

Press Release (Immediate)

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One little girl's dream versus the big business players

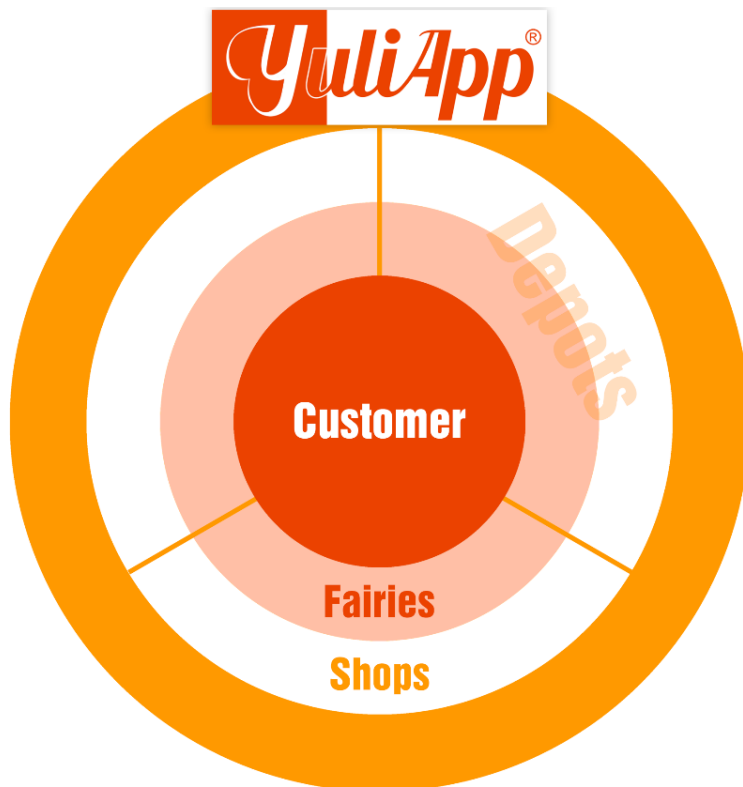
Maybe all we need is that a woman takes the first step. A student start-up YuliApp from Frankfurt (Germany) rethinks the global internet shopping and offers an alternative to big players like Amazon, eBay or Alibaba, who are slowly creeping into the internet monopoly.

Value 1: Offer, Improve, Help

On Pre-Meeting for TEDx, Yulia Gorinshteyn (CEO) said: "YuliApp believes, that future of the online shopping lays in the crowd and open-sourcing." It is all started with those supermarket chains replacing most of the small business, especially in smaller cities. A similar thing is happening, slowly, but steadily, on the internet right now. Many internet shops had to give up because of the increasing sale provisions on the global marketplaces. The consequence is, that one-day people will have only one choice, and that is profit-only mass production. YuliApp does not want to reverse the process, instead take a huge step forward and give power to small business owners and their customers.



YuliApp - Global Local Online Shop for Everything



YuliApp connects local businesses, non-profit organisations and just people with their audience to help them oppose the global players.

Offer

YuliApp gives local shops **provision-free, zero-IT-effort** online-shop as a way to compete with strong global giants. It has **built-in crowd-sourced support and delivery** too reducing the effort, especially on start, to minimum.

YuliApp started transition into the **free open-source community**, releasing **global product database** and **messenger app between delivery, customers and manufacturers**. Complete transition to open-source is planned for the end of 2018.

Improve

The centralized control provides a lot of marketing and profit advantages, but removes individuality and local influence. YuliApp returns power to local communities by defining **Depots**;

forums which share interest, location or both and allows react on local issues and support the local manufacturers.

YuliApp aims to improve the regional communities by supporting the local manufacturers and shops.

Help

YuliApp's Shopping fairies are connection between businesses and customers. They help customers with decisions, to locate the right product or a service. They deliver or prepare packages for traditional shipping. Further, as they can purchase from shops which are not even registered by YuliApp, expanding possibilities of what YuliApp can do for each local community. So not only shops need not understand YuliApp, but even most of the customers either.

Value 2: Free Shipping is a deceptive marketing



YuliApp lays high value on **clear and explained costs** through the whole distribution chain, so not only the shop can immediately see how much they profit, but also customers understand where their money goes. This can help them with decisions too, further improving the community.

By YuliApp shops do not pay any provision and all profit is made only on added value for all interested parties. This allows to shop not only offer for the real costs, but also stay profitable while offering unique products without huge marketing potential.

Zero ads as a standard

All ads will be viewed only by people interested to see them. YuliApp does not use regular advertisement platforms to strengthen the relationship between manufacturers, shops and customers. Customers can opt-in to view ads based on their interests and in exchange receive financial or in-store rewards.

Footnote

YuliApp is already well established in its home country of Germany and seeks expansion around the World. Apps for Android and Apple phones, tablets as well as website is already available too.

YuliApp has now over 18,000 users worldwide and growing.

YuliApp uses Kickstarter campaign to finance part of the expansion efforts. Actual campaign can be found on the following address:

<https://www.kickstarter.com/projects/2022642485/yuliapp-local-shops-online-for-free>

For media-kit, cooperation or more information, please contact YuliApp. Included ad examples in this press release are featuring CEO Yulia.