

Mobile App Acceleration Camp

Application form

Team

Name of the team: Yugglr



Logo of the team (if you have one):

Member # 1

Name and Surname: Sofia Uddeholt

Email: sofia.uddeholt@yugglr.com

Mobile Number: +46 (0)763 15 83 93

Public Online Profiles (Blog, LinkedIn, Facebook, Twitter): se.linkedin.com/pub/sofia-uddeholt/22/b5/471/sv

Competencies (choose one or more and delete the others): Business and Marketing

Relevant Experiences: Sofia is CEO and founder of Yugglr she is working full time with Yugglr. She has is an experienced consultant and business woman with a Master in Media and Communication. Sofia has worked in senior positions both as a consultant and as an employee. Strategic communication in large organizations is the thread running through her mission and employment.

Member # 2

Name and Surname: Mikael Eriksson

Email: mikael.eriksson@yugglr.com

Mobile Number: +46 (0)70 768 01 78

Public Online Profiles (Blog, LinkedIn, Facebook, Twitter):

<http://se.linkedin.com/in/mikaalerikssonbaas>

Competencies (choose one or more and delete the others): Mobile Development / Backend Development / Business and Marketing

Relevant Experiences: Mikael is the CTO and one of the founders of Yugglr he and has an extensive career in the it- and consulting agency industry. Mikael is a veteran IT entrepreneur and has participated in the founding of several successful IT businesses. Mikael also worked at Microsoft during early and -mid 1990's. After several years at Capgemini, Mikael has founded three consulting companies focused at delivering consulting services based on Microsoft's platforms. And one backend as a service SaaS company called Curvanade. Three kids and some golf are what occupies his time when he is not at work.

Member # 3

Name and Surname: Benny Strålberg

Email: benny.stralberg@yugglr.com

Mobile Number: +46 (0) 70 641 31 07

Public Online Profiles (Blog, LinkedIn, Facebook, Twitter...):

Competencies (choose one or more and delete the others): Mobile Development / Backend Development

Relevant Experiences: Benny is a systems architect and developer with broad and deep expertise in mobile/web and traditional system development. He has many years of experience in development in consultings firms and in products firms like CISCO.

Benny is also a Azure expert and MVC Guru.

Member # 4

Name and Surname: Iaroslav Zagorui

Email: yas@yugglr.com

Mobile Number: +380507026779

Public Online Profiles (Blog, LinkedIn, Facebook, Twitter...): <http://lnkd.in/bkK8rD>

Competencies (choose one or more and delete the others): Design / Mobile Development

Relevant Experiences: Yas is a talent designer has designed Almedalsmolnet Windows Phone app. <http://www.windowsphone.com/sv-se/store/app/almedalsmolnet/b6a39944-5f30-470d-91d3-f4bdaf26f304> and Windows 8 App <http://apps.microsoft.com/windows/sv-se/app/sql-service/9e739aea-b6f1-46ab-83da-0f5814acf29e> Yas works Design and any Graphic Design, working with Photoshop and Illustrator. Also do html and CSS implementation, always welcome for interesting projects. Specialties: Mobile and Web Site Design, Graphics Design.

Project

Name of the app: Yugglr

Describe your app in 140 characters:

Yugglr is an app for private interactions - family, neighbors, friends, parents etc. You plan activities, check-in, and video chat.

Choose your application category (leave only the one selected and delete all the others):

- Kids and family

Long description

Yugglr is the app and web solution that all families has been looking for. It is all about interaction with others with your personal life in focus (family, friends, neighbors, kids friends parents etc.). It is about moving the calendar planning on the refrigerator and in google calendar into one. Fixing the scenario that your kid supposed to go home directly from school but pass a friends and by accident stays there. Now they can check in a Yugglr and both parents can see where the kid are. And the compunction moves away from SMS into Yugglr and can be followed by both the parents.

We have talked to a lot of our potential users and they all say that Video chat is something that will lift the Yugglr feeling. If we get chosen we will build the backend and the front end for Video Chat and we will have it exclusively in The Windows Phone app and the Windows 8 App.

Full application documents is find at

<http://www.yugglr.com/en/start/acceleration-camp.aspx>

Password: Yugglr12

YouTube Link: <http://youtu.be/wYO1GB6-t-4>

See more details at www.yugglr.com

Business model

We will make money on targeting add and a premium model. We have a good control of our user's demographical profiles. This will help our partners to reach their target group with interesting and helping offers that goes in line with what Yugglr is for the users. We will make money on targeted offers. We will also offer a premium model that is free from add and have a larger storages.

We will charge our partners for placing adds and our premium users.

Competitors

Familywall (www.familywall.com)

Cozi (www.cozi.com)

Klustr (www.klustr.se)

Life360 (www.life360.com)

Yugglr has taken in consideration the whole spectra of private integration. Yugglr is the first all on in one family tool that not only includes the family but the whole area of private interaction. In Yugglr you can group the same people in different groups depending on the fora they appears in. Sample car pool for basketball training, your kid's classmate's parents.

We will start small and go bigger. We will use these strategies

- Mouth to Mouth,
- Working with internet communication that includes content marketing, Facebook other social medias and build in functions for viral spread
- Going with one two big partners that can be a telecom operator or software vender.

We think that we have a great app that that most people that Yuggles there life has been looking for.

Startup

We have started Yugglr from a great idea. We have got 100 000 \$ from Vinnova and Tillväxtverket to startup and verify the idea with expected users and partners. We have worked with the idea and made a first version on the service on the web and we plan to release the web-based service the 1 of May. We have also worked on an iPhone app. We can now see that the idea is really good. We have got good response from our different target groups and also from potential partners we already have one partner an electrical company that will join already in the Beta phase.

We have run this business under one of the founders consulting firm Capesand International AB orgnr: 556675-6317 using Curvanade platform that is 100% Microsoft Azure based and Curvanade is a Microsoft BizSpark plus member. Since we are going forward to introduce this to the market in May we will set this up under a new Company that we will call Yugglr that will be 100% focus on Yugglr. Our headquarter will be Stockholm and it will be an incorporated company. Owned by the founders

When the company is up and running we will apply to be a BizSpark member.