the meantime, Linh stays in PGPR and he desperately need an accounting textbook, but lacks the cash to purchase it.

Sei wishes for a miracle that the book will be used one more time. However, as he is too lazy so he does not want to post it outside and be struggling again delivering the book. He wonders if anyone in NUS wants his book?

#### **Actions**

Sei opens FreeLah with his phone, takes a photo of his book and posts it. As he needs to move out tomorrow, he sets the time for giving the book as 24 hours. With that only 3 steps, now Sei just continues packing his stuffs and forgets about the book.

Linh opens FreeLah and sees the book he need. He is so happy and bid all his points for that book right then.

24 hours later, Linh and Sei check the notifications and see that Linh has won the book. The contact of Sei and Linh are also attached. 10 mins later, Linh is in U-Town and get his book safe and sound. Both Sei and Linh are so happy.

#### **Giving more - Getting more**

After meeting Linh, Sei comes back his room and starts leaving. He suddenly realize that

he forgot to buy a new LAN cable, as his new dorm has no wifi. It is quite late so he does not know where to buy it, and he cannot live a night without internet. He opens FreeLah and sees a LAN cable there but with a very high bid. He is so sad. But then he remembers that Linh gave him all his points just now. So he just bids for the cable right before the bidding is over. Then he went to Temasek Hall to collect the cable before going to his new dorm. Sei is so happy again, now he would give more his unused stuffs from now on.

### **What is FreeLah?**

Roughly, FreeLah is a bidding system for users, especially NUS students, to give away the stuffs that they no longer need. It creates a platform which allows users to upload and/or bid for other items posted by other users, and winning bids get the item. With FreeLah, points(credits) are currency. Whenever an item is 'given', the seller earns the credits of the winning bid. Credits earned can be then used to bid for other things.

There is no money here at all. In other words, everything is still free. The only purpose of credits is to make it fairer. As who gives more will gets more credits. And from these credits, they can get more stuffs that they need.

### **Further vision!**

Taking one step back, we asked ourselves what FreeLah can potentially do. The first thing that FreeLah can do is to give unneeded objects a second life, and prevents people from simply discarding them. After all, who would discard a perfectly fine (but unneeded) object when you could give it to someone who needs it more, while helping yourself in the process?

However, we have bigger ambitions for FreeLah. We envision FreeLah to create a generous, sharing culture within NUS. A large portion of the decisions behind this idea stemmed from the statement 'the more you give, the more you get'.

The decision to exclude money is to prevent people from heading towards the profit-driven direction. This is also the biggest difference between FreeLah and other selling apps (such as Carousell).