

# BackStep

Find lost stuff

# Outline

- What it is
- How it works
- Monetization

# How it all began

Let me tell you a story...

# A centralized Lost and Found

Where do you go to shop online?

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and points towards the letter 'n', resembling a smile.The eBay logo, consisting of the word "eBay" in a stylized font. The letters are colored: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green. A small registered trademark symbol (®) is located to the upper right of the 'y'.

# A centralized Lost and Found

Where do you go to order food online?



# A centralized Lost and Found

Where do you go to find a lost item online?



Our goal is for the answer to  
be...

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# The Ecosystem

Our ecosystem consists of two parts: Lost items  
and Found Items

# Lost Items

These are the items that people file on the site with the hopes that they might find them

# Found Items

These are the items that people and organizations file in the hope that they may be found

# What we do

Provide a friendly, easy to navigate directory of found items.

# Platforms

Web application, native Android app, native iOS app

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# A scenario...

Let's say Bob get's out of a cab on 34th and Broadway. As he gets out, he leaves his expensive coat in the back of the cab.

# The scenario continues..

When Bob gets home he realizes he left his coat in the cab. So he goes on his computer and files a lost item claim on [back-step.com](http://back-step.com)



# Why is this data valuable?

The most immediate answer: Bob is now without a coat. This provides the opportunity for ultra-targeted ads.



# Why else is this data valuable?

As more data is gathered, trends emerge. For instance, lots of people lose coats near 34th and Broadway so this might be a good place for an advertisement.



NORDSTROM



Neiman Marcus



bloomingdale's



Crate&Barrel

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