

<techcovery>✧



< where developers and entrepreneurs meet >

**"Discoverability is the #1
problem with the App Ecosystem"**

An app created specifically with Developers in mind.

techcovery connects Developers with different skill levels and expertise to startup projects that need Beta testers in order to launch their projects.

Needs

Developers

- Target
 - Developers with some experience
- Needs
 - Build portfolio
 - Large scope projects
 - Information on latest products

Entrepreneurs

- Target
 - Recently launched startups
- Needs
 - First users
 - Thoroughly tested products
 - Publicity

Sample User- Developer

- Recent graduate of Dev Bootcamp in San Francisco
- Junior Developer at Square Space
- Spent last three months working on a database project for Square
- Looking for larger projects to do on the weekend that will get her creative juices flowing



Janet, Age 32

Sample User- Entrepreneur

- Entrepreneur for past two decades
- Co-Founder of Launchpad LA
- Owns majority stake in the companies at Launchpad
- Wants publicity for new startups and first user base
- Knows from experience that products need to be fully tested before launch
- Takes any opportunity for free marketing



Adam, Age 43

App Design

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< where developers
meet entrepreneurs >

< tech companies interested in
beta testing their products can
connect to interested developers
through techcovery* all develop-
ers with varying skill sets can
connect to upcoming projects
and get access to the latest
products in tech* >

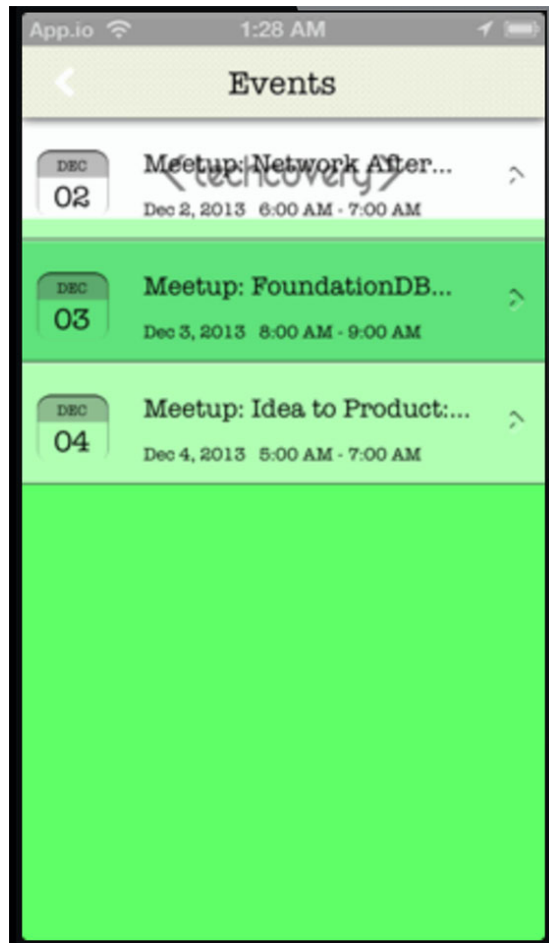
Home Screen

Main Functionality

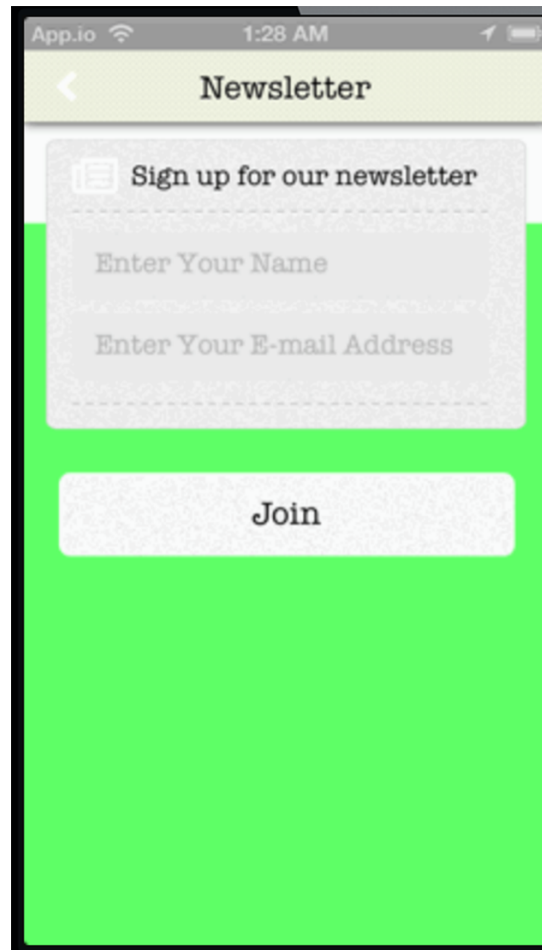
- A User signs in and selects skill level + languages in the Menu tab
- B Projects matching each developer's skills is pushed to their user News
- C Events in the user's area (determined by phone location) are sent to the user's Event tab
- D Users can opt in to receive a daily Newsletter in their inbox detailing current projects



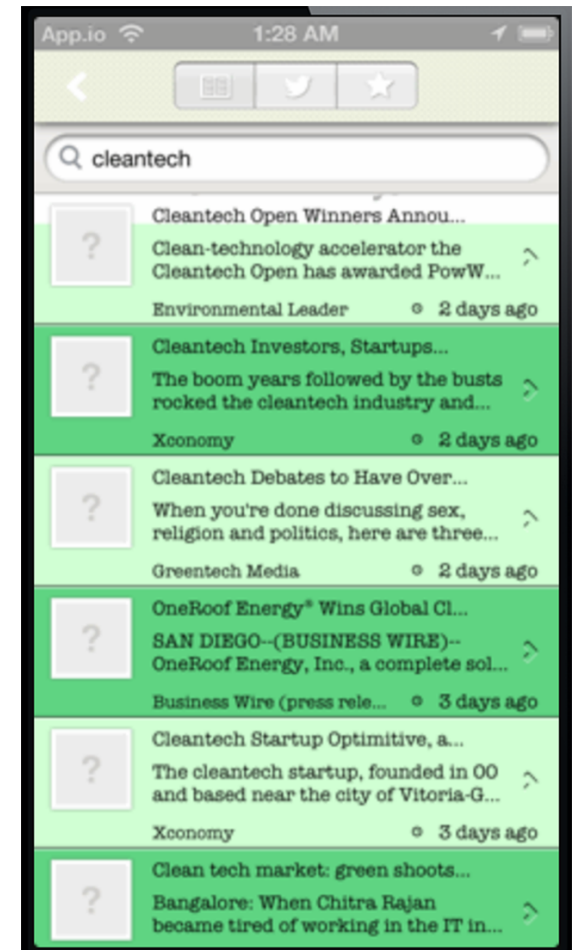
Event Screen



Newsletter Screen



News Screen



< TECH COVERY >

WHERE DEVELOPERS
MEET ENTREPRENEURS

PRIMARY OCCUPATION

A

SKILLS

☒ DESIGN

B

☐ ANIMATION

☒ RUBY

☐ C++

C

EXPERIENCE

D

Menu Screen

- A Drop down menu
- B Touch to check
- C Expand for more options
- D Vertical scroll for more content

☐ BEGINNER
☒ EXPERIENCED
☐ ADVANCED

TIME COMMITMENT
EACH WEEK

☐ 1-2 HRS
☒ 3-6 HRS
☐ 7-8 HRS
☐ 10 + HRS

EMAIL

SEND ME A DAILY
NEWSLETTER ☒

E

Text input box

F

Takes user back to main
navigation screen

F

Marketing

Push Notifications

Weekly Notifications Released on Wednesdays,
Newsletters daily

- A new Beta project has been uploaded fitting your skill sets. Check it out!

For a user who hasn't visited the app in a while

- <insert company name> is still looking for your support. Be apart of this innovative project today!

Techcovery



The Biggest Problem in Tech is Discovery

Fire your PR team now. It's time to pay attention to Techcovery.

Everyone in tech is an idea person. We all have great ideas and we'll probably have millions in our lifetimes. Some ideas get translated into apps and companies that will make millions, while others become projects that fail. The biggest factor in determining the success of an idea isn't the actual idea itself. Bad ideas have become Fortune 500 companies. That isn't the problem; the problem is discoverability. Discoverability is the #1 problem in the app ecosystem today.

Startups need two crucial things: funding and users. Both of those goals are achieved by marketing and spread through our social architecture. However marketing is the one area that many startups and ideas fail. Many startups need to strike the balance between good products and user needs.

Facebook Page https://www.facebook.com/techcoverydiscovery?ref=br_tf



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⚙

Computers/Technology

Tech companies interested in Beta testing their products can connect to interested Developers through Techcovery!

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