



You're Invited to Join An e-Commerce & Social Commerce Revolution!

HELLO!

Are you a frequent buyer or seller of products online? Frustrated by a long & complicated checkout process? This is your chance to help us launch a new, disruptive software app – ***SPARKER!***

SPARKER allows you to ignite & complete transactions directly within a image; without being re-directed elsewhere; with just a few clicks on a product photo. We call this **Direct Response Imagery™** and it gives you a simpler, more rewarding & shareable online shopping experience.

SPARKER will be a **free** app for Members. Testing an **MVP** (Minimum Viable Product) provides an opportunity to have real people like you act as **SPARKER** Members to help test the functions of the software, provide feedback on the user experience, and make any other comments you think would improve the product. We have developed our **MVP** with the assistance of your fellow students here at **Centennial!**

The **MVP Test** will simulate 'real' transaction flow: posting/selling > searching/buying > paying > shipping - yet no money will change hands & no products will be shipped.


You have been selected to help us test and improve our product.

What you will need to participate:

- **A habit of and interest in online selling and/or buying**
- **Ability to participate in the test which will be conducted from XDATE – YDATE** during which you will need to complete a minimum of 10 'sales' + 10 'purchases'. (There is NO maximum!)
- **Hardware: iPhone 6s + later**
- **Software:**
 - **iOS 11 + later**
 - **Your iPhone's Unique Device ID (UDID)**

- **iTunes installed on your laptop and your iPhone** (this is simply so you can identify your UDID as a participating Tester device) *You will need to email us your UDID to register.* We do NOT share your UDID.

To access your UDID:

1. Plug your iPhone into computer and open iTunes
2. Click iPhone icon at top of iTunes 
3. Click on the serial number. Click again until you get the UDID option
4. Right click on the UDID to copy it and paste it in your email to us.

- We have created a Facebook social media page for our Testers. The purpose is to have Testers buy and sell items as if the app was already live and active. Members can **post** items for sale, as well as **purchase** items that other Testers have put up for sale. To facilitate this, we are asking all of our Testers to join our social media group for the period of the test, and to post items they wish to sell within our group page. Additionally, all items should be purchased directly from this social media group page to facilitate ease of data collection. (Think of it as a **SPARKER** market!)
- **Signed NDA (Non-Disclosure Agreement)** – since we are in ‘stealth mode’ with our patent-pending technology, we require you to agree **not to disclose any details of the MVP or test procedure**. Centennial has also signed as the sponsoring institution.

What’s in it for You?

Aside from the satisfaction of helping develop an awesome new e-Commerce & social commerce app, you will receive a **\$20 Tim Horton’s Gift Card**. Plus, there is a special prize of **\$100 Keg Mansion Gift Card** for the Tester who first purchases a random, ‘hidden’ item. And, a **\$50 Tim Horton’s Gift Card** for the Tester who earns the most money in a single day.

Details, Details: You’ll find them here:

http://sparkermarket.com/website/Tester_Instructions.php

Any Other Questions? <mailto:feedback@sparkermarket.com>

Thanks in advance for you participation! Have fun!

The Sparker/Centennial Team

