**PROBLEM --**

Sooo… Setup and configuration for online customer service IS difficult… most of the time, business owners have to seek help, implementing and altering their solutions. Currently, Configuration and implementation IS geared towards developers and IT professionals (which not all business have, or can afford). Why does a business owner have to search through hundreds of applications and spend hours trying to figure these out... and THEN customers now have to “dig” through multiple webpages to locate these features. A business owner can’t even alter their existing solution without help from IT professionals.

**SOLUTION --**

So, I propose, SonicChat. It’s cool because it’s relatable, for the business and the customers. It's a web widget that looks like a “chat box, but does a lot more than that. It has square clickable icons (these are called tiles) embedded directly into it, that open support functions, in the widget itself. so..... businesses can choose from different tiles.... tiles offer, live chat, tickets, appointments, messages, maps, basically anything you can think of. There are even "hidden tiles" a customer can select from that keep customer statistics, such as, page views, pages most visited, customer locations and some others. When a business is ready to add or remove tiles, it’s literally as easy as point and click.. Also, SonicChat links their company documentation to every tile, so you can use it for messages, chats, tickets, etcetera, SonicChat’s main focus is minimal set-up for powerful results,

**USED BY --**

SonicChat is designed for every business; I was talking about this the other day, how SonicChat can be used by lawyers, for example, a case status tile, or hair salons with an appointment tile. From big to small businesses, Sonicchat offers endless possibilities and works ACROSS THE BOARD for all business types.

**MARKET FIT --**

SonicChat fills this gap that other companies, such as Zendesk, Freshdesk and UserVoice, leave open. All of these companies offer similar features as SonicChat but lack the simplicity of an inclusive solution that isn’t geared towards developers. Zendesk actually offers a similar product as SonicChat called embeddable, but it falls short of what sonicChat is... it’s limited, overly complicated and still geared towards developers...

**NOT ASSUMED -- I know incubators have trouble investing in assumed markets.**

BUT.. I believe this is not an assumed market; the market for software like this grows each day with new business needing different solutions. SonicChat fits perfectly between market leaders with its **similar** but unique take on this… It’s only a matter of time until something similar or exactly like SonicChat enters the market.