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?

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

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.

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