**What is the main use for this product?**

Search engine.

More importantly it is “The search engine that doesn't track you” (using companies own words).

This search engine is as easy and intuitive as google, but it will not collect information on you as many other giants do.

**What is the target audience? Geographies, generation (age group), gender etc.**

Anyone who uses the internet to obtain information.

People who are more socially attuned to internet privacy matters and issues.

Most likely: ages 16-39, male, geeks.

or

Super left, trendy, college all knowers who would like to display their resistance.

**What is the pricing model?**

Free.

functionalities

* search (just like google) just untracked. no one will hone your personal data.
* erase your browser history with a click of a button via app
* reveal who is “caught” trying to track you

**Are there any competitors out there? What is different about their products?**

Startpage - its actually google’ search results being displayed

Blekko - deletes information tracked every 48 hours

Ixquick - pulls results from a variety of sources

Hulbee - results are filtered for violence and porn

Lukol - acts as a wall between the searcher (user) and google (the data hoarder)

Yippy - amazing search engine that actually provides a side bar menu on results page who clusters the results in to automatically made subgroups (to ease the handling of tons of results).

Privatelee- shows best search results from different search engines to create a list of “merged” best results

**Key Industry Trends**

* New emphasis on video and image search experience
* specifications required to be featured on search engine websites are getting harsher
* voice search is on the rise
* more personalised search results (the opposite trend to “private surfing”)
* search results will become more “hyperlocal” ; targeting costumers based on IP address physical proximity

Power Point Presentation

1. What is the problem? internet giants are hoarding and selling your data, our privacy is gone
2. How does the product provide a solution? DuckDuckGo allows for a super easy internet searching experience (not any different than google, just on slightly altered algorithm) just without tracking you.
3. Market Overview: The industry is actually becoming more personalised, and it seems users currently are showing signs of preferring greater personalisation even the high price of giving up privacy.
4. Competitors Analysis: DuckDuckGo is actually the most recommended search engine for users who don’t want their data tracked. There is much competition, but DuckDuckGo’s feel and elegance makes it easy for the privacy-caring end user to decide to use this app as opposed to other search engines which don’t track. StartPage is our biggest direct competitor but the company is actually pushing two different lines of private-search search engines, and this lack of focus has really helped separate DuckDuckGo into top status. considering this is an ad revenue based industry (you don’t charge users for searching…) I expect competitors who don’t gain a basic user base of at least a couple hundred thousands of searches daily, to die out and disappear. DuckDuckGo should be able to gain prominence. Please Note: Google, Bing, Yahoo, and other giants are not DuckDuckGo’s competitors since they collect data on users and appeal to an entirely different market size and user base.