Funnnect Product Description

funnect

The Business Directory
for the Digital Age

The Online, Interactive, Local Business Directory/Advertiser ++

Core - Profiles

At the core, funnnect is a list of business profiles. As each profile has the set of information and tools one would normally find in a good business app, each profile can be regarded as an App. The profile presents **key information** about the entity including introductory text, location, contact, social medial channels, reviews, offers, announcements etc and a set of "**Menus**". Menus are typically engagement tools that allows the entity to market to and engage with their customers. These include: **Booking, e-Shop, Geo Notifications, Forms, Ticketing, Parking, Ride, Invoice, Helping Hand, Gift Voucher**. The no of menu types will be increasing over time to allow funnnect to support the different types of industries. Profile Owners can choose whichever tools they want for their profile.

Each profile has a "list name" (nominally the trading name) and this is one method Users will be able to access them by typing in the list name. Similar to way a User searches for something on Google. An advance search feature is currently in the pipeline that will allow Users to search for profiles based on a number of criteria.

A User can bookmark an entity's list name allowing the User to access most frequently used profiles easily.

Users can also search for profiles based on the location.

Service Layer

For Users, this feature offers them to order/book services. This includes food ordering, taxi booking, table booking and other service booking such as beautician, hair salon etc. Using Funnnect's service layer, User can expect to have savings in the region on £60 pcm based on the higher prices on the 3rd party sites for the same product/service.

For Businesses, this feature offers huge savings by driving Users to use their online services instead of 3rd party ones. Average savings is around £350 pcm. A small community (town) could save approx £800k p/a, money that remains in the community.

Three Advertising Models

Reachout Marketing with Notifications

With the Notification feature, Users can now register to receive time sensitive offers.

The Notification feature offers Businesses a powerful reach out tool to connect with their customers.

Promotions

This feature lists latest offers within a configurable distance, offering Users quick access local offers wherever they are.   In a near future version, Events and News will also be available.

Business can use this feature to advertise their offers.

Fun & Entertainment

To give the product an entertaining and viral edge, the product hosts a family games underpinned by prizes offered by businesses.   This fun & competitive factor has been designed to:

1. Create the curiosity and interesting factor for Users to download and install the product.   Once downloaded and installed, the Users can then enjoy and appreciate the other values the product has to offer to the point they will be inclined to use it, possibly replacing other products that they would normally use.
2. Creates the 'sticky' feature to keep Users using the product.

Profile Management

Profile Owners manage their profile through the 'Profile Management' feature in the 'Settings' within the App.

From the App, profile owners can send out notifications to Users (Broadcast across ALL Users and Subscribed to those Users that have set a flag to receive notifications from that entity). However, Users always have full control of the notifications and can switch off notifications from an entity or from all entities (quiet mode).

If ALL business and org have a profile, on funnnect (our Vision) then with ONE app a User can search, connect, discover and engage with any business or organisation. This is a far superior use case than downloading, installing, registering tens (perhaps even hundreds) of apps.

We offer three packages to our business clients via a 'freemium' model.

User Value Proposition

Quick, Immediate, Very Convenient, Highly Visual way to view Offers, Events & News in the vicinity and beyond **(painkiller)**

With EVERY SME and potentially other businesses having their own very rich profile on funnnect, Users do NOT need ANY OTHER App to interact with Businesses & Organisation **(vitamin)**
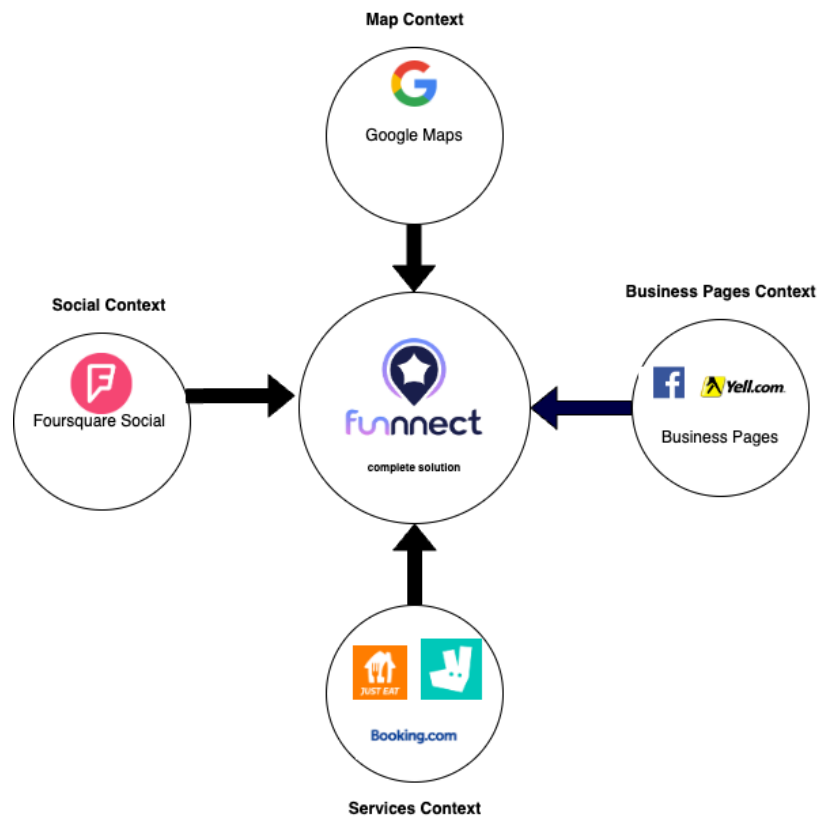
The Gamification of local businesses interaction offers Users an entertaining and rewarding experience to use the App **(candy)**

SME Value Proposition

Use Consumer Pulling features such as entertainment and quick access to promotional items to 'Bring Customers To Their Online Shop ("awareness")' then provide a suite of 'Loyalty & Engagement Features to keep those Customers coming back'. In addition, since we integrate the Clients existing website into their profile, we aim to drive User purchases through their own website instead of 3rd party websites such as JustEat where the Client has to pay a commission of up to 30%.   We can achieve considerable savings for our Clients and Users. An average takeaway can save in the region of £350 pcm and a User £60 pcm.

A Powerful Combination

Funnnect brings together four powerful contexts in this space into one comprehensive, 360 product. The combination ensures a seamless and natural User journeys and use cases.

Competitor	Pros	Cons	Opportunity	Threat
Google Maps	Well established Huge resources Powerful search option	Lack of KYC Lack of ground campaign Takes Users to the 'door' Tool is not easiest to use to setup an offer / event etc. Can be challenging.	Build up a KYC context. Provide more comprehensive solution than their Business Profile such as in App Ticket Purchase, Parking etc. to leverage & integrate their search option as a public tool. Partnership also considered.	They can pivot but pivoting will not be easy for a mammoth.
Business Pages	Well established Huge resources	Operate for and benefits mainly purely online businesses (they even say this).	Focuses on the local context without compromising the global opportunity.	Pvot

		Operate on the 'publish/push' model (follow) which is often time and context insensitive and can be overburdening. Depends on adverts which is annoying to Users. Business Pages is not the easiest application to use and can be challenging. Very complex and confusing.	Operates on the 'Pull" ('Easy Pull') model that ensure User context and time sensitivity (I want info when and under which state (going out, meeting friends etc)). No adverts. Clients subscription model Most of the our profile is a managed service but the event, offers and news feature has been designed to be very simple and easy to use.	
Foursquare Social	Reasonably established in the USA less so in other countries. Very good on the social element. High value on the reviews/recommendations. Good focus on bars, restaurants etc.	Operate purely on the social element. Lacks engagement tools. Lacks ability to support a wider business types.	Provide a natural journey into the Social Space on Funnect that provides almost identical social interactions as Foursquare.	Pivot.
Services Context	Established, ubiquitous.	Costly to both parties (businesses & users) Lacks wider range of marketing tools. Poor customer experience.	Offer serious savings. Give a complete solution. Better User experience.	