

FORTY2

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iFOX CODE

FORTY2

In today's world, people want everything **Instantly** (just like coffee).

It can be a taxi, a plumber, a mobile developer, it can be **anything**...

Matching their **search** (what they want) and **geolocation** (they want it fast) with a **mobile application** (they want it now), we have a solution with a **high market value**.



WHO WE ARE

Imteeaz RAJABALEE (CEO)
20 years experience in the IT industry.

Studied in France.

Both Technical and Managerial skills:
IT Engineer & Microsoft Certified.
MBA Marketing.



- Ex-CTO at Proximity BBDO
- Part-time Lecturer
 - Supinfo
 - Ecole Centrale de Nantes
- Clients include
 - Procter & Gamble
 - Mondelez International
 - Mercedes
 - Peugeot
 - ...

Madhav RAMLUGUN (CTO)
10+ years as Software Architect

Studied in Mauritius.

Worked mainly on international
projects. Designed complex technical
solutions.



- IT Engineer
- Mobile Applications and Symfony framework Expert
- Competencies include
 - Platform & Application Architecture
 - PHP/MySQL
 - .NET, SQL Server, C#
 - HTML/CSS/JavaScript
 - iOS(Swift), Android(Java)
 - macOS, Linux, Windows
 - ...

THE PROBLEM

As a professional or even as a hobby, we all have something to offer: a service, a product.

Frequently, we are looking for something somebody else can offer but we do not have a precise way of looking for it!

Most of the time, we need that something really quickly.

Ironically, that somebody else can be not far from us but we do not even know this.

Basic examples:

- A taxi
- A plumber
- An electrician
- A doctor
- A private teacher

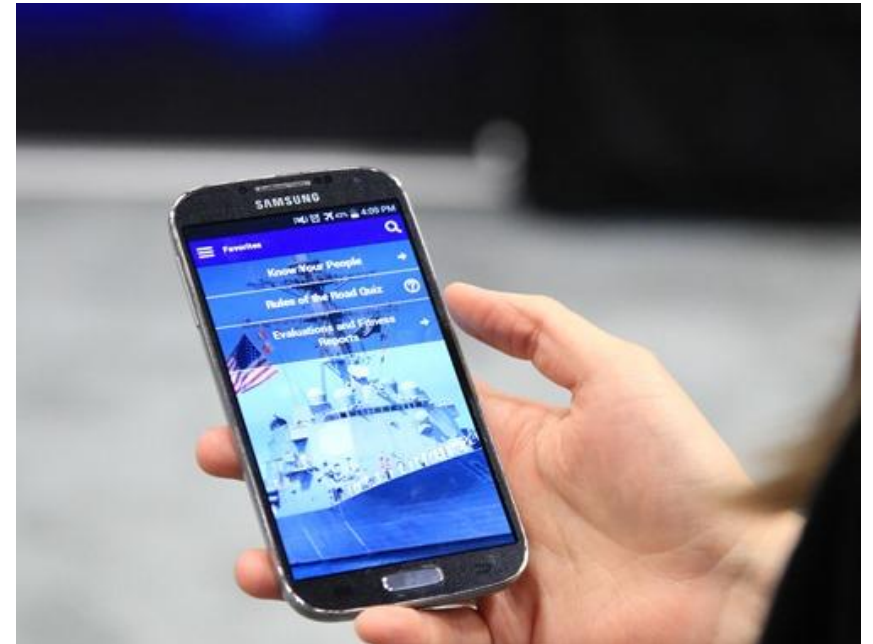
Actually, if you think about it, it can be anything!



THE SOLUTION

Fortunately, we have the solution: **A mobile application platform**

1. The **data** – Who offers what
 - Aggregation of information on the Internet
 - Enhanced by users indicating what they offer
2. The **location** – In the vicinity
 - Mobile App geolocation
3. Connect – **Contact**



HOW IT WORKS (1/2)

1. We fill our **database** with data collected on the Internet
Including restaurants, shops etc.



2. User1 just uses the **mobile application** and do some **searches**



3. Based on his **search** and **location**, the platform proposes the most relevant **contacts/services**



HOW IT WORKS (2/2)

5. User1 can also propose services or products that will be added to the same **database** thus enriching the database



6. He **shares** the App so that his friends know he can provide service/products

7. User1 can now be found by other users of the **mobile application**



8. And the **audience** grows...



THE MARKET

Every Mauritian can potentially be interested with the **solution**.

CSO Statistics show that:

- **875k mobile Internet users** in Mauritius
- **71.4%** of Mauritians use Internet to **search for information**
- Like most countries worldwide, Internet and Mobile usage in Mauritius has a **tendency to grow**

The **potential number of users** in Mauritius is **500k**.



COMMERCIAL POTENTIAL (1/2)

So we have a 500k potential number of users.

We have a better App than our competitors.

To maximise the audience, the App will be **free**.

How do we generate **revenue** then?

This platform is actually a **powerful marketing tool**

Once the audience is large enough, marketers will pay to target a fully qualified user (interests/searches made, location)

COMMERCIAL POTENTIAL (2/2)

The core business model will target **marketers**.

It is estimated that 5-10% of corporates' revenues are budgeted for marketing. We do not have the figures for Mauritius but let's say it only 1%.

40% of it is spent on online marketing channels. The same way let's say in Mauritius it is 4%.

In 2017, the top 100 Mauritian companies generated revenues of Rs 373 billion!

We can estimate that the online marketing market is worth **Rs 150M!**

Marketers spend Rs 1000 for 1000 sms (not qualified leads & cannot geolocate)

They will definitely be interested to spend Rs 1000 for 1000 fully qualified leads!

PROJECT OBJECTIVES

The end goal of this project is to verify that there is a sufficient **volume** of people interested in using the mobile application.

If our assumptions are proved to be correct, we can **ramp up** and propose our services to marketers.

WORK UNDERTAKEN

- Creative Design
- Platform Architecture
- Functional & Technical Specifications
- Development of mobile application + QA (DEMO)
- Data input
 - 23 => 17 categories
 - 151 => 17 sub-categories
 - 3144 => 109 services
- Deployment
 - iOS / Android
- User feedback & adjustments
 - Site / Facebook / Instagram / Twitter / LinkedIn
- Vivatech 2019 (out of project scope)

PROBLEMS ENCOUNTERED

- **Focus groups** tend to take more time than expected when discussing the general functional specifications as interesting ideas come forward.
- **FB and Google login** were not working as expected. We had to remove the FB and Google login until we find a permanent solution.
- **SDK updates.**
- **Search engine** development with Elastic Search was more complex than expected and took us a lot of time. To avoid delaying the project, we finally replaced the elastic search by SQL search.
- Real users gave us feedback about **UX** and **UI** including user journey that made us redo quite some things, even removing some things.
- **Visual** adjustments. We performed multiple visual adjustments that were related to different devices width.
- **Crashes** (including both major and minor). We've had some severe crashed under certain circumstances. We installed sentry (a Full stack error monitoring tool) to detect crashes and fix them as earliest as possible.
- A functionality was **missing** that allows users to remove services they proposed. We modified the user profile screen to allow the user to remove services.
- The way of adding services seemed **confusing** for many users. We reviewed the screens to remove any confusing items.
- Although people are very mobile savvy, they do like having a **web version** as well.

RESULTS

Users might be **interested** in using the application but there are some points that need to be **reviewed** before communicating to the large public.

For users having tested the application, the app is now in a functional state that can go fully public but we believe that there are some **improvements** that need to be made to avoid public at large being disappointed and “**kill**” the app:

- **Crashes** need to be eradicated.
- App speed (**performance**) needs to be improved.
- Add **FAQ** section
- The **communication** around the application needs to be improved.
 - Too few people have been aware of the existence of the app. This was initially a deliberate choice to allow a proper pilot phase but in our case, we had too few beta testers.
 - Basically, **SEO** and **ASO** needs to be put in place to improve app downloads.
 - Also, we'll need to communicate regularly on **social media** to encourage users to try the app.

WAY FORWARD

- Now : Improve the App then promote the platform
 - Development of a web based version of the App
 - Through ASO, website, SOE, social media, paid advertising etc.
 - Target : user database of around 100k users in 2 years.
 - At this point, marketers will be interested in using the service.
 - Development of Marketers Back Office & User notifications
- Year 3 (end) : **Break-even**
- Year 4 : Target = France
- Year 5 : Target more countries

CONTACT-US

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