



YOUHOO
waking-up reality.

Merging Reality with Social Networks



Social Networks:

People share their experiences, find partners for particular reasons and get together easily

Reality:

It's often difficult for people to socialize with those around them. Everybody is too busy with their Smartphones!

Connect to your Environment

Every public space is a living social network

Map

Youhoo locates people in the same area as you and creates a unique map for every user. It also displays check-ins from other social networks including Facebook and Foursquare



Connect to your Environment

Every public space is a living social network

Status

Youhoo provides you with a virtual existence within your immediate physical location. You can “shout” your status to those around you when you’re at a concert and tell everybody how much you’re enjoying it.

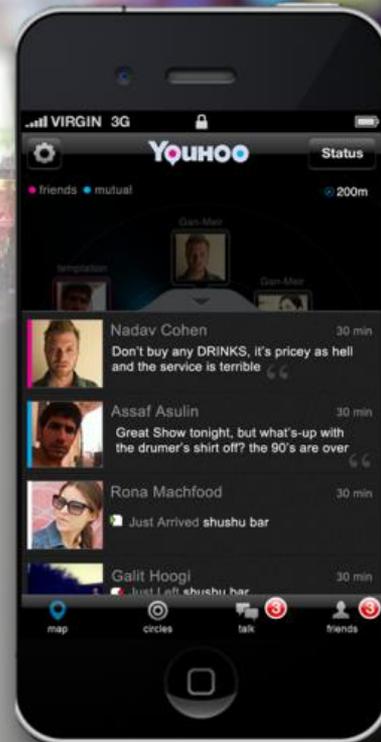


Connect to your Environment

Every public space is a living social network

News Feed

See who has just appeared in your radius! Who just left? What are they doing? What's on their mind? In the news feed you can read the statuses of those around you and get the full picture of what's going on in your area.



Connect to your Environment

Every public space is a living social network

Profile

The user can tap on the avatars and see the profiles of those around him, which is always full of information since it's based on their Facebook profile.

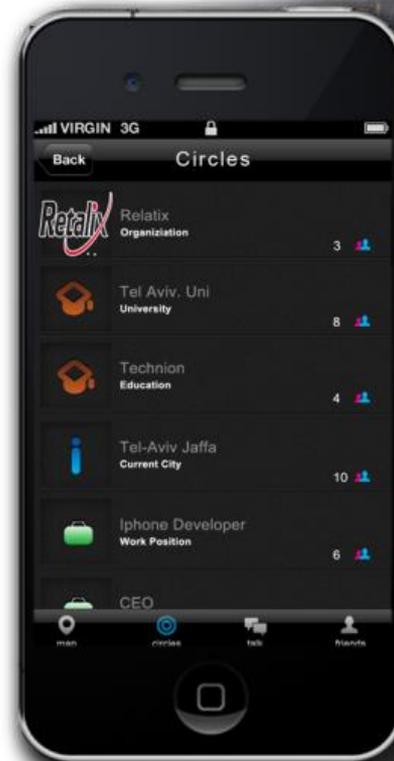


Connect to your Environment

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Circles

All the information you need for making the right connections with just one tap! Youhoo analyzes your neighbors' profiles and creates circles of people with common interests. You can easily find iPhone developers or someone who likes the same music as you!



Everywhere Everyone Right Now

Either indoors or outdoors, Youhoo can be used anywhere; when you're at the airport looking for someone to share a taxi with or when you're going out and feel like meeting new people or friends that are just around the corner. Where there's people – there's Youhoo!



Everywhere Everyone Right Now

Youhoo is not targeted to a specific audience. It can be used by business people for networking in conferences or by students wanting to shout their status in the middle of the library. You choose the interaction, we provide the platform.



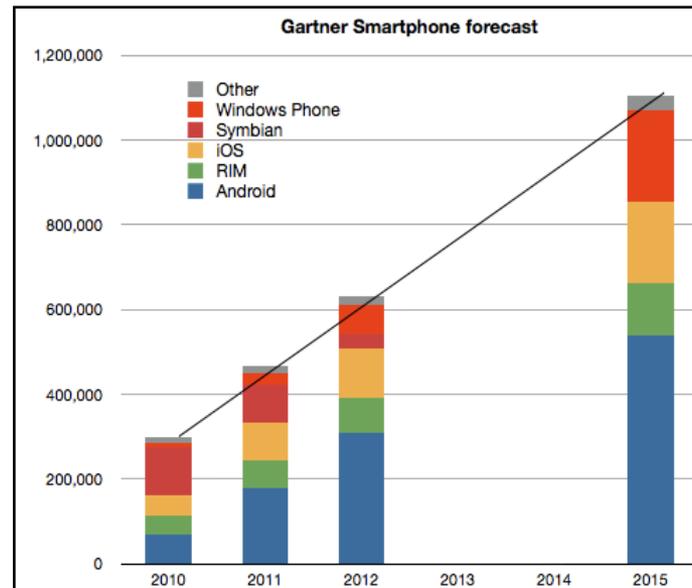
Everywhere Everyone Right Now

When you're using Youhoo there's no need to check-in like Facebook or Foursquare - Youhoo updates your location automatically. It's **not** about who checked-in an hour ago, it's about who is here **now!**



Market Analysis

2011 was the year that social networks began adapting themselves to the growing market of smartphones. Facebook is trying to break in to the check-in business, followed by Foursquare and other small apps that understand the potential of location-based apps for smartphones.



Facebook places



Foursquare



AroundMe



Poynt



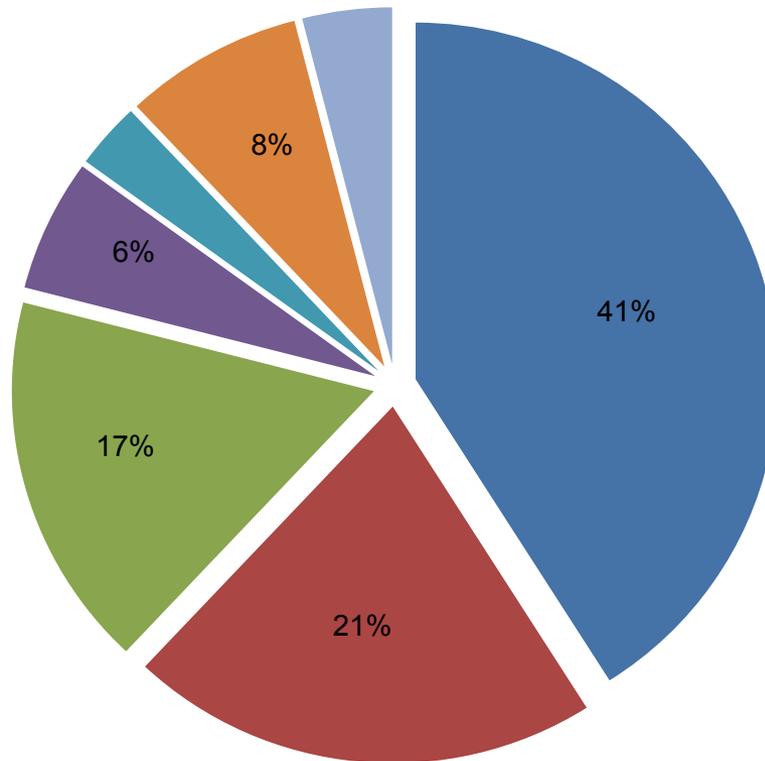
Sonar



Gowalla

Market Analysis

Why Consumers Use Geolocation Apps?



- Connecting with other people I know or would like to meet
- Finding a place liked by those I trust
- Insight about my travel or movements
- Practical knowledge of a new technology
- Other
- Savings and discounts on merchandise
- Achieving activity milestones in a rewards schemes



Facebook places



Foursquare



AroundMe



Poynt



Sonar



Gowalla

Market Analysis

It seems that most people use geolocation apps to meet people they know or people they would like to meet. Most of the geolocation apps in the market answer different needs.

Youhoo is the first geolocation app that is about connecting between people.



Youhoo

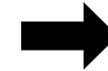
← It's about people

It's about telling your friends where you are



Facebook places

It's about places, businesses and check-ins



Foursquare

It's about businesses



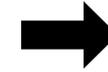
AroundMe

It's about places and businesses



Poynt

It's about Check-Ins aggregation from other social networks



Sonar

It's about discovering and sharing places



Gowalla

Getting the Critical Mass

Using check-ins from other social networks ➤

The first Youhoo users will never be alone. Youhoo aggregates check-ins from other social networks such as Facebook and Foursquare. Meaning that you can also connect with other people that don't yet have Youhoo on their smartphone and of course invite them to download it for free and virtualize their reality.



Business Model

Events

- Once Youhoo achieves 100,000 users we will upgrade to a commercial level - without harming user experience in any way.
- Youhoo's business model is based on a feature in Youhoo called **Events**, which allows businesses to promote themselves to users within a specific radius of their location.
- The businesses will invite users to check-in and provide some kind of discount or benefit in return.
- This model of advertising can be used for both large and small business and can be customized using the following parameters:

Radius spreading

from 200 meters and up to 2km

Time

the duration of your event

Tag and Targeting

choose your audience by age, sex, likes, etc.

Attention

pushing your event to the top of the **News Feed**.



Youhoo's Dream Team

Ohad Assoulin

CEO



Senior (4th Year) at the Technion, studying for a B.Sc. in Software Engineering. Prior to establishing Youhoo Ohad worked at Elbit Systems as a Software Engineer.

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Asaf Assoulin

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Screenwriter for cable TV and a music video director. Graduate of the Sam Spiegel Film & Television School of 2010.

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