

Yelloh

Disrupting online surveys with video.



Problem



In-person interviews



Remote Interviews



Online Surveys

Web Page Title

http://domain.com

Market Research Template

1. How likely is it that you would recommend this product to a friend or colleague?

Not at all likely Extremely likely

0	1	2	3	4	5	6	7	8	9
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2. In your own words, what are the things that you like most about this new product?

3. In your own words, what are the things that you would most like to improve in this new product?

Expensive and time consuming for companies

Inflexible and tedious for respondents

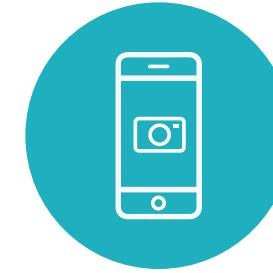
Solution



Quantifiable
Qualitative Research



Fast and easy qualitative
research method



Mobile Video Based

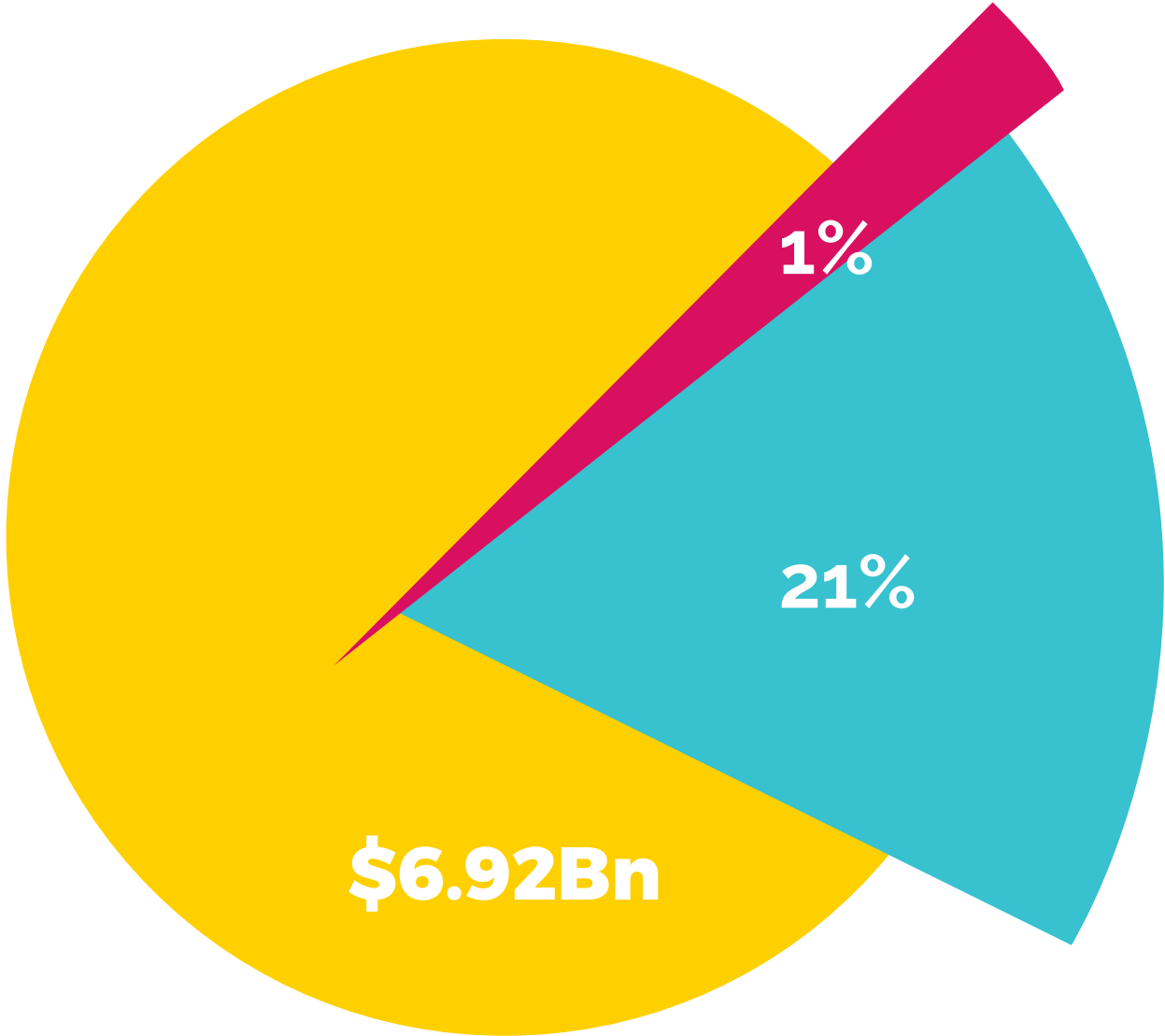
Fast and affordable
research methodology

Fun and easy way to
communicate with
companies

The image displays the Yelloh platform interface on both a tablet and a smartphone. The tablet screen shows a web browser with the URL 'yelloh.io'. The main content area features a question: "Do you remember the last time you walked into a tourist office? Do you recall something you particularly liked or disliked?". Below the question is a video player showing a woman with headphones. To the right of the video is a list of respondents with their names, profile pictures, and timestamps. The list includes: Veronica Smith (12.8.17 8:00 pm), Pedro Alcantara (12.8.17 7:40 pm), Nicole Jakson (12.8.17 6:30 pm), Manuela Kunz (12.8.17 5:21 pm), and Sebastian Nolan (12.8.17 4:12 pm). On the right side of the tablet screen, there is a section for the question link, reward (50 Points), creation date (12 Days ago), and creator (Roman Hungerbühler). The smartphone screen shows the Yelloh mobile app interface with the same question and a reward of 50 points for answering in the next 30 minutes. The app interface also includes a "Tell me about the last time you went to a bank. Was there something you particularly liked or disliked?" question and a "Open the camera to record" prompt.

Market Potential and Business Model

- Freemium
- \$99
- \$299
- \$499+



**Yelloh Market Share
3 years**

**Service Available
Market - Consumer
goods industries**

**Total Addressable Market -
Online Survey Industry**

Traction

Business Model 2 Tested



+14

Beta Launch 15.08.2017



Business Model 1 Tested



Key Figures:

- 86 company accounts created.
- 21 companies tested product.
- 4 outbound projects to real clients & stakeholders.

Team



Roman Hungerbühler

CPO & Co-Founder

Mechanical Draftsman

Bachelor of Arts in Design Management at Univeristy of Applied Science Lucerne Switzerland.



Fabian Bollhalder

CEO & Co-Founder

Experience Design Strategist at PWC

Bachelor of Arts in Design Management at Univeristy of Applied Science Lucerne Switzerland.



Filipe Abrahao

CTO & Co-Founder

Global Director of Technology at LEO Learning

MSc, Engineering, Artificial Intelligence at Kings' College London U. Of London.



Bartolomeu Rodrigues

Full Stack Developer

Full Stack developer at CGI, Protugal.

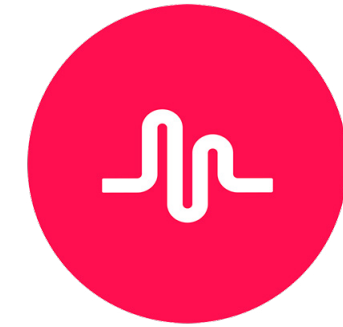
Bachelor of Arts in Graphic Design at University of Lisbon.



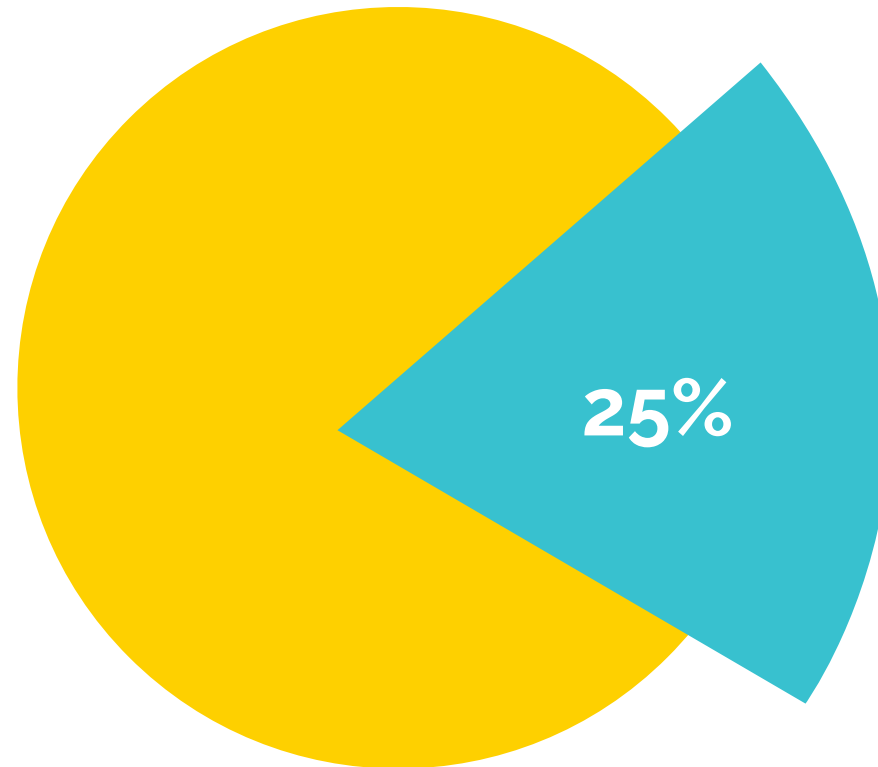
**Daily active users:
166M**



**Daily active users:
250M**



**Daily active users:
40M**



**Combined total of
456M daily active users.**

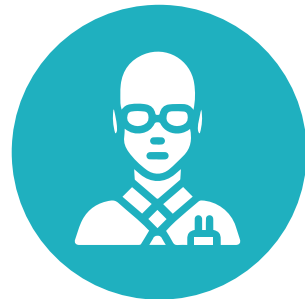
**= Content creator
equating to
114M videos created
daily.**

Competitive Landscape

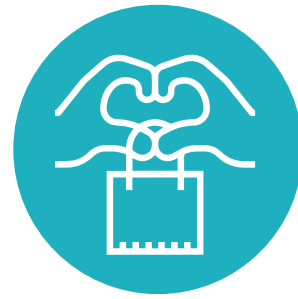
		Secondary Competition	Direct Competition	
		Design related Software	Online Survey Tools	Video Survey Tool
		Invision	Eg. Survey monkey, Google Forms, Typeforms	Verbate
	Yelloh			
Video Communication	X	O	O	X
Qualitative outcome	X	X	O	X
High User Engagement	X	X	O	O
Web Browser Based	X	X	O	O
Survey Logic	O	O	X	O
Aesthetic Focus	X	X	X	O
Analytics Based	X	O	X	O
Revenue Model	Subscription	Subscription	Subscription	Project Based



Designers



Marketers



Researchers



- + Minimal investment of financial and labour resources
- + Quantify qualitative research
- + Centralized research location

- + Larger scale & higher frequency
- + Increased accuracy rate