

Market Research - GainLoop

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Gain Loop:

Gain Loop is all about exchanging between people services that they will usually not pay money for them.

An example of such service is firsthand information about a specific University (from a person that studies there...) or getting a table preservation (from someone that works there as a Hostess) in a highly coveted restaurant.

The app will provide a social system where people enter the service they wish to get and the services they can provide for others, and will create a "Loop" of such people so that each user gets what he wants, and provides the next user with what the other user want.

relevant "players" in the field:

65hours:

a "Time Bank" of people's time website, their idea is to pay with time instead of money, the idea is close but there are few points where our idea is different.

One point, is that in the "Time Bank" concept, if two people collaborate, they can give each other as many "hours" as they want, but those are "fake" hours, so their actual value is a bit of a question.

Another difference is that 65hours have no way to view user information besides name.

In GainLoop we plan to make so that each user is logged with his Facebook account, so you can identify them, and this will bring a high Reliability (from the users loop point of view...) to the site.

So far, 65hours has succeeded mainly in the UK, which leaves us still with a lot of users that don't know / don't use this concept (US for example).

65 hours do not have any mobile app, so our app will have an advantage in this area.

<http://65hours.com/>

Dapsem:

Daps'em is a platform allowing people to show their appreciation to their friends (and soon other stuff), offline and online.

Their concept is very close to the 65Hours concept, but their focus is on the mobile market,

they plan to launch soon an iPhone app, still they are less focused on getting things

done(like our concept) but more on making social gratitude...

But they did receive some “hype” in the last “Techonomy 3” convention(<http://techonomy.weebly.com/>).

<http://dapsem.com/>

yelp:

User Reviews and Recommendations of Top Restaurants, Shopping, Nightlife, Entertainment, Services and More, Yelp website is ranked 39 Traffic in the US by Alexa .

They have a simple site and we see them as indirect competitors since i think a lot of their users can prefer the “GainLoop” approach of receiving recommendations about everything, since by “GainLoop” you can get firsthand information .

Yelp has mobile apps for each mobile OS.

<http://www.yelp.com/>

craigslist:

This site is ranked to be 10 in the US (traffic wise) by Alexa , Craigslist is a supremely popular listings site, it has an extremely lousy UI (it looks horrible...), and is very simple web site, yet it has an amazing popularity .

We see them as indirect competitors too, since among their wide range of lists themes, their is also peoples services , and in the US they have a strong holding of users for this section.

Craigslist has no mobile app.

<http://www.craigslist.org/>

Fiverr:

This site was founded by two Israeli developers : Micha Kaufman and Shai Wininger on 2009.

This site is platform for user to sell or buy services at the exact price of 5 dollars, the business model of this site is the for each transaction(of 5 dollars) 4 dollars go to the seller, and the remaining dollar will split between Pay Pal and Fiverr site.

The site is ranked to be 166 in the US (traffic wise) by Alexa , and is considered quite a success, they did not raise money since their solid business model gives them enough income.

Recently was launched an Israeli copy of the originally idea called “20 רק ב” (<http://www.rak20.com/>) .

<http://www.fiverr.com/>