SWIDJIT

transform your community

vatorsplash

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Meet Swidjit

- Swidjit is a **community operating system** designed to provide unprecedented access to local goods, services, places, activities, information, people and conversations
- Swidjit is a public, community-based hub for commerce, collaboration and conversation; it is a place to buy, sell, share, trade, plan, curate, discuss and otherwise connect with others around you

We have a problem...

- We lack a way to publicly connect with people around us and accordingly miss out on so many opportunities to make our lives more convenient, affordable, and fun
- The information we need is either scattered across a cluttered media landscape, or altogether unavailable as of present
- As a result, we are forced to rely on a system of globalization that is wreaking havoc on our planet and the people who live here

.. but Swidjit is an elegant solution!

- Our community operating system will facilitate a **community-curated resource ecosystem**
- A highly-organized, intuitive, customizable repository of every product, service, experience, space, or idea we have to offer each other.
- This network will provide users with effortless discovery of everything of local that that can help them meet their needs and transform the way that we connect with resources and opportunities within our community

An unprecedented opportunity

- A successful Swidjit would serve as a platform for the local economy and a hub for city life
- As a network with highly organized content operating in mobile-local-social space there would be large opportunity for hyperlocal ads
- As the primary engine for the P2P/collaborative economy, Swidjit would have numerous chances to charge service fees on sales & rentals
- As a community hub, Swidjit would have many opportunities to offer freemium services

Oh wait, there is some competition

- As the hub for the P2P economy, and the closest thing we now have to a community operating system, Craigslist is Swidjit's primary competitor
- Fortunately, they are famously antiquated and generally disliked or distrusted by most internet users. They only have critical mass and, unless they rapidly innovate, they are one of the most vulnerable internet properties. Swidjit offers numerous, easy-to-articulate advantages over this anonymous and antiquated technology.

Our competitive advantages

- An innovative and elegant design that incorporates features from many familiar and useful tools into one convenient platform
- The perfect location (Ithaca, NY) to establish such a network and a great chance of being first to market with a concept like this
- Technological leapfrog of the competition
- Alignment with environmental/economic/social movements provides strong base of support and opens up many more doors of opportunity

Not just a team, a movement.

- Founder & CEO Alex Colket is a neuroscientist/ game designer/web developer turned social innovator/climate activist/entrepreneur
- Head Developer Andrew Imm has been hacking since age 11 and is graduating Cornell early with major in CS and minor in applied math.
- Our growing community coalition includes 6 committed students/interns, a dozen other volunteers, and many local businesses and organizations who have pledged their support

Making it happen

- Achieve critical mass and prove the concept in Ithaca through network of community partnerships, aggressive advertising, and a grassroots marketing campaign.
- Meanwhile, gradually introduce new features to expand the scope of the product and better define the vision
- Use this proof of concept to get community support in larger regional markets before testing in large cities

But we will need some help…

- First and foremost we are looking for someone who can come onboard and handle the business side of things, someone with experience raising capital, building a team, and growing a company
- We would also be interested in taking in another small seed investment ($25-$50k) if we can find someone we are excited to work with

Thanks!

- Contact Alex if you want to discuss any possibilities.

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