

## Host company: MILL Colombia

### Company Description:

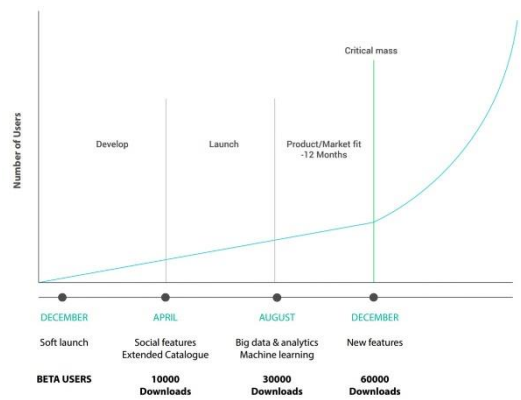
- ▣ Software development company based in Bogota, Colombia
- ▣ Their most successful product so far has been Dash, an online education platform for businesses
- ▣ They recently launched Wiishper, an e-commerce platform that incorporates elements of social networking
- ▣ Mill plans to introduce Wiishper to the US market

### Project Scope:

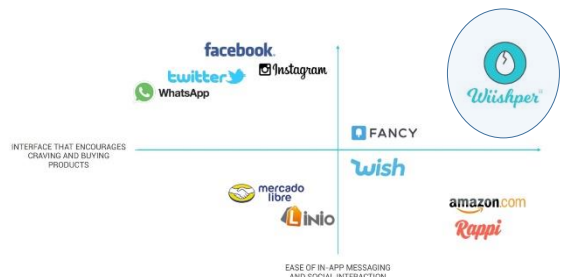
- ▣ Determine the value proposition, propose a path to market, assist in the development of an MVP, draft an investors pitch deck and suggest a valuation for Wiishper.

### Project Results:

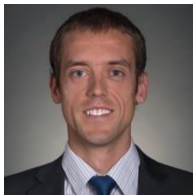
- ▣ Value Proposition: A social commerce platform that combines the perfect product recommendation, transparent advice from people you trust, and a great buying experience. *“Shopping together”*
- ▣ Business Model: Commissions on purchases, advertising, and selling data
- ▣ Path to Market:



- ▣ We Identified a Blue Ocean Market:



### Our Team



▣ Boyan Kelchev  
▣ Sloan LGO 17'



▣ Chidi Anozie  
▣ Sloan MBA 17'



▣ Nikos Angelopoulos  
▣ Sloan MBA 17'



▣ Oz Rabinovitch  
▣ Sloan MBA 17'

### Work and play:

