



YO! Let's Connect

Project Description

There are billions of mobile users today in emerging markets who have smartphones or have purchased smartphones for the time, and this number is only expected to grow almost double over the next 5 years. Internet use will increase accordingly as well, however usage will be restricted to text messaging and consumption of lightweight content due to expensive data plans and slow Internet speeds.

With YO!, a free mobile app available on Android and IOS, people in the developing world can now transmit data peer-to-peer between multiple devices. The data – be it any message, video, photo, song, file, or .apk application file – is transmitted along the network's edge over existing WiFi routers and access points or sent phone-to-phone using on-device wireless technology.

The practical result is that content can now be shared between unconnected users without the need for expensive data plans or Internet connectivity, and it can be done much faster.

All content is bounced from phone to phone, giving people who don't have Internet connectivity equal access to the content that we in the developed world take for granted. We call this a "download once, spread to many" approach. Users can now create their own curated collection of their favourite rich content (music, videos, apps and documents) that can be discovered and accessed by other users on the same network - fast and direct. Users can also message friends directly and privately - perfect for communicating at universities or large offices where networks can get congested.

To keep conversations going outside of a 'hyperlocal' zone, we have also built a parallel, scalable, cloud-based messaging platform to transmit data when users are not geographically close. Our routing algorithm chooses this as a second choice in local environments, but uses this if Internet connectivity is required and is available.

Our approach offloads the data from existing networks, leaving the pipes open for critical, Internet-dependent communications.