My name is Joshua, I live in Portland, and I promise this will be super quick. My business partner Joel and I just launched a new website called ZooFaroo . It’s a simple social marketplace where the local communities can swap/trade, buy/sell goods and services, seek volunteers, promote your skill set (artist, baby-sitter, etc), or read reviews of other users. It’s a ‘simple by design’ approach that is low-tech, easy to use, and completely free. We’re approaching it as a cross between craigslist, Angie’s List, with a social media element. The problem we’re coming up against is a bit daunting. Because it’s just Joel and I doing this, our marketing campaign must take a real grass roots approach. This wouldn’t be so bad if there weren’t some big spenders out there building similar barter sites. We’re not worried about the competition; their sites are glossy and high concept, not terribly easy to use, and with very little community feel. No, we’re more worried about their deep pockets. They have staffs and lots of money. We have no staff and absolutely no money. So, here we are, going door-to-door asking people to spare a moment to visit the site. And perhaps if you like the site you could write a few words about us? We would forever be in your debt. In fact, we’d be happy to barter with you!

This is a direct link to ZooFaroo Portland:

[www.zoofaroo.com/Oregon/Portland.html](http://www.zoofaroo.com/Oregon/Portland.html)

Thank you so much for your time.

Joshua Provonchee

Co-Founder

ZooFaroo - be social. trade local.

www.zoofaroo.com