



Grest

Launch of GIP



Our product

We are launching new app - GIP (Groupon improved product) for the Android and IOS platform.

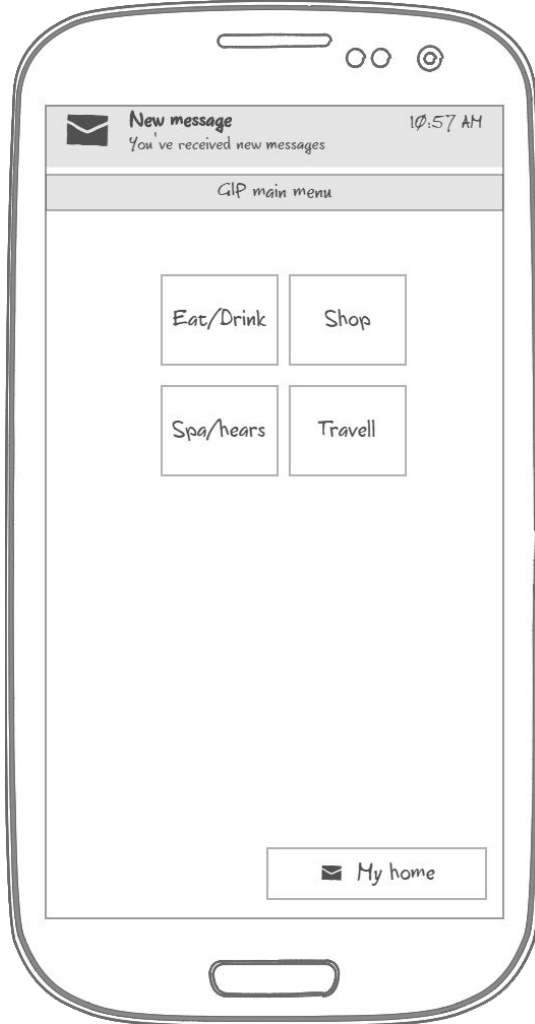
GIP will trigger certain improvements of Groupon app.

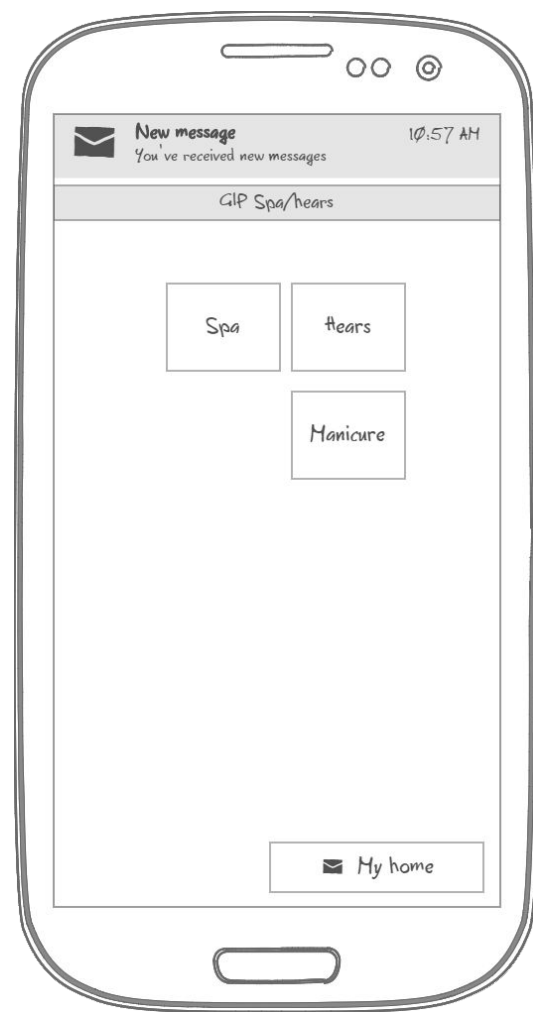
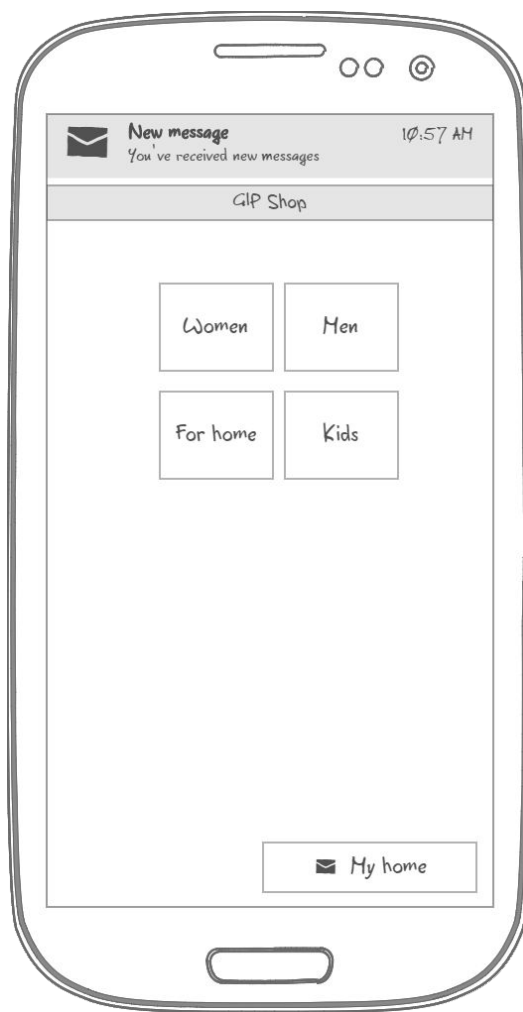
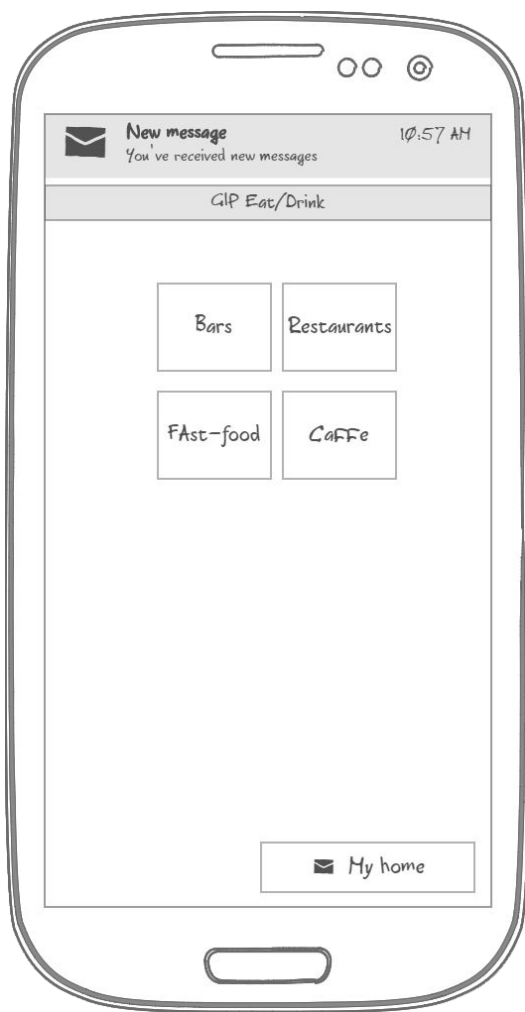
GIP is more efficient and provides a better visualization of the service or product client is interested in.

Based on 2-steps survey, user will receive overview of all possible places to visit based on his preferences and requests.

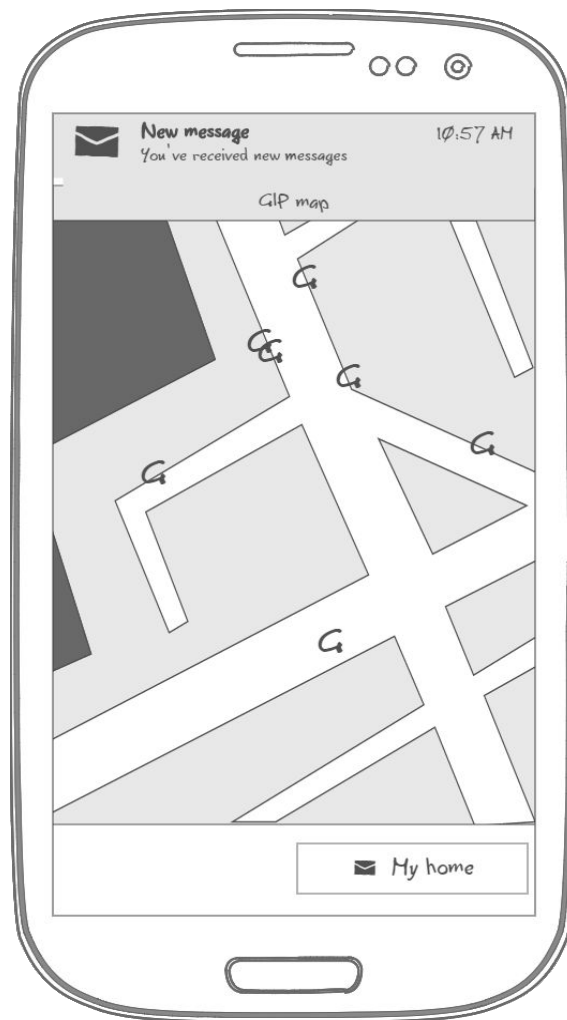
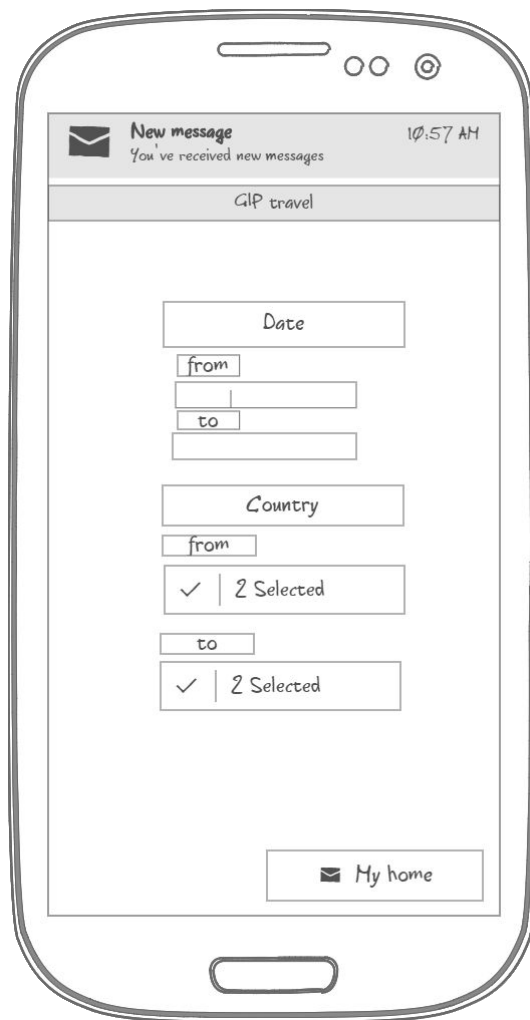
GIP will save time and money for our users!

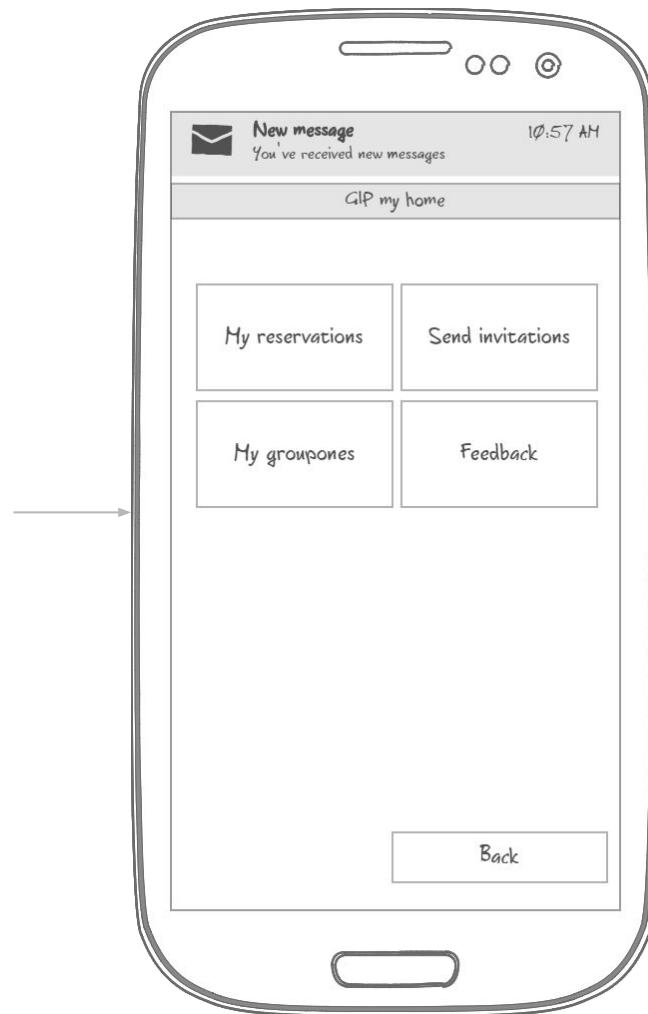
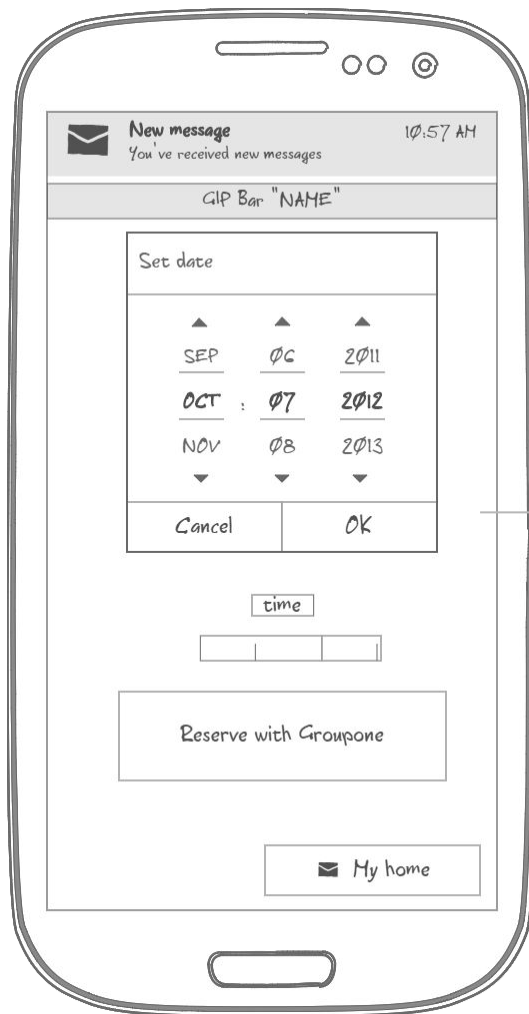
GIP menu





GIP travel&map





Our idea is what a market need

- Our goal is to reach active app users all over the globe, who are valued time and money!
- The concept fully responds to the market needs, users are looking for the clear and simple interface responsive based on their needs.
- Our product solves indication and information problem, based on clear selection we provide the best fit as well as it also helps users to save time.

Market size

We used the statistic data from Groupon to estimate the target share and number of our potential customers:

- Number of Groupon subscribers (quarterly) _____ 142.87 millions
- Number of Groupon's active customers are over _____ 58.70 millions
- Number of Groupon app mobile downloads _____ 120.00 millions

Innovations&Competitors

- We will be first on the market to introduce 2-steps survey which will simplify the way of presenting the information
- We are show information differently than Groupon does it and allows to save time of customers
- We are competing directly with Groupon app. Our product superior because of clear navigation system and high visualization of all deals corresponded to chosen topic.

Our potential

We are scaling our project :

By development stages:

- Make app working with Groupon and Google API to show places, based on selected menu item
- Make it possible - to reserve a place in restaurants through app and to introduce for a user his home page on the app, where he can share the information, send invitation and use accumulative bonus system
- Create a sales team working with local B2B to add the businesses, which are not in Groupon on the map
- Create a marketing team to follow up and gather a research data as well as promote the app

Project scale

By geographical expansion:

- How many countries we are showing

By users:

- How many users we have now and the percentage of growth

By revenue:

- How many purchases are made through app

By our company:

- How big we are now
- What skills we need to move further

By technology:

- Are we on line with today design and technology

TEAM

The team leads by

Talex Maxim Chief executive officer who has 12 years of experience in launching new products and implementing new technologies, MBA in banking and retail industry.

The technical support and solutions provided by

Chief technology officer Maksim Superfin with 14 years of experience within hi-tech industry as a QA engineer and Software engineer.

Contribution to Israel

we will create new working places, we are in Israel, we will deliver a clear message that we are a start up nation!

From the program TheHive by Gvahim we expecting in 6-month to receive tools and mentoring to create and develop our start-up in Israel.



Thank you for staying with us!

