

Application Name

SimpleMail

Category

Utility / Personal Mail Client

Team

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Description Text ~400 chars

SimpleMail is a personal mail client that promises to make annoying mail communication simple and enjoyable. The innovative concept of simple mail is no longer the individual mails to the fore, but the conversation between two people. Old structures from popular mail clients that have been inherited like diseases have been dissolved at SimpleMail now.

SimpleMail: simplicity against featurism!

Value Proposition

Purpose of the App:

Making e-mail conversations simple and joyable!

Target Audience:

Everyone who has an apple computer.

Differentiator from Competitors:

SimpleMail focuses on the whole conversation and not on single mails.

Key Features

Key Feature 1:

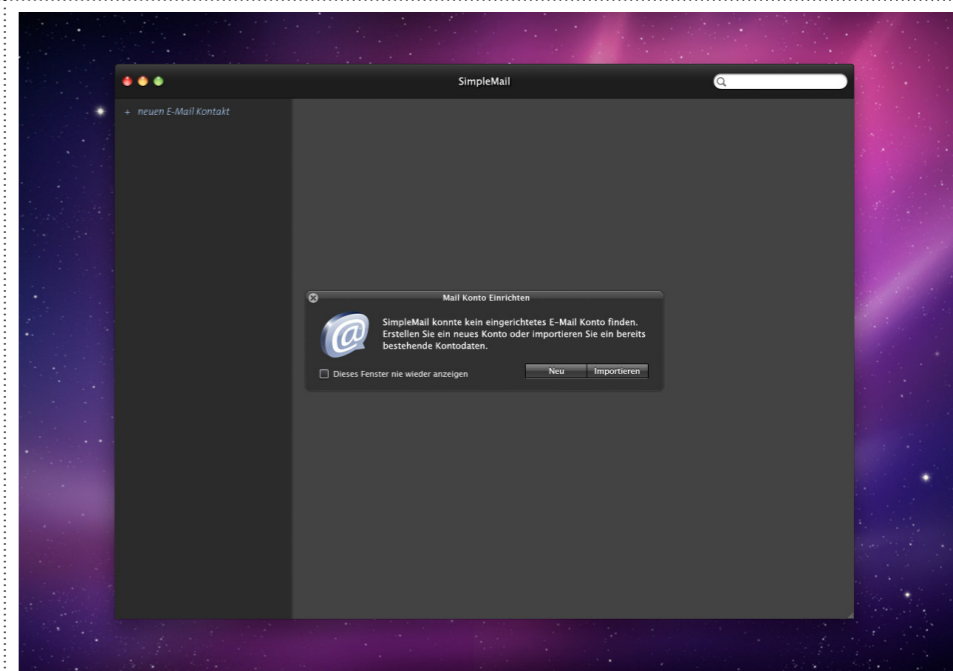
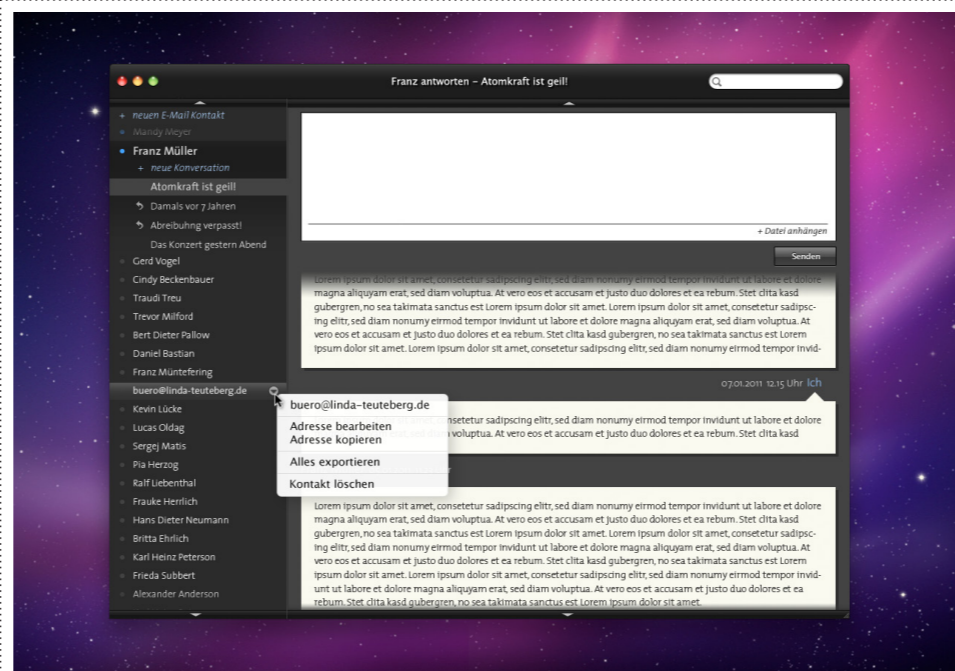
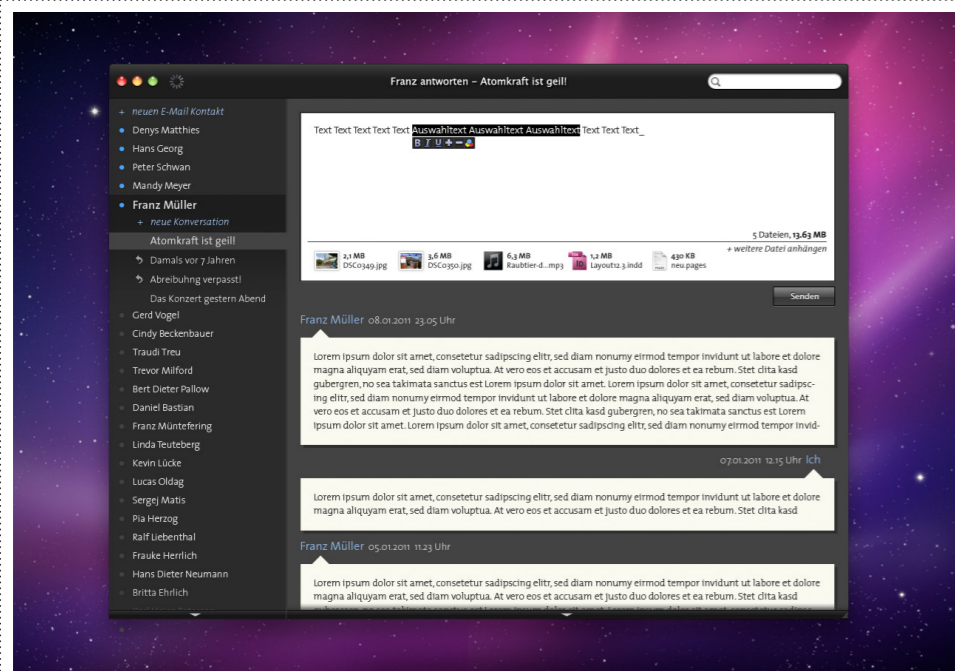
Automatically retrieve your e-mails.

Key Feature 2:

Giving an overview of the whole conversation between you and your friends.

Key Feature 3:

Simple way to answer e-mails.



App Store Fact Sheet

Required attachments:
Screens in full resolution
Presentation PDF

Optional attachments:
Interactive prototype
Video walkthrough
Promotional website

*This form should be seen as guideline.
It is not the format of your final presentation.*