

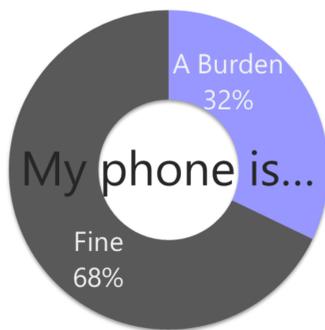


The Problem

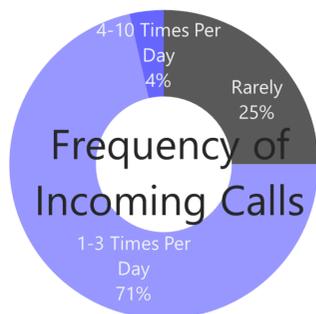
Your phone is a burden.

1/3 of the 28 people surveyed thought of their phone as a stress or burden. *

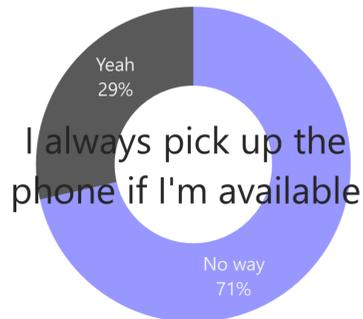
21 of 28 people received incoming calls at least daily.



"I feel that my device gets in the way of my life."



"It's a distraction from what I am currently doing. Sometimes I don't want to talk to people who are trying to get ahold of me but feel obligated to do so."



Your phone is a direct line to your person. **Anywhere. Anytime.**

We filter our emails and web content—we should consider filtering phone calls in the same way.

The Solution

Don't let just anyone through.

We started with the concept of a whitelist:

*"A whitelist is a list or register of those that are being provided a particular privilege, service, mobility, access or recognition. Those on the list will be accepted, approved or recognized." ***

Whitelists exist currently on landlines with the purchase of a supplemental device, but they are not available on a cell phone.

Our whitelist offers management of unknown calls and the treatment they receive—letting calls from your Whitelist through and blocking or forwarding unknown calls.

The Evaluation

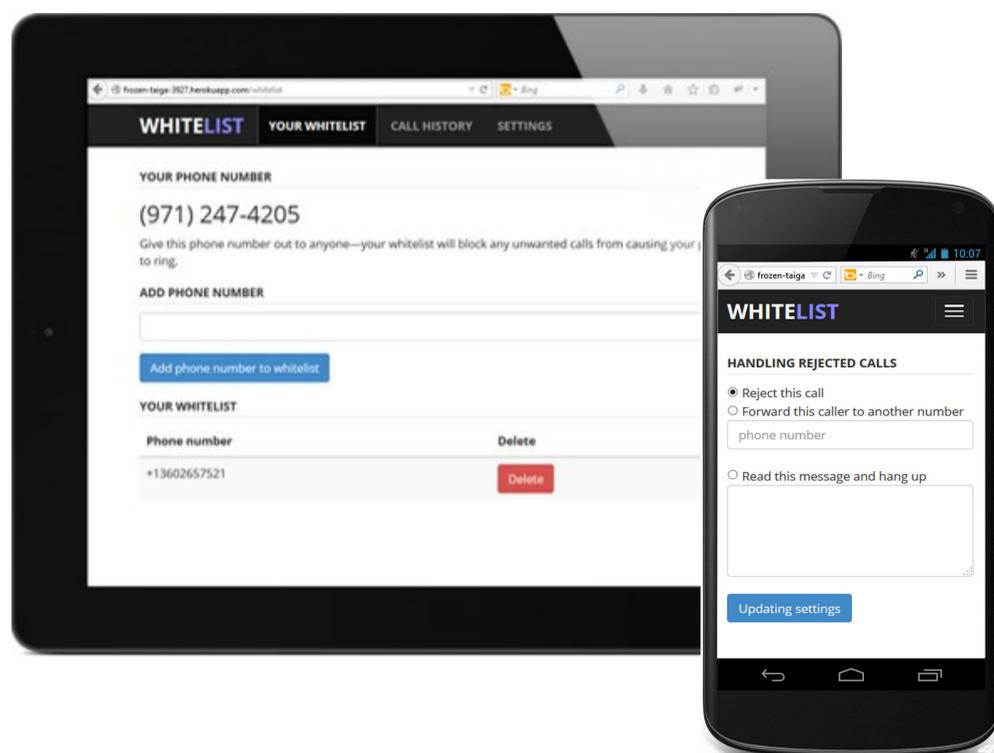
Customize your Whitelist.

Our solution is accessible on the web and uses Twilio to filter calls through a secondary phone number. This was a workaround for our ideal solution of an all-in-one mobile application solution.

Additionally, given a v2 release, we would like to expand Whitelist's customization settings. We could offer number-specific customization of unknown call behavior as well as voicemail settings for a comprehensive solution.

Going to market:

We envision our solution being attractive to high-profile individuals like CEOs or celebrities who are in high demand.



*28 users surveyed via Google survey conducted in February 2014

**Wikipedia definition