



# DYNOTIFY

***I CREATE***

***I TAKE RISKS***

***I LIVE MY PASSION***

***I AM AN ENTREPRENEUR***

Think Create Innovate

## Idea Formation

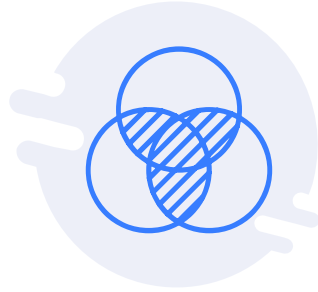
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- Idea Stages
- Pitch Deck
- Modules Outline
- Tasks Management



## ● Development ●

- Technologies
- Angular
- Firebase
- Python
- Services
- WordPress



## ● Design ●

- Wireframes
- Adobe XD



Inspire Motivate Succeed

## Future Work

---

- MVP (Minimum Viable Product)
- WordPress Design & Development
- Product & Market Validation
- Marketing Tactics Validation
- Incubators Applications
- Remaining Sections Development

# WHO ARE WE?

We are a company that is seeking to save you time and money by providing you with the tools to search for whatever your next purchase is across all of your favorite sites by a single click and get you the unseen deals and prices right to your hands like never before.

- |                 |                 |                |
|-----------------|-----------------|----------------|
| <b>Products</b> | <b>Flights</b>  | <b>Hotels</b>  |
| <b>Cars</b>     | <b>Games</b>    | <b>Movies</b>  |
| <b>TV</b>       | <b>Music</b>    | <b>Videos</b>  |
| <b>Stocks</b>   | <b>Currency</b> | <b>Courses</b> |



# Life is Short. Build Stuff That Matters.



SaaS Web App



Web Scraping



Product Monitoring



Search Engine



Similar Suggestions



Recommendations



# DyNotify Main Features

Changes  
Detection



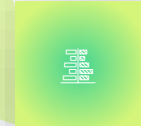
Search  
Engine



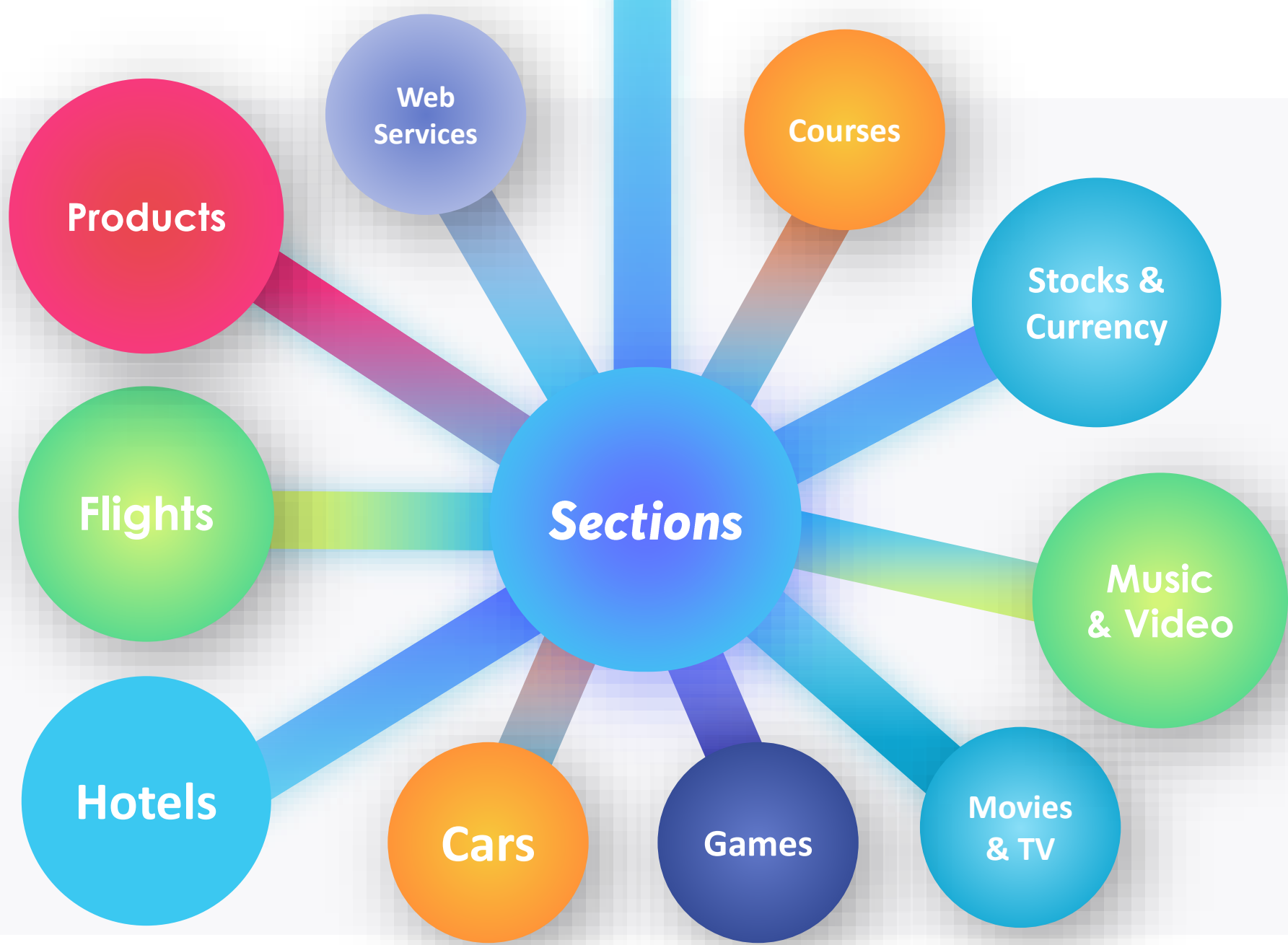
Similar  
Suggestions



Recommendations  
System



*It's more than just a notification system*



*And this is just the start*



## Pitch Deck

Search, browse and get alerts on deals & discounts for Products, Fights, Hotels, Games, Courses, ... etc.



## Problem

**Changing Prices** is an important concern for customers purchasing a product or booking travel online.

**Time & Effort** needed to check each product for price or other changes on a continuous basis.

**Fear of Missing Out** on a deal or a discount that could be known otherwise.

## Solution

A web service where users can search, check and track various products and services from dozens of sites and get notified instantly of any discounts, deals or changes.



**Save Money**



**Save Time & Effort**



**Satisfaction**

# How are we doing this?



**Search**



**Select**



**Notify**



# Market Validation

camelcamelcamel.com  
keepa.com

31.1 Million  
Monthly Views

Amazon Price Trackers  
(As of December 2019)

source: similarweb.com

visualping.io  
distill.io  
uptimerobot.com

1.88 Million  
Monthly Views

Website Monitoring  
(As of December 2019)





## Market Size

2+  
Billion

**Items Sold Per Year**

(Amazon US)

\$232+  
Billion

**Net Revenue**

(Amazon 2018)

5+  
Billion

**Hotels & Flights  
Booked**

Per Year

\*source: Oberlo Amazon statistics 2019

\*\*source: Statista Amazon net revenue 2018



# Product



## Business Model

- We take up to 70% affiliate commission on each transaction.
- Monthly/Yearly subscriptions for extra features and tools.
- Advertisement system integrated to cards (CPM, CPC)

\$2

AVERAGE COMMISSION

**Amazon Affiliate Program**

Average 6% Commission

\$99

AVERAGE SUBSCRIPTION

\$29 / \$99 / \$499

**Per Year**

\$7.5

AVERAGE AD REVENUE

Per 1000 Impressions

**or Per 50 Clicks**



# Revenue Prediction (9th Month)

Based on 9.3K Visitors per Month

\$640

Amazon Affiliates /Month

40% Click Through Rate (CTR)

9% Conversion Rate (CR)

\$1.85 commission per sale (6%)

\$12,300

WebApp Subscriptions /Month

9% Conversion Rate (CR)

\$8.25 Avg per Month

40% Cancellation Rate

\$1,050

Ads Revenue

For 140K Impressions

or 2,500 Clicks



# Revenue Prediction (18th Month)

Based on 150K Visitors per Month

\$21,500

Amazon Affiliates /Month

44% Click Through Rate (CTR)

14% Conversion Rate (CR)

\$2.3 commission per sale (9%)

\$3338,000

Subscriptions /Month

14% Conversion Rate (CR)

\$8.25 Avg per Month

%31 Cancellation Each Month

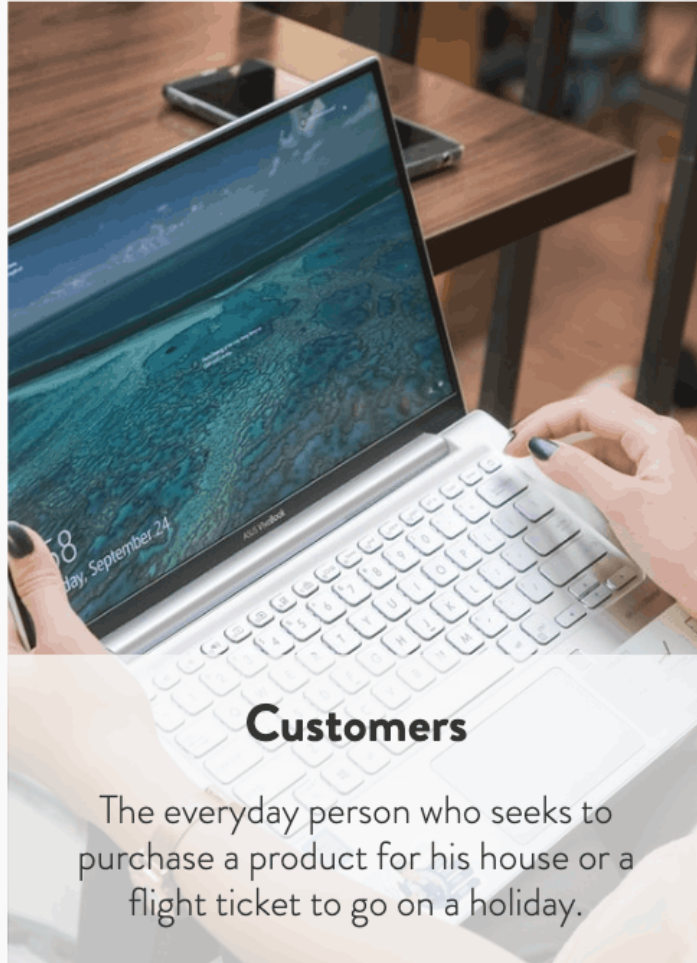
\$27,300

Ads Revenue

For 3. Impressions

or 30,000 Clicks

# Market Adoption / Customers Segments



**Customers**

The everyday person who seeks to purchase a product for his house or a flight ticket to go on a holiday.



**Businesses**

The travel agencies or local exchange offices who wish to get the latest updates and prices on flights, hotels and currencies.

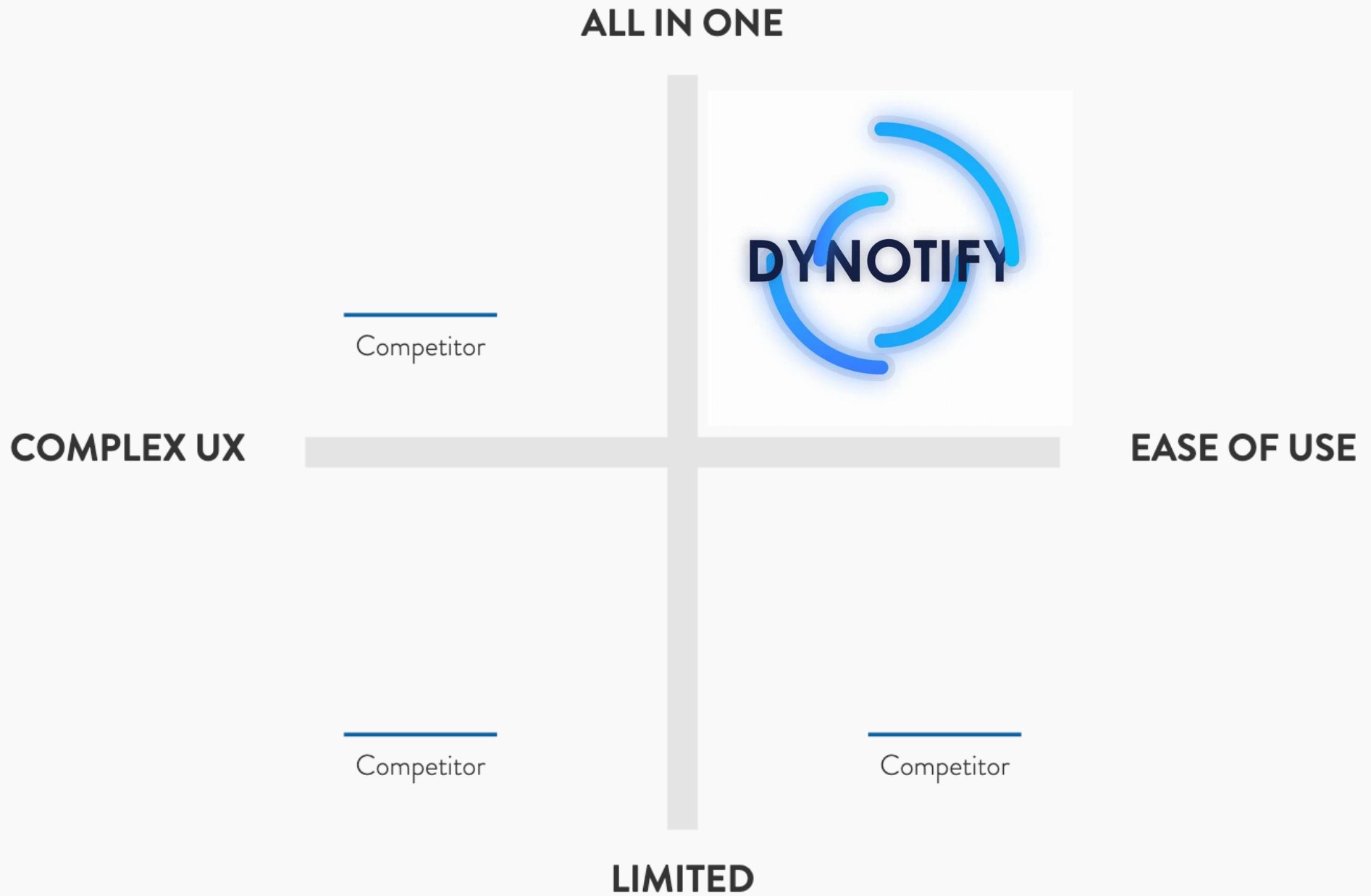


**Partners**

Big players such as Amazon or small companies which we can use its products and data to provide further services and drive more traffic to them.



# Competition






[Sign up](#)
[Log in](#)
[Popular Products](#)
[Top Price Drops](#)
[Tools](#)
[Blog](#)
[Support Us](#)

Welcome to camelcamelcamel, a free Amazon price tracker!

Our free Amazon price tracker monitors millions of products and alerts you when prices drop, helping you decide when to buy.

How do we help you save money?

There are three major ways:

#### Amazon Price Drop Alerts



Create Amazon price watches and get alerts via email and Twitter when prices drop.

#### Amazon Price History Charts



View the price history of over 100 million Amazon products.

#### Browser Addons



Add our price history charts to your browser with The Camelizer, our extension for Mozilla Firefox and Google Chrome.

[Create Free Account](#)

Signing up is quick and makes using the site more convenient. It's also free!

Have a Google, Facebook, or Twitter account? You're welcome to sign in with those, too.

#### Supported Amazon Countries

Don't shop at Amazon United States? Choose your preferred Amazon country here.



#### Popular Products

Check out these recently [popular deals](#) on camelcamelcamel. See what Camel users have been buying lately! ([more info](#))

[All Products](#)
[Deals Only](#)



Best Price

Amazon eGift Card - Merry Christmas (Pine)

\$50.00



Best Price

Bose QuietComfort 25 Acoustic Nois...

\$199.00



Good Deal

ASUS Barebone System - 1U Rack-Mountabl...

\$225.15



Good Deal

Tamron SP 90mm F/2.8 Di MACRO 1: 1 VC US...

\$599.79



Good Deal

Samsung SSD 860 EVO 1TB 2.5 Inch SATA III I...

\$199.00



Search...



[Home](#)

[Browse](#)

[Search](#)

[Giveaways](#)

[About](#)



contact

### TOP DEALS BY STORE



<a href="#">Half-Life</a>	<del>\$9.99</del>	\$0.99
<a href="#">Half-Life 2</a>	<del>\$9.99</del>	\$0.99
<a href="#">Portal 2</a>	<del>\$9.99</del>	\$0.99
<a href="#">The Orange Box</a>	<del>\$19.99</del>	\$2.99
<a href="#">141</a>	<del>\$16.99</del>	\$1.69
<a href="#">Half-Life 2: Episode Two</a>	<del>\$7.99</del>	\$0.79
<a href="#">Portal</a>	<del>\$9.99</del>	\$0.99

[View All Steam Deals](#)



<a href="#">Far Cry 5 Gold Edition</a>	<del>\$89.99</del>	\$19.12
<a href="#">South Park: The Fractured...</a>	<del>\$89.99</del>	\$19.12
<a href="#">Assassins Creed Origins Gold...</a>	<del>\$99.99</del>	\$21.25
<a href="#">The Crew 2 Gold Edition</a>	<del>\$99.99</del>	\$21.25
<a href="#">The Binding of Isaac</a>	<del>\$4.99</del>	\$0.95
<a href="#">QUAKE</a>	<del>\$4.99</del>	\$1.20
<a href="#">Dishonored Complete...</a>	<del>\$79.99</del>	\$19.20

[View All GamersGate Deals](#)



<a href="#">PAYDAY 2 - Legacy Collection</a>	<del>\$80.33</del>	\$11.61
<a href="#">HITMAN 2 Gold Edition</a>	<del>\$99.99</del>	\$21.25
<a href="#">Chivalry - 4 Pack</a>	<del>\$74.99</del>	\$9.00
<a href="#">Deus Ex Collection</a>	<del>\$94.99</del>	\$17.10
<a href="#">Deus Ex: Human Revolution - ...</a>	<del>\$19.99</del>	\$3.06
<a href="#">QUAKE</a>	<del>\$4.99</del>	\$1.35
<a href="#">Devil May Cry 5</a>	<del>\$59.99</del>	\$16.83

[View All GreenManGaming Deals](#)



<a href="#">Battlefield 1 Revolution And...</a>	<del>\$79.99</del>	\$11.99
<a href="#">Supreme Commander</a>	<del>\$19.99</del>	\$2.59
<a href="#">Munin</a>	<del>\$9.99</del>	\$0.49
<a href="#">Project Cars 2 Digital Deluxe</a>	<del>\$89.99</del>	\$22.49
<a href="#">Just Cause 2</a>	<del>\$14.99</del>	\$1.50
<a href="#">Eador. Masters of the Broken...</a>	<del>\$19.98</del>	\$1.99
<a href="#">Stealth Bastard Deluxe</a>	<del>\$9.99</del>	\$0.99

[View All Amazon Deals](#)



<a href="#">Hotline Miami</a>	<del>\$9.99</del>	\$1.49
<a href="#">Company of Heroes</a>	<del>\$19.99</del>	\$3.79
<a href="#">The Talos Principle</a>	<del>\$39.99</del>	\$5.99
<a href="#">Shadow Warrior 2</a>	<del>\$39.99</del>	\$3.99
<a href="#">QUAKE</a>	<del>\$4.99</del>	\$1.39
<a href="#">Shadow Warrior</a>	<del>\$39.99</del>	\$3.99
<a href="#">Mayhem Bundle</a>	<del>\$89.94</del>	\$2.49

[View All Fanatical Deals](#)



<a href="#">Shadow of the Tomb Raider - ...</a>	<del>\$69.82</del>	\$6.98
<a href="#">Warhammer 40,000: Dawn of...</a>	<del>\$79.99</del>	\$17.13
<a href="#">Hotline Miami</a>	<del>\$9.99</del>	\$1.50
<a href="#">Company of Heroes</a>	<del>\$19.99</del>	\$3.99
<a href="#">Sid Meier's Civilization VI...</a>	<del>\$79.99</del>	\$18.99
<a href="#">The Talos Principle</a>	<del>\$39.99</del>	\$5.99
<a href="#">Shadow Warrior 2</a>	<del>\$39.99</del>	\$3.99

[View All Gamesplanet Deals](#)



# Competitive Advantage



## All In One

We provide services for Products, Flights, Hotels, ... and many others.



## Ease of Use

With Simple UI/UX, you can search and track products and services with only a few clicks.



## Free

You don't have to pay anything to search or track any products or services.



## Multi Search

Search for any product/service across all major websites with a single click.



## Smart Notifications

Even if you don't know what a good deal is, we will smartly track and notify you of deals that you can't miss



## Recommendations

Check a dynamic list of popular & top deals for products and services across all major sites.



# Team



**Muath Juady**

**Kinana Joudeh**

**Reema Riyad**

 **Press**

“ WOW

**John Snow**

“ AMAZING

**Me**

“ UNBELIEVABLE

**Also Me**

## Financial

We are looking for 12 months financing to reach 150K Users on DyNotify

**\$100K**  
Investment

initial investment opportunity

**150K**  
Users on DyNotify

avg \$25 revenue per user /Year

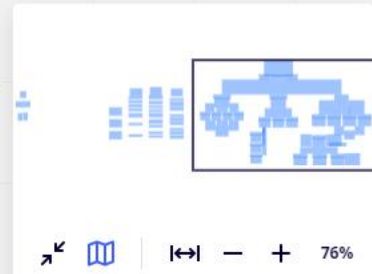
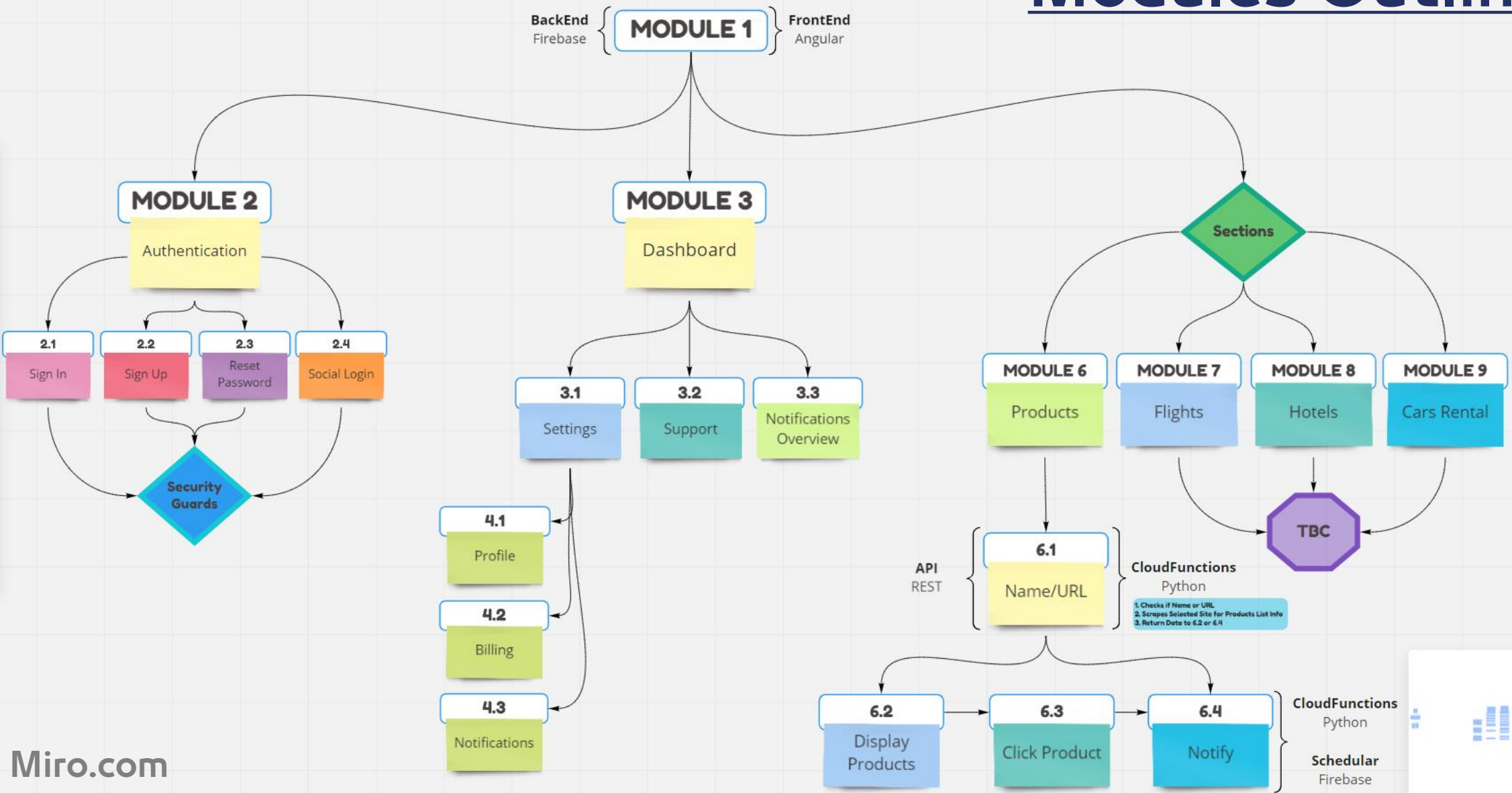
**\$2,400,000**  
Revenue

over 12 months

# DyNotify

# Modules Outline

BackEnd: Firebase, FrontEnd: Angular



# Tasks

## Muath

## Kinana

## Reema

## Products

## Flights

## Hotels

email script notify

sms script notify

Script for Price Saving & Comparison By Frequency

Dyno

APIs

Front End Code & Design

Front End Code & Design

Cloud service

Notification system trigger (Push Up) in Firebase

Dyno

Angular products

Products service

Angular Flights

Flights service

Angular Hotels

Hotels service

Scrapers

Smart Detection Price & Frequency (Model)

Smart Product Suggestions (Model)

Scrapers

Smart Detection Price & Frequency (Model)

Smart Product Suggestions (Model)

Scrapers

Smart Detection Price & Frequency (Model)

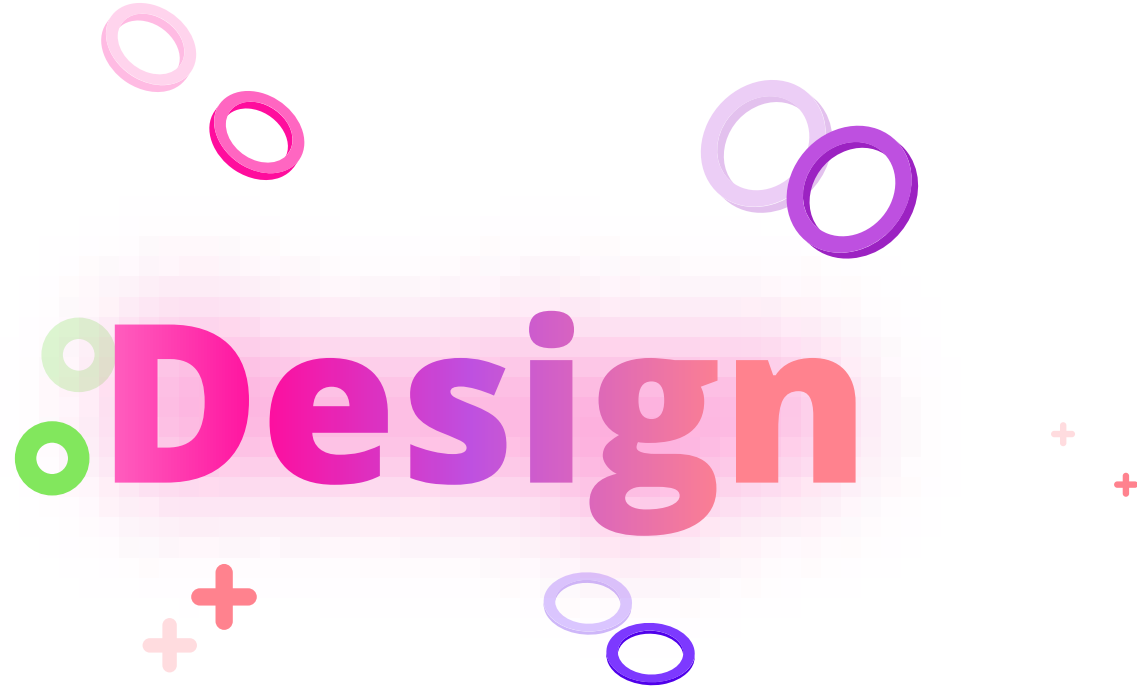
Smart Product Suggestions (Model)

Table view: A grid with 4 columns and 3 rows.

Tree view: A hierarchical diagram with a root node and several child nodes.

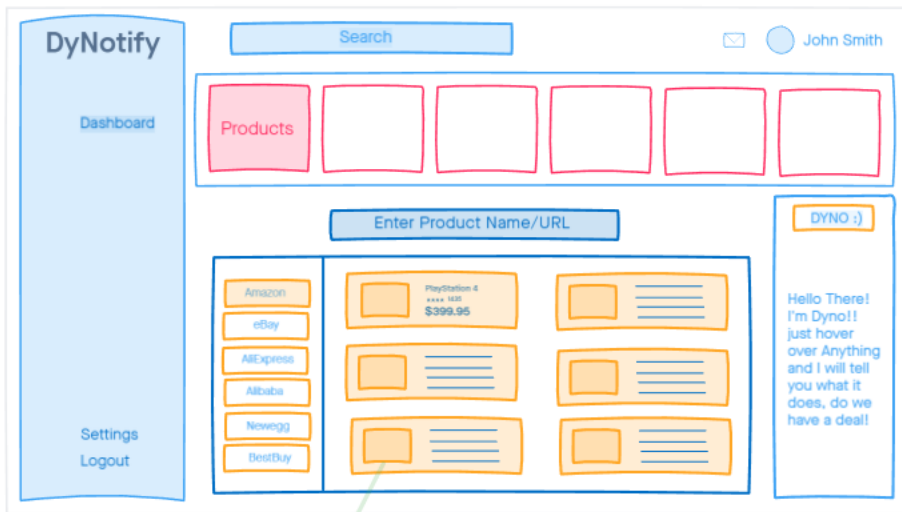
Navigation: Back, Forward, Home, Zoom in (+), Zoom out (-), 144%

Vertical toolbar with icons for selection, erasing, text, copy, paste, lasso, zoom, and other editing tools.

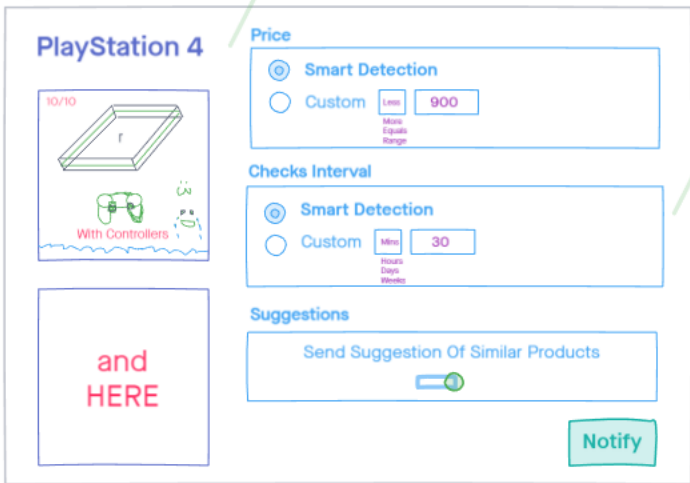


*I'M A DOER, A DREAMER, A THINKER. I SEE POSSIBILITY EVERYWHERE.*

# V2

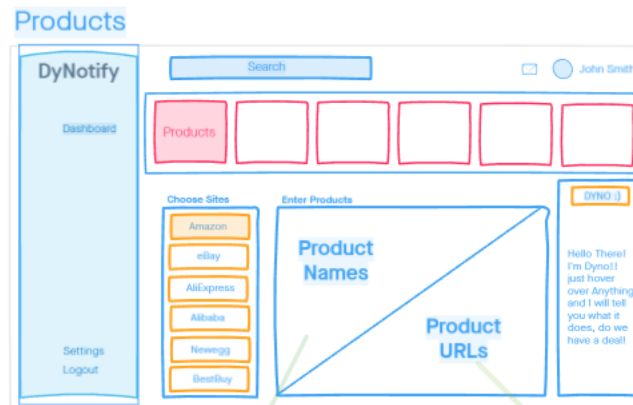


Options



URL Directly

# V1



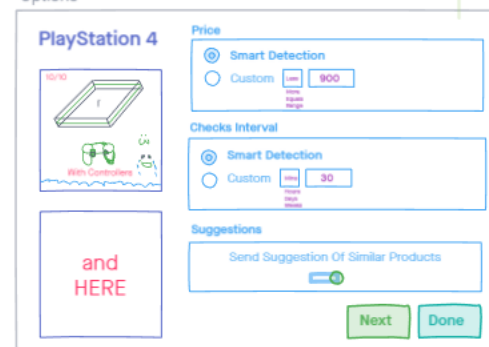
Enter Product Names

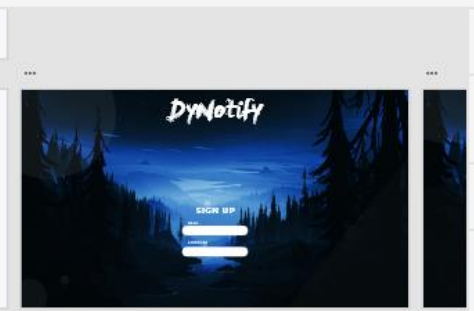
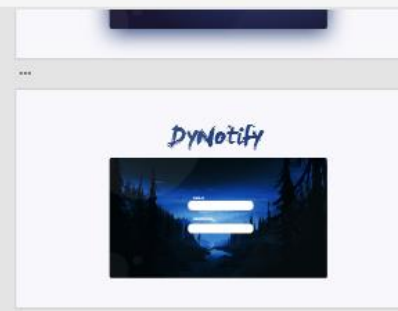
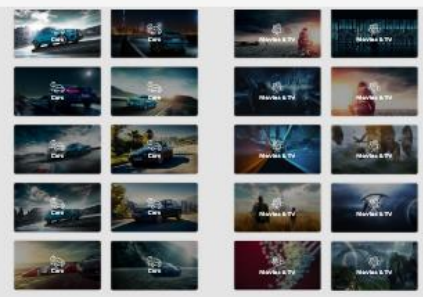
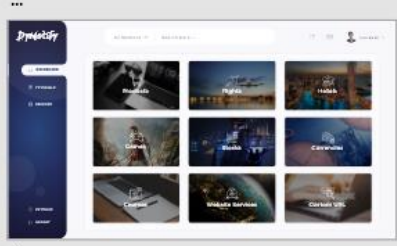


Enter Product URLs



Options





Repeat Grid

COMPONENT

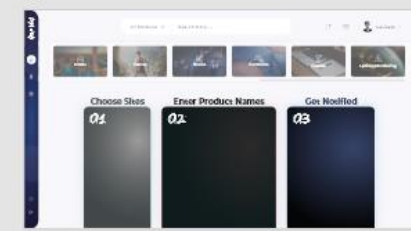
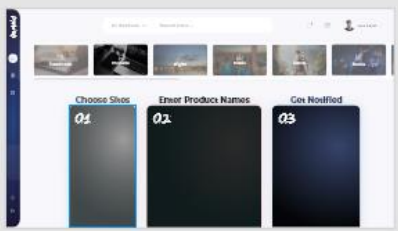
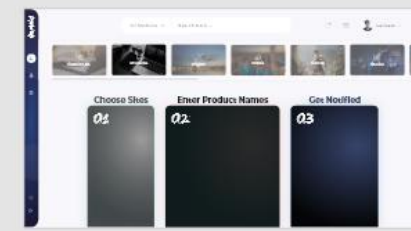
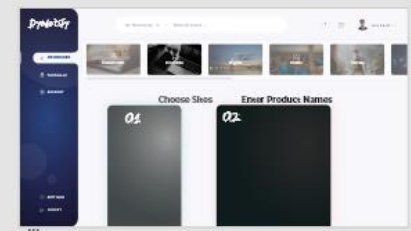
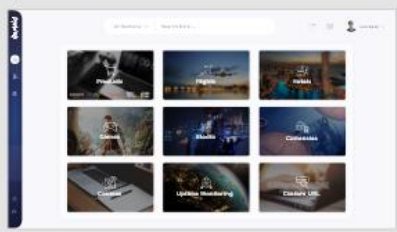
W 0 x 0

H 0 y 0

RESPONSIVE RESIZE

APPEARANCE

Opacity



## Sign in to DyNotify



or use your email account

[Forgot your password?](#)

SIGN IN

DyNotify

## Hello, Friend!

Enter your details and start your journey with us

SIGN UP



All Sections ▾

Search Here ...



John Smith ▾



Products

amazon ebay AliExpress BEST BUY

This dashboard card features a shopping cart icon and a background image of a laptop with various e-commerce logos (amazon, ebay, AliExpress, BEST BUY) at the bottom.



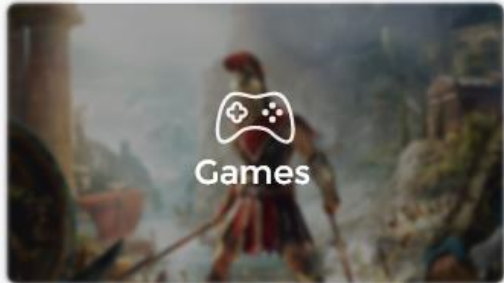
Flights

This dashboard card features an airplane icon and a background image of an airplane taking off.



Hotels

This dashboard card features a hotel building icon and a background image of a city skyline at night.



Games

This dashboard card features a game controller icon and a background image of a character from a video game.



Stocks

This dashboard card features a line graph icon and a background image of a stock market display.



Currencies

This dashboard card features a stack of coins icon and a background image of various coins.



Courses

This dashboard card features a graduation cap icon and a background image of a laptop and a notebook.



Uptime Monitoring

This dashboard card features a 100% uptime icon and a background image of the Earth from space.



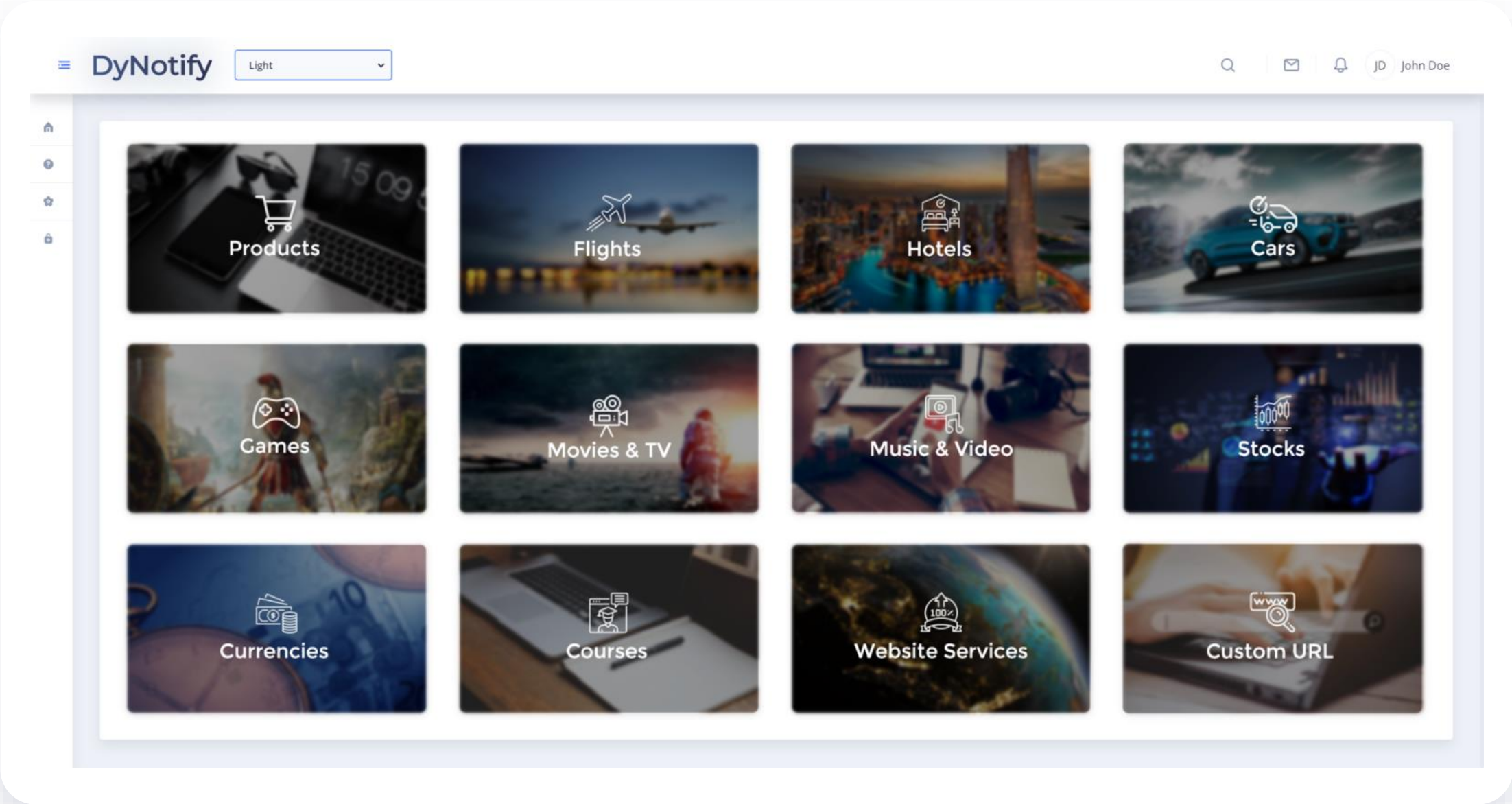
Custom URL

This dashboard card features a magnifying glass over a URL icon and a background image of a hand using a smartphone.

Project Presentation

# Application Demo

Project Presentation



# Application Demo

The screenshot displays the DyNotify application interface. At the top left, there is a hamburger menu icon, the brand name "DyNotify", and a theme selector dropdown set to "Light". On the top right, there are icons for search, email, and notifications, along with a user profile indicator for "JD John Doe".

The main content area features a search bar with the placeholder text "Enter Product Name/URL" and a blue "FILTERS" button. Below the search bar, there is a vertical list of retailer logos: Amazon, eBay, BEST BUY, newegg, and AliExpress.

The product listing section shows a PlayStation 4 Pro console. The listing includes an image of the console and controller, the product name "PlayStation 4 Pro TTB Console", a rating of "4.5/5 | 181 Review", and a price of "\$281.95".

On the right side of the interface, there is a vertical panel containing a blue robot icon.

# Application Demo

The screenshot displays the DyNotify application interface. At the top, the logo "DyNotify" is visible next to a "Light" theme selector. The user's name "JD John Doe" is shown in the top right corner. The main content area features a search bar with the placeholder "Enter Product Name/URL" and a list of retailer logos: Amazon, eBay, BEST BUY, newegg, and AliExpress. A modal window is open, titled "PlayStation 4 Pro 1TB Console" with a price of "\$281.95". The modal contains three sections: "Price" with "Smart Detection" selected and a "Custom" option set to "Less than" with a value of "100"; "Interval Checks" with "Smart Detection" selected and a "Custom" option set to "Minutes" with a value of "30"; and "Suggestions" with a toggle for "Send Suggestion Of Similar Products" turned on. At the bottom of the modal are buttons for "CHECK PRODUCT", "CANCEL", and "NOTIFY". A blue robot icon is visible on the right side of the background interface.



# Development

**THINK. CREATE. INNOVATE. INSPIRE. MOTIVATE. SUCCEED.**

# Technologies & Services

## Front-End

Angular



Nebular



## Back-End

Firebase



Python



## Services

Plivo



Cloud Scheduler



Google Cloud Functions



SendGrid



## WordPress



# Angular

## What?

Framework for building mobile and desktop web applications.

## Why?

01 Single Page Application

02 Better Compatibility

03 Previous Knowledge

04 Community Support



Front-End

# Nebular

## What?

Customizable Angular UI Library

## Why?

01 Native Components

02 Thorough Documentation

03 Design System

04 Authentication Layer

05 Modular

06 Configurable





## What?

Development platform with real-time database and backend as a service.

## Why?

1 Realtime Database

2 Fast Development

3 Authentication

4 Hosting

5 Performance

6 Analytics



**Back-End**

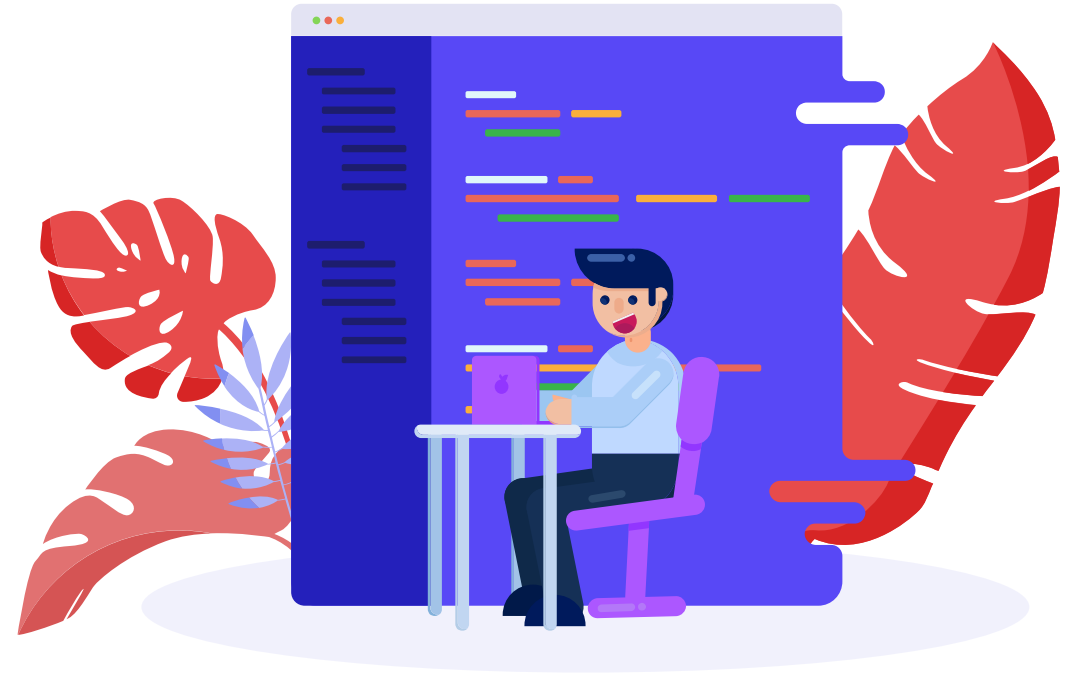


## Why?

- Extensive Libraries
- Ease of use
- Community Support
- Better Compatibility

## How?

- Web Scraping
- Notification System
- Similar Suggestions Model
- Recommendation System





# Google Cloud Functions

**What?** Serverless execution environment to run and scale code in the cloud

- Why?**
- Performance
  - Scalability
  - Reliability
  - Cost



# Cloud Scheduler

**What?** Fully managed enterprise-grade cron job scheduler.

- Why?**
- Managed
  - Reliable
  - Logging
  - Scalable
  - Automation





# Plivo

## What?

Voice and SMS API platform that enables businesses to communicate with their customers at global scale

## Why?

- Integration
- Scalability
- Reliability
- Cost

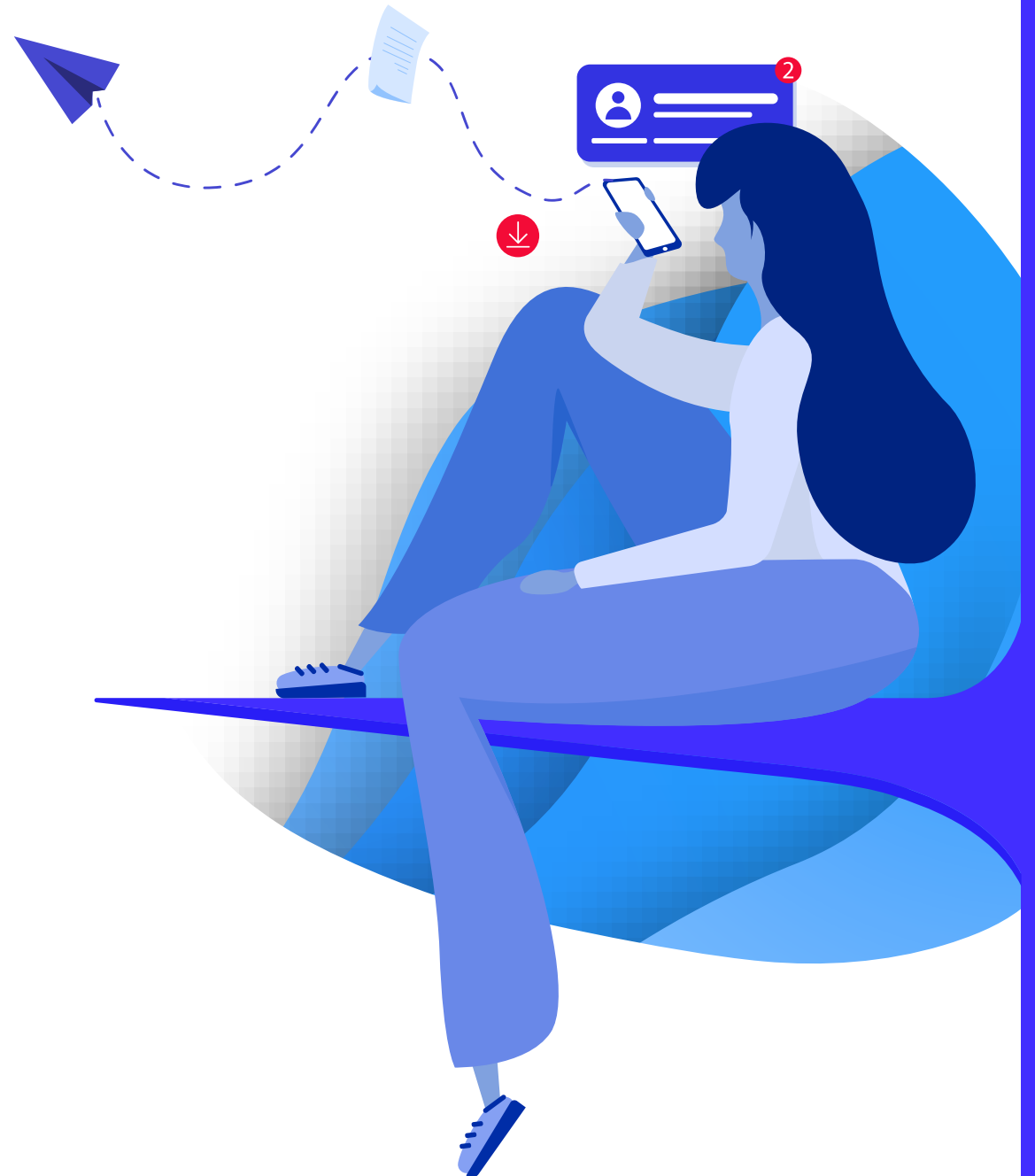


# SendGrid

**What?** The world's largest cloud-based email delivery platform

## Why?

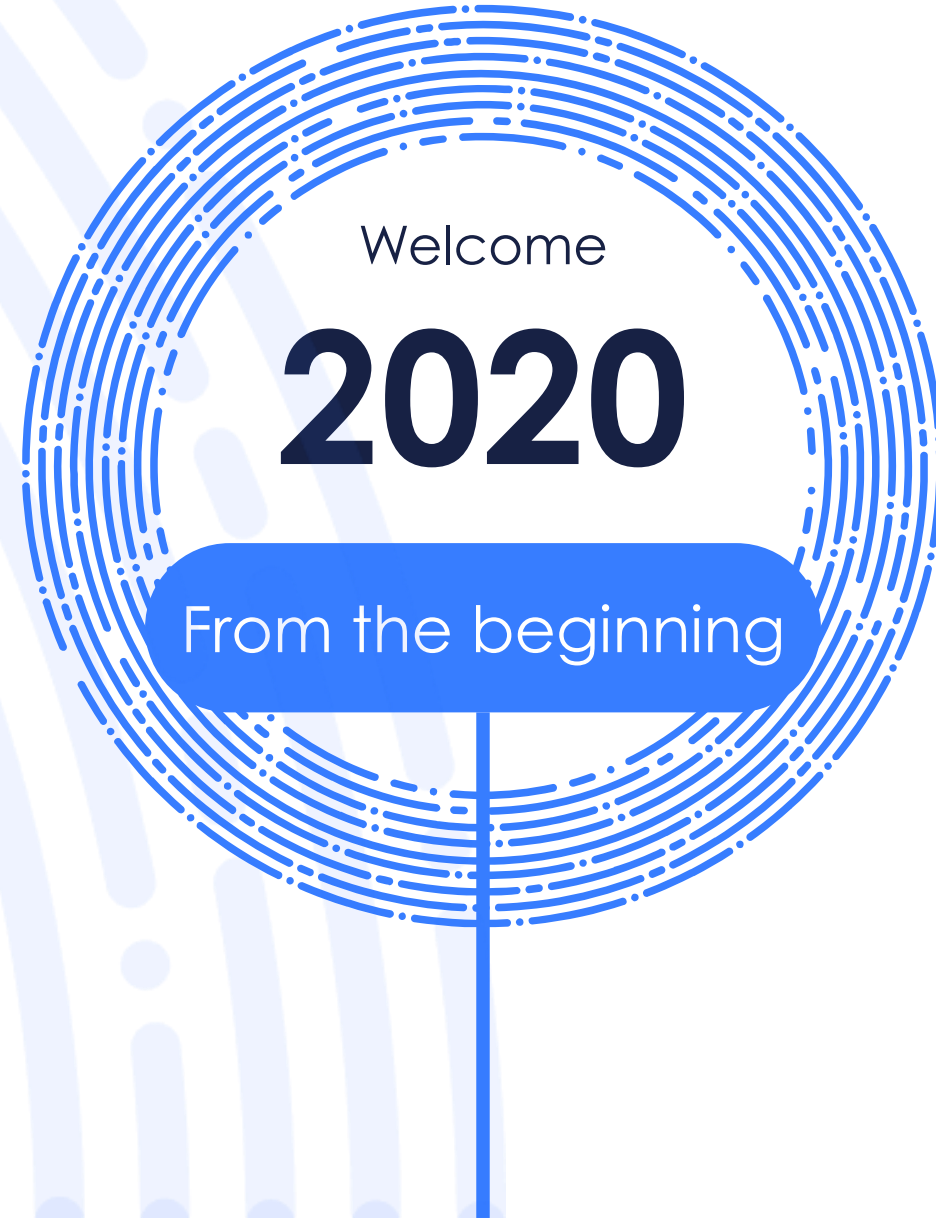
- Integration
- Scalability
- Reliability
- Cost
- Automation
- Marketing Tools



# FUTURE WORK

*If you don't build your dream  
Someone will hire you to help build theirs*





Welcome

**2020**

From the beginning

# **MVP** **(Minimum Viable Product)**

01-20  
January

1

# WordPress Design & Development

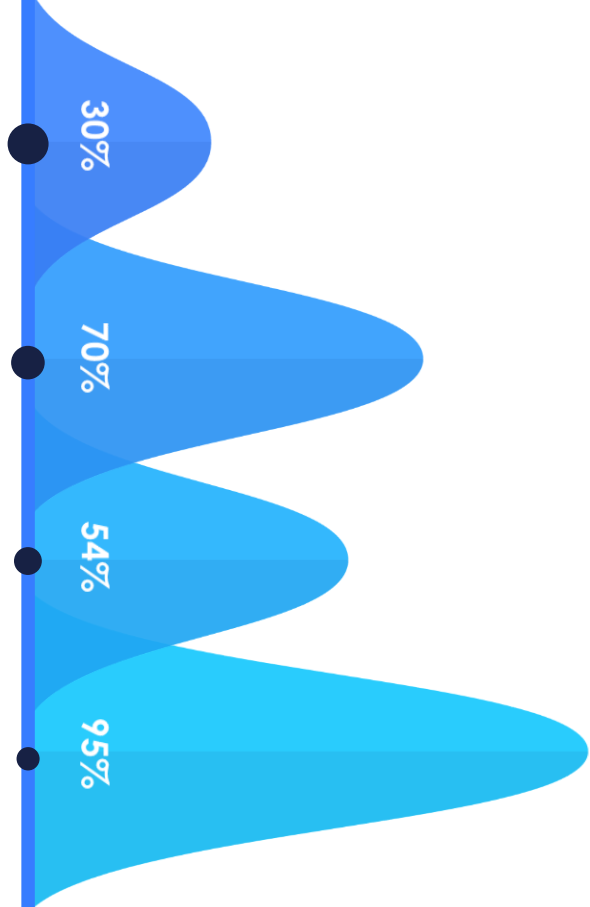
2



3

20-31  
January

Future Work



# ***Product & Market Validation***

1-10  
February

01

02

03

04

# ***Marketing Tactics Validation***

**10-25**  
**February**

# 25-29 February

***Incubators  
Applications***

1-31  
March

***Remaining Sections  
Development***



Thank You