Wishlist4People - Where wishes come true

Introduction

I am Radovan Benkovský, co-founder of Sky4People. We are three co-founders (with Dusan Bojkovsky and Roman Ostrovsky). Our mission is to improve the effectivity of mobile advertising for local merchants in USA (and other markets). Solution is based on direct fulfillment of peoples' wishes.

Overview

We are making the mobile advertising platform based on publishing wishes and their fulfillment.
We know the local merchants haven't appropriate direct access to customers' wishes of their customers.
The niche is in uncovered area of "right now nearby customers".

The Problem

Everybody desires his/her wishes to come true. (Almost) every wish can be fulfilled, it is just the matter of oportunity. Imagine you have the simple tool that allows you to find somebody who can fulfill your wish.

Anyway, merchants always appreciate to get new customers, especialy in their local area. There are many ways how to do local marketing/advertising online of offline. But is there any way how to know real wishes of customers (or people nearby) directly? Effectivity of local advertising is one of the biggest chalenges of marketing today. Imagine the simple tool allowing B2C fulfillment of wishes what can be the new high-effective way how merchants can get the new customers from people nearby and build their loyalty.

Size of the Problem

Our research said: more than 50% of local merchants in USA will appreciate easy-to-use solution to acquire new nearby customers and believe the direct fulfillment of real customers' wishes can improve their business.
(Actual number of local small businesses in USA is 19.mil.)

The Solution

Simple mobile app for making wishes and their fulfillment by the people/companies.

Simple mobile platform for merchants and service providers to able them fulfill peoples' wishes, just by selling products and providing services (or giving discounts/gifts).

Unique Value Proposition
Instantly get new customers by simple fulfillment of their wishes.

https://www.wishlist4people.com (https://www.wishlist4people.com)
https://www.youtube.com/watch?v=MHs5fkFMH6I (https://www.wishlist4people.com)

Wishlist4People mobile app. Helps peoples' wishes to come true (C2C).

User can:

• make a wish

• share his/her wishes with friends

• get his/her wishes fulfilled

• explore wishes near him/her

• make someone happy by fulfilling his/her wish

• easily explore and fulfill wishes of his/her Facebook friends

iPhone: http://bit.ly/1eOG4XL (http://bit.ly/1eOG4XL)

Android: http://bit.ly/18xvF3w (http://bit.ly/18xvF3w)

https://www.wishlist4people.com/ (https://www.wishlist4people.com/)

Monetization model (in early stage - idea in the process of verification):

To use Wishlist4People app as merchants' (B2C) platform for local advertising on mobile devices.
Merchant's offer (discount, sale, special offer, gift...) will appear as wish fulfilled by company. These fulfilled wishes reach the social structure of merchant's customers on social networks as emotionaly based shopping motivation to other people.

Focus on

- local merchants

- nationwide chains

- advertising agencies

Who Has This Problem?

Our customers are local merchants in USA. They spent from 200 to 2000USD/month for online marketing.
We are planning to price our solution at $25 / month.

Competition

Facebook pages

Foursquare business pages

Amazon affiliate wishlist apps

Wish.com

Traction

C2C apps - public version 2
B2C - verification of biz model.

Market Opportunity

Market is 19millions of merchants in USA.
We plan to catch 0,05-0,1% of target market in the first year.
It means 237000USD/month charge.

The Team

https://angel.co/sky4people/people (https://angel.co/sky4people/people)

Radovan Benkovsky
Founder
Studied at @Slovak University Of Technology. Founder of E-GO WebDesign Company. Then founder of Sky4People.
15 years with own business in website development and online advertising.

Roman Ostrovsky
Founder
founder of E-GO Ltd. WebDesign Company, then founder of Sky4People Ltd.
15 years with own business in website development and online advertising.

Dusan Bojkovsky
Founder
22 years in IT infrastructure business. Enthusiastic supporter of new ideas. Stable, optimistic, encouraging.

We met when cooperated on business of one of our founders (building IT infrastructure). Two of founders are former classmates from highschool, 22years uninterrupted friendship and mutual business activities.
Then 10 years of mutual subdelivery projects and cooperation with major founder.
When 4th founder came with new idea of global business we established Sky4People.
The goal of our company is stable relationships between founders verified by the long years of mutual work.

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Team:
Radovan Benkovsky - project manager
Roman Ostrovsky - web developer
Dusan Bojkovsky - investor
Robert Bojkovsky - idea maker
Martin Subrt - Java developer
plus several external people - graphic artist, mobile app developers, social media manager, advertising agency, video makers, attorney.

Needs

Wishlist4People raised 80000EUR from founders.
No external funding till today.

We are looking for:
- early adopters
- mentoring the biz model
- access to US market
- possible fund from investor with high level of synergy

Contact

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Contact us at wish@wishlist4people.com (mailto:wish@wishlist4people.com)

https://www.wishlist4people.com (https://www.wishlist4people.com)

https://angel.co/sky4people (https://angel.co/sky4people)

Thank you for your interest and for your feedback!