



Why did you create your app first for the iPhone?

We started with an iPhone/iPod Touch app because Apple was the first to develop an app store, and is still by far the leader in this space. To date there are 50 Million iPhone users, who have downloaded over 2 Billion dollars worth of apps. iPhone users match the profile of our demographic, namely 25 to 50 year old women and men, who are fashion and trend-conscious, like to travel and are early adopters of technology.

What about other SmartPhones?

We are about to launch a web app version that will work on Blackberry, Android (Google Phone), Blackberry and Samsung. The web app version should work on most other smartphones as well.

What is unique about this shopping app?

We provide only the data that is relevant to shopping in Vancouver in one handy place, and add descriptive listings and GPS mapping capabilities so that people can immediately use the information. This allows consumers to focus on shopping, not on wasting time by trying to find shopping areas in a city and piece together their own itineraries to figure out how to navigate the city. The dynamic content management system allows us to update the content weekly, and add new walks, digital coupons, events and features.

Who is the typical ChicWalks Vancouver user?

- Mostly affluent women between the ages of 25 to 55, but also guys and their kids
- International or Canadian visitors coming to Vancouver or local Vancouverites
- Travelers and locals who love to shop and keep their pets in style also
- Internet savvy and does a lot of online research before traveling and/or shopping
- Stylish, fashionable and likes to be in the know
- Makes the majority of travel/buying decisions for herself, husband/spouse and kids

Do you profile businesses only if they advertise with you?

Our listings aren't influenced by advertising. Whether or not a retailer chooses to advertise on our app, they will still be included on our shopping walks. We cater to the interests of our readers, not current or potential advertisers. We figure that our app is so engaging, informative and relevant that merchants will want a higher profile on the app by buying ads — and so far, we've been right about that.

