
**Once this application form was filled out by us
(GreatChance4All). The application was not successful.
However, it gives a good impression about the SupeYou
idea.**

(red text written by us)

Your Business Idea

First of all, we have to understand very clearly what you are doing and the stage your business is actually at. Think of your business as a blank sheet of paper and provide us with the exact information we request. Use simple language - The less words you use, the better. Remember that the reader knows nothing about your business and might not know anything about the internet, the digital arena or technology.

1. Customer needs / Problem detected What problem does your project solve?
What customer need does it fulfill? How does your customer currently solve this need? (number of characters between 20 and 500)

Everybody needs a steady income for a living and that's why people usually have a job. However, the job people are doing is in the interest of their employer.

How great would it be if jobs in the interest of any group of persons would be payed, too?

With SupeYou, a group of a few thousand supporters can easily finance the living of an individual hero with micro donations, so those can fully commit to their mission.

1. Value proposition / solution provided Describe in a few words your value proposition to the client, how your project solves the problem detected.

SupeYou is two-sided. On the one side the heroes, on the other the supporters.

For the heroes the most important value proposition is the generated cash flow. But there is also the connection to the supporter community, which is important for motivation, confirmation and feedback.

The value proposition for the supporter is that someone takes care of something that the supporter wants to be done. This, for instance can be professional lobbying, local engagement in the community or helping the needy. By being able to decide which heroes to support, the supporters get the power to guide social and political development. You could say that SupeYou is another instrument of democracy.

8. Stage of Development

We have launched a pre-commercial beta (there is an operating pilot version with a limited number of clients)

9. What other milestones have you already achieved? Give us some details about the main milestones you have already achieved beyond those regarding the product development (number of characters between 20 and 500 characters)

1. finished specification
2. proof of concept for observable invitations
3. service online
4. hero found
5. first campaign launched

14. Give us some details about how are you planning to burn it. Please give some details on how you would spend this money and why. Also, tell us what milestones you believe you will be able to achieve with this funding (e.g. get to beta, commercial launch etc). Please also point out, if there are any other needs you have besides the funding in order to achieve those milestones. (number of characters between 20 and 500 characters)

The most important part is to optimize the perception of SupeYou. People have to understand the power that lays to their hands by simply inviting others and eventually making a micro donation.

We need to make the transport of this message as perfect as possible. Of course this task heavily involves user experience, UI design and wording. For this task we want to involve specialists.

Also for going commercial following points would have to be addressed with given funding:

- building a brand / marketing (selling the story) / public relations
- legal issues (e.g. terms of use)
- further development
 - extend functionality
 - scaling
 - internationalization
 - desktop version and native apps

Opportunity Space

As you know, our aim is to detect and select projects with major economic potential and help them to become global businesses that people will want to invest in. So that's why we are looking for truly scalable businesses. However, not being global or scalable is not a problem if are able to exploit some advantages of proximity and local relationships. How global and scalable is your product?

1. Target audience Think about your potential markets. Tell us which is your target audience and an estimation of its size. For example: "mass market: young people from 21 to 30 years old, internet users, 2.000.000 in Spain" (number of characters between 20 and 500 characters)

Target audience is global. All people that want to push social welfare with micro donations.

2. Business model Describe how your income is generated, who pays whom, who are your customers or users. Are you selling to other companies? Are your customers individuals? Do you have to close sales agreements with big corporations? Tell us if you have a pay-per-use or freemium model, if you will have a source of income related to advertising or if you are considering a subscription model, etc. We don't need the exact numbers of your business case, just the main elements of your proposed income model (number of characters between 20 and 500 characters).

There are multiple possible business models:

1. Service fee for heroes
2. Getting a percentage of donations
3. Corporations with heroes

Actually the business models of other crowdfunding/-financing platforms like e.g. Kickstarter can be adopted.

3. Partnership needs / Relations with third parties.
Describe if having agreements or alliances with third parties (technology provider, supplier, etc.) is key to develop your idea, the nature of the agreement, and the state of previous agreements or ongoing negotiations, if applicable

Partnership with someone experienced with global services would be very helpful. In particular legal advice.

4. What is the strategy to reach your clients? Describe your go-to-market strategy and how you will tell potential customers about your product, how you will acquire customers, how you will grow your company and your sales and marketing strategy.

As stated earlier, SupeYou is a two sided service with heroes on the one side and supporters on the other.

In the first stage we would approach heroes personally. Later on, they would be attracted by success stories of other heroes would attract new heroes.

Reaching supporters is main function of the service itself. Supporters try to invite other supporters. They know, that each additional supporter gives their hero more financial freedom and power.

5. Business scope In order to know how large your market is, it's key to know how easy you think your business can become internationalized. Think about where you can naturally expand your business.

Global market

6. Size of opportunity Estimate your opportunity's annual income. You just need a realistic estimation, there is no need to present a business.

This is very difficult because it depends mainly on the number of supporter.
Let's estimate a national and an international scenario.

International Scenario:

- Assumptions:
 - Number of supporters: 3,4 Mio. (0,01% of all internet user)
(Kickstarter has 10. Mio.)
 - Average donations per month: 5 €
(Kickstarter is ~ 10 €)
 - Service fee: 5%
(same as Kickstarter)
- Result
 - Annual donation volume: 204 Mio.
 - Annual income: 10,2 Mio.

National scenario:

- Assumptions:
 - Number of supporters: 0,6 Mio. (0,33% of german internet user)
Average donations per month: 5 €
 - Service fee: 5%
- Result
 - Annual donation volume: 12 Mio.
 - Annual income: 0,6 Mio.

7. Company's goal or exit strategy Describe how you see your company in 3-5 years. Is it a leader in the sector? Is it the reference for a specific type of product? Is it internationalised? Has it been acquired by another company? (e.g. Instagram by Facebook) (number of characters between 20 and 500 characters)

In 3-5 years everybody knows what “he is being suped” means. If someone is doing a creditable job for social welfare he registers at SupeYou to get funded. People know what they can achieve with micro donations. There will be an impact on society by numerous heroes. Not to have a conventional job and

being “suped” instead is a normal income model. There will not only be “YouTubers” but also “suped heroes”.

Market and Innovation

We want to know some tips about your product’s magic and how innovative it is. Remember that we are looking for truly disruptive ideas that will change the world and really excite the customers about them. Identify your competition and how you differentiate from them to help us to better understand your advantage, your product, how you are positioning it in the market and how large your opportunity actually is.

1. Technological domain Tell us some keywords that describe the domain of technical competences you are developing your business (e.g. Telecommunications, Security, distributed applications, Hardware, Data Analysis, etc.) Be as specific as you can (no more than 500 characters)

Crowd financing, crowdsourcing, micro donations, social network, viral invitations, observable invitations

2. What is new about your project that cannot be found in your competitors? We want to know your product’s magic. What is new about your product and what will excite customers about your product? (number of characters between 20 and 500 characters)

SupeYou is built around a new invitation mechanism called “Observable Invitations”. With this mechanism people are able to track the effect of their invitations. This new technology makes it clearly visible that invitations are the essential part of generating crowd power.

Observable Invitations make it possible to say: “Your 5 invitations generated 1536 €”. This in turn increases the motivation to make further invitations.

Also, the knowledge of the exact invitation graph can be used for many other varieties to increase motivation (e.g. receiving updates on successful invitations, rewarding the most successful inviter, etc.). In particular it can be used for gamification of inviting.

3. Potential applications Tell us a practical use for the outcome of your technology, product and/or services, how can your knowledge or technology be used to improve the people life, to make a process of industry easier/better, etc. (no more than 500 characters)

SupeYou is the first service utilizing the technology of Observable Invitations. It will help people to form micro donation powered heroes very fast and easy.

4. How your competitive environment is? We want to know the characteristics of the market where you are developing your business. Are there many competitors? What is your size?
Market with non-significant competition without similar solutions

Highly fragmented competitive landscape with lack of clear leader

High competition and hardly fragmented

Market with consolidated leaders and with high entry barriers

5. Competitor #1 URL

<https://www.gofundme.com> (same for <https://rally.org>, <https://www.indiegogo.com>, etc.)

6. What are the differences between your project and competitor #1? Tell us why your product is different from your competitor 1. It is not an option saying "I have no competition". Every product has direct competitors (does the same or similar product and you could be alternative offers) or indirect (not the same product and not compete directly but they do it for the money, the time or the attention of customers). Your differentiation of each competitor must be different. It is very important for us to position your product in front of your three main competitors and if you do not do it, we could directly discard your application (number of characters between 20 and 500 characters)

1. GoFundMe is project based. Each project has a bar growing with funding. When the bar is full, the project is finished.

SupeYou is hero based. It generates a steady income for the hero. There will be a chart showing the cash flow.

2. GoFundMe is not focusing on a domain. SupeYou focuses on the domain of supporting heroes.

3. On GoFundMe people are saying "Fate was so cruel to me, please help." On SupeYou supporter say "I love what you are doing, I want to give you money so that you can do even more." The difference reflects also in the name "GoFund M E" versus "Supe Y O U"

4. GoFundMe is a full blown platform. SupeYou will be a lean service. SupeYou will be to GoFundMe what Tinder is to Parship. SupeYou will focus on one purpose only with a very limited user interface. The purpose is to create a powerful supporter community for a hero.

5. GoFundMe is not using observable invitations.

7. Competitor #2 URL

<https://facebook.com>

8. What are the differences between your project and competitor #2? Tell us why your product is different from your competitor 2. It is not an option saying "I have no competition". Every product has direct competitors (does the same or similar product and you could be alternative offers) or indirect (not the same product and not compete directly but they do it for the money, the time or the attention of customers). Your differentiation of each competitor must be different. It is very important for us to position your product in front of your three main competitors and if you do not do it, we could directly discard your application (number of characters between 20 and 500 characters)

Facebook can be considered as competition to SupeYou. Facebook provides means to build up a community and add donation functionality.

In contrast to SupeYou Facebook is a very generic platform. It is designed to fulfil the needs of as many people as possible. This results in numerous advantages for SupeYou.

1. Complexity can be reduced for the users.
2. The purpose of the community is clear by just using SupeYou.
3. Broadcast messages from hero to supporter can be optimized (e.g. modeling concepts like “achievements” that can be communicated and managed by the system.)
4. The supporter to hero feedback loop can be optimized. (e.g. votes, comments on achievements, etc.)
5. Comparing heroes could be done.
6. Last but not least, Facebook is not using observable invitations resulting in earlier described limitations.

10. Outline your major risk Tell us which situations or threats you have identified that, might they occur in the coming months, would impact your launch plans, forcing you to redefine your product, or where your capacity to acquire clients or users would be diminished. If you specifically identify some patents that could impact in your development, please use the next field (number of characters between 20 and 500 characters)

The major risk is competition. However, copying the service cannot be done by standard components. The technology is new and has to be developed by over average developers.

The strategy against competition is to run fast, working on great public attention and making SupeYou a brand that comes to mind first when thinking about “supporting heroes”.

11. Existing patents Are you aware of any patents in your technological domain that could add some risks to your project? (no more than 500 characters)

No, but there is the chance to get a patent for “Observable Invitations” ourselves.

Miscellanea

6. Anything else you think we should know about your application? Tell us anything not covered by the questions in the form that you'd like us to know about you, your team or the project and could be relevant to positively assessing your start-

The idea was grown in the ImpactHub munich. The ImpactHub munich is one location out of a network of more than a hundred, distributed all over the world. It is connected with Ashoka, BMW, Robert Bosch Stiftung and many more. It helps people to do good.

Team and Demographical info

Team management Describe why you are the perfect team to develop this project. Try to include the background and expertise of each promoter/founder, including his/her education and previous career you think is relevant for the role he/she is playing in the company (number of characters between 20 and 500 characters)

Qualifications Moritz Theile (also see MTheile.com):

- Dipl.-Inf. (Univ.)
- Experience with large scale project (multi million users, Swisscom ITS)
- Successful development of software products (e.g. TeamTable, FastWorks)
- IT-Consulting (Sparkassen, Mittelstand)

Qualifications Thorsten Bühnert

- Digital strategies for human connections
- Internationally scaled projects
- 15 years experience
- Top references

- Wall Street Institute (Konzeption CRM)
- Bayerische Staatsoper (Website-Konzept)
- Klafs (Digitale Strategie)
- Willkommen-In-Muenchen.de

Qualifications Vinko Novak

- Dipl.-Inf. (Univ.)
- Experience with large scale projects (multi million users, Deutsche Bahn)
- Successful development of several software products
- Consulting of large companies in software development, software architecture and project realization
- Agile and Lean development

The Team in sum has great experience in the web- and software world. Part of the team worked already on numerous projects together. Also we have many connections to other startups and followed their successes and failures. This gave us many lessons learned. We feel good prepared for starting up.