



Barter Made **Easy**

## About Us

The WhYou mobile app was founded in 2014 with a primary focus in providing **a marketplace dedicated to cashless barter trade of services and proficiencies between businesses and individuals** who are looking to exchange their services for other needed services and thus establish a mutual collaboration and cooperation which empowers both parties.

By using the WhYou platform, all parties are able to **share and exchange information** regarding their needs and interests, **enabling competition to flourish and evolve** from a focus on individuality to a focus on the analysis of joint needs and interests, thus contributing to the success and growth of all.



## Our vision

WhYou's vision is to be the leading **barter exchange network** that empowers individuals and businesses around the world and helps them to thrive while **promoting collaboration** and building community wealth. Thus, **serving as a community** where anyone can **trade goods and services** in a simple, secure and user friendly marketplace.



# THE PRODUCT



The WhYou app allows its users to effortlessly integrate trade/barter into their business process and delivers instant access to a **global collaborative network** through which they can effectively and efficiently **find matching businesses and/or individuals** while limiting their cash outflows.

The network participants **turn wastage and downtime into a viable asset by using those assets as payment for needed services.**

The app allows users to setup a profile in little to no time by entering basic data, uploading photos, and selecting what service(s) they are looking for and offering in exchange. Once their profile has been setup, WhYou does the rest by connecting them with matching users sorted by a proprietary algorithm delivering profiles in the order of most relevant to least relevant.

# THE FEATURES



FIND MATCHING  
EXCHANGE  
PARTNERS



DISCUSS YOUR  
MUTUAL NEEDS  
& PROFESSIONS



ELIMINATE THE  
NEED FOR  
ACTUAL CASH



MUTUALLY  
EXCHANGE  
SERVICES



FORM  
COLLABORATIO  
N NETWORKS



HELP YOUR  
BUSINESS GROW  
& PROSPER

## KPIs



**April 2015**  
App Launch  
Date



Available Only  
in the **Israeli**  
App Stores



**3,260**  
App  
Downloads



**05:30**  
Avg. Time On  
Android App



**40%**  
Android New  
Monthly Visitors



**53%**  
App Store Views  
to Download Ratio



**8,000**  
iOS and Android  
User Sessions



**65.71%**  
Of iOS Downloads  
Is From Social

# The Market

WhYou is currently conducting a POC in the Israeli market upon which it will expand to international markets.

**5%-10%**

Annual Growth of the global Barter Industry

**258,588**

Sole proprietorship businesses in Israel

**+470,000**

U.S. companies actively participate in barter

**30%**

Of business worldwide is done on a barter basis

**12%**

Of SMBs indicate that financial liquidity issues are the main reason for closing the business.

**50,000+**

Active users in the Israeli Facebook barter groups

Business owners in U.S. and Israel place financial issues as their main struggle

Bartering has been growing rapidly each year for the past decade as more and more barter groups keep showing up on various platforms such as mobile applications, social networks and websites.

**\$12bn**

US Barter Industry Value

## Competitive Edge



WhYou offers its app for free, both for download and for searching and closing barter deals



WhYou is open for everyone, including private individual, professionals and SMBs



Users from all over the world are able to form new networks of collaboration



## Revenue Model

In the cases where users are looking to exchange services of disproportionate value, the user that is on the lesser value end of the deal, will have the ability to purchase **WhYou credits** and exchange them together with the services he/she is looking to offer.

The service provider, whose services are of higher value, will receive credits instead of exclusively receiving a straight barter. Those credits can later be used for future transactions, thus **promoting customer retention**.

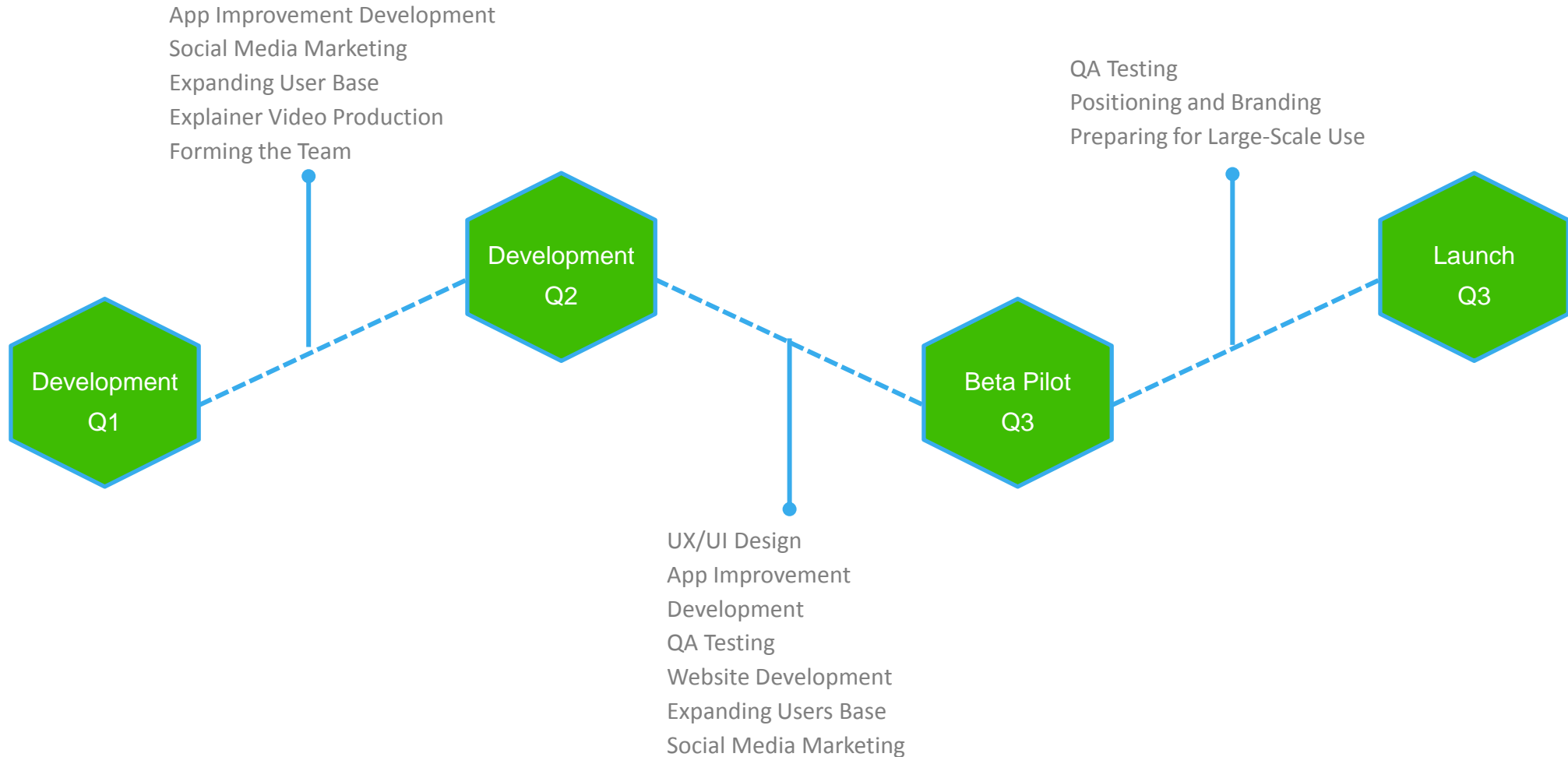
This way, the price for the higher service is reduced in exchange for the "cheaper" service, thus **allowing business owners to save money**, even if it is not 100% of it.

The WhYou credits could be bought on the app for an **exchange rate of one credit per one USD**.

WhYou will not charge any fees on the use of the coins. However, a **redemption fee (3%)** is payable by the user at the time coins are redeemed for cash.



# Road Map



## The Team

### Ron Perry - CEO & Marketing

- Prior to founding WhYou, Ron founded the Pompano Beach-based egniteBIZ and is currently acting as its CEO. egniteBIZ offers small and medium sized businesses a complete and robust online marketing and Web development.
- egniteBIZ demonstrates Ron's ability to output quality driven work in a scalable manner through what is currently a modest sized team and a very lean and efficient operation.

### Gil Rimer - COO & Biz. Dev.

- Gil obtained his Bachelor of Engineering in Mechanical Engineering at Ben Gurion University of the Negev, Israel.
- Gil brings to WhYou a vast experience in integrated planning, Q&A and management of large and innovative projects in different fields of engineering.

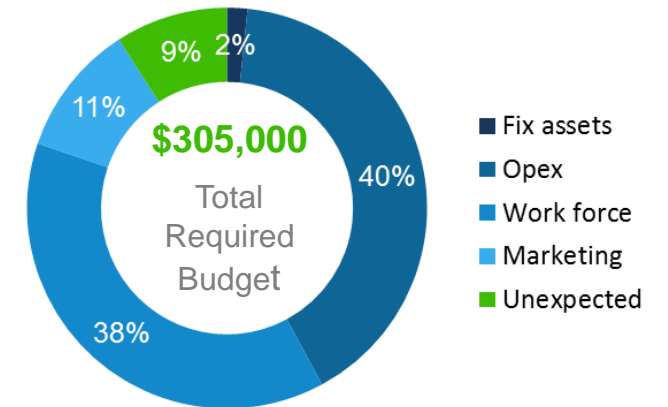


## Budget Breakdown

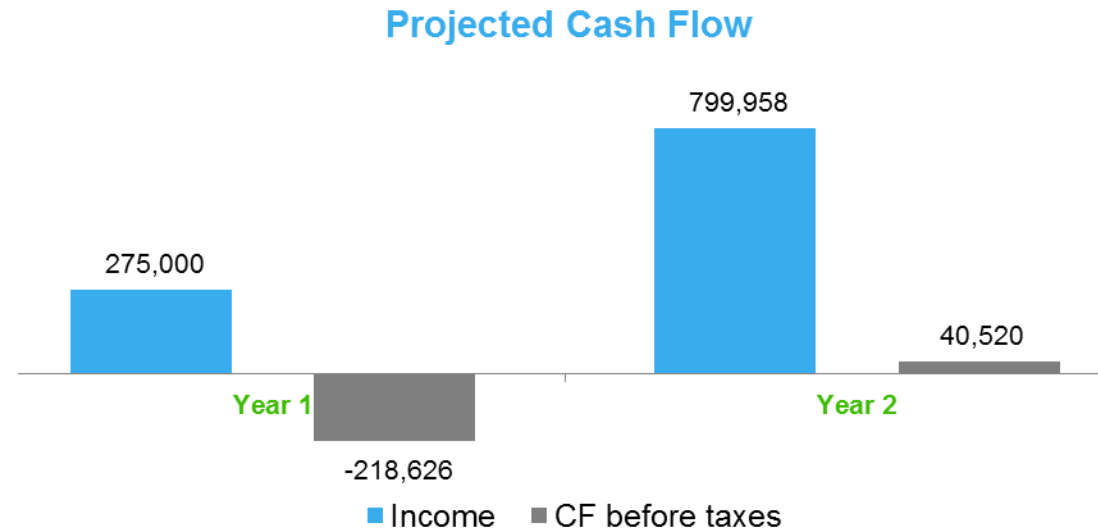
In the past year, **WhYou has grown and reached a community of around 3,000 users**. To date, the founders and managers of WhYou have not implemented any significant paid marketing efforts to drive traffic except utilizing simple program for direct messaging on Facebook.

For WhYou to achieve its goals regarding platform development and market penetration, **it will require a total budget of \$305,000** for two years of operation.

1. Initial Funding - for Q1 and Q2 that will include initiation of the marketing efforts, app development and expansion of the user base - \$170,000
2. Pre-Beta Funding - for Q3 and Q4 that will include the development of the corporate website and launch of the updated version - \$80,000
3. Launch – for the end of Q4 und into the second year of operation - \$55,000



## Projected Cash Flow - in USD



# **A Community Where Anyone Can Barter**

**Thank You**