

# *Personal Support at your fingertips with BuddyUp*

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Firefox OS Presentation Title

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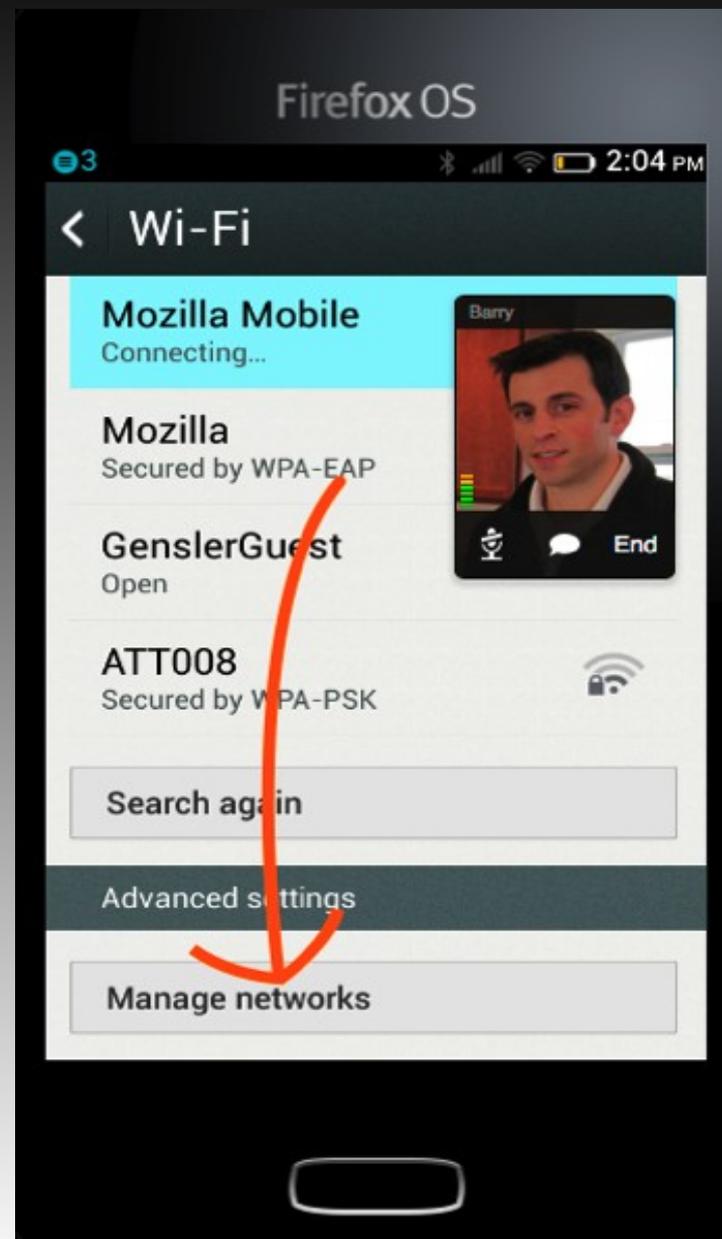


# BuddyUp Goals

**Differentiate** – Make it quick and easy to get help from your buddy in a video chat with annotated screen sharing. Instead of explaining a problem, just 'show' someone remotely and get instant, friendly support.

**Create User Value** – Reduce the anxiety associated with moving to a smartphone with a new operating system.

**Scale Support to Millions** – Enable carriers to lower their cost of support by providing credits & incentives to users who help other users. Create a large-scale peer-to-peer service that builds on Mozilla's community-driven support model.



## *Benefits:*

- Delivers competitive advantage of a premium support service not offered by Android.*
- Improves carrier brand image while incentivizing customers to use more of their offerings.*
- Creates a network of Firefox OS users who teach each other the open web, adding new social value to the platform.*

*Link to more details:*

# Draft buddyup spec with scenarios

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