VOILÀ!

MEDIA KIT

Presented by

The Voilà! Team

2014

WHY VOILÀ!?

44% of adults own a smartphone.

14% annual growth in the purchase intentions for mobile devices.

71% of users download free apps.

58% of users take & share pictures.

REFERENCE : NETendances 2013, Une initiative du Cefrio, La mobilité au Québec : une montée en flèche, Volume 4 – Numéro 7.
http://www.cefrio.qc.ca/media/uploader/2013-12-11_mobilit_HR.pdf

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1. WHAT IS VOILÀ!?

Voilà! It's a new useful app for citizens and cities of the province of Québec who want to meet their needs to repair street lights, roads, graffiti, potholes or faulty installations inside our neighborhoods.

Citizens are empowered by Voilà! to communicate, find, report and send non urgent situations. The power of Voilà! is in the users! The more users report the same issue, the earlier the city will be made aware of the issue to prioritize the work order and fix it.

2. GOALS :

This simple app allows citizens to improve their environment and their community by contacting their city.

1	Map it.	Locate the issue on the map using the phone GPS function or enter the street address of the issue.
2	Snap it.	Select the nature of the issue from predefined categories, add a description and take a picture.
3	Send it.	Voilà! sends your request to your local government for you!

3. WHY SUBSCRIBE MY CITY?

- **FREE service to the image of your city.**
- **Become a smart and modern city.**
- **Involve citizens in the process of solving non urgent situations.**
- **Centralize your requests database.**
- **Improve communication between your citizens and your city.**

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4. IN YOUR NEIGHBERHOOD :

The Voilà! user can send his request even if the city hasn't subscribed to the Voilà! platform. The city can receive the requests to a predefined email or for a more efficient request management; it can opt for the software AccessCity Online by PG Solutions.

In addition, the citizen does not need to download multiple app to send requests in different cities.

4.1. SITUATION #1 : THE CITY DOESN'T OWN ANY SOFTWARE

- ***Request Types :*** Predefined. (By PG Solutions)
- ***Transmission :*** By email. (Predefined by the city)
- ***Monitoring :*** None. The user will not receive any feedback regarding his request.
- ***Integration :*** None. An employee will need to reenter the request.

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4.2. SITUATION #2 : THE CITY USES THE MODULES QUALITY OF SERVICES ET ONLINE.

- ***Request Types :*** Predefined. (By the city)
- ***Transmission :*** Automatic. Request is sent to the city's system. (Quality of Services Module)
- ***Monitoring :*** Complete. User will receive feedback inside the application and by email.
- ***Integration :*** Complete. (No employee will need to reenter the request)

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5. MARKETING

5.1. Website : http://www.appvoila.com

5.2. Media kit : http://www.appvoila.com/fr/mediakit/

5.2.1. Media kit

5.2.2. Subscription contract (French only)

5.2.3. One-Pager (available for distribution)

5.2.4. Web banners for your website

5.2.5. Online videos

English: http://bit.ly/W7mmBS

French: http://bit.ly/1lGuFk3

5.3. Other promotional objects :

Submit your request at **info@appvoila.com**

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