Bingfund Application

**Describe your business in 140 characters or less.**

We help you explore your town and find places you’ll love by distilling the thoughts and tastes of thousands into a concise recommendation and review.

**Who are your customers and how are you making their lives better, easier or more fun?**

AllSortz has two customers: businesses and consumers.

For consumers, we want to eliminate the review aggregation systems like Yelp and Foursquare for a more intimate review and recommendation system. Moreover, we want to move away from the concept of a simple “average review” and focus on a personalized score that means something. Thus, the places we recommend are a result of a powerful prediction engine that guesses what a user will like based on their interests and history. (No two distinct users will have the same set of scores!) Moreover, there is a single review for each business that is generated based on their interests. You won’t ever have to sift through dozens of reviews to find the one gem of information that they were *actually* looking for.

The personalized recommendation and review system guarantees businesses targeted advertising that connects consumers with places they are going to love and likely to become patrons of. That patronage is recognized and rewarded using a novel loyalty and incentive-based payment system. We have more power than any single rewards system since we have a network of users that we maintain.

**How will you bring in revenue and what are your major costs?**

We believe advertising alone is insufficient revenue. The loyal and incentive-based payment system provides a platform to make money. Consumers are rewarded “points” that can be redeemed at a business. We do not charge for usage of these points to get deals, etc. However, whenever a business wants to offer a promotional through us, we charge or whenever a customer “gifts” points to another consumer who hasn’t been to the business before, we charge a small transaction fee.

**Please provide the URL to your website or app here along with any required password/access code.**

We did initial testing with a website (allsortz.com) that is now offline. We're in the midst of developing an iPhone application in replacement. We feel it’s an advantage to focus entirely on one space (mobile apps). The website has been replaced with a RESTful API that interfaces with the mobile app. The API is fully functional and online. I can provide the API specification as well as the application’s design document if you would prefer that.

**Have you raised any funding? What are your current funding targets?**

In total, we’ve bootstrapped $14,000 of funding. Our goal is to raise an additional $20,000 to continue app development for the remainder of 2012.

Founder #1: Matt Zoufaly (CEO)

Founder #2: David August (Other)