



Imaginators
Let's Imagine

Imaginators Overview

Imaginators is an online platform that helps people to create presentations just by dragging & dropping presentation's components. Users can customize the design and layout of their presentations along with adding animations & interactions from a wide range of built-in tools.

Please refer to this link for more: about.imginators.com/about.

Problems & Solution

There are 3 major problems faces people while creating their presentations:

1. Wasting too much time & effort — it takes an average of 4 hours to create a presentation.
2. Poor design, especially if the user have no experience in designing presentations.
3. Presentations contains only text and images which lacks interactions and not attractive enough to the audience.

Therefore we created Imaginators to solve these problems by offering a presentations creator that works just by the dragging and dropping technology that saves too much time. This creator allow people to customize the design of the presentations with no need for any design skills, as well as adding animations and interactions with a click. The creator offers a wide range of built-in tools and advanced elements that can be easily added to the presentation.

Challenges

- Customizing Imaginators to fit our users' needs with the best user experience is our main challenge, that's why we scrapped two versions from the website before coming up with the first publicly published version.
- Keeping our customers satisfied is very important, that why we talk to them in personal on a monthly bases to collect feedback. We also offer multiple ways of support like live chatting service with a 5 minutes maximum waiting time.
- We're always working on ensuring a rapid growth for Imaginators to secure more customers and expand as fast as we can.

Business Model

Imaginators operates on "Freemium" business model where anyone can use the basic features for free, but by subscribing to a premium plan users can access the full power of the platform from advanced features in the creator, creating unlimited number of presentations, adding animations, appears first in search results, access analysis dashboard, and much more.

Please refer to this link for more: imginators.com/premium.

Key Achievements

- Imaginators Reached 24 Countries in its First Month. ([Know more](#))
- Imaginators has +2500 users from +90 countries created +2000 presentations.
- Imaginators won Orange Startup Cup competition for emerging businesses and selected from the top 5 startups. ([Know more](#))
- Imaginators entered Startup Reactor accelerator program and received funding from Innoventures.
- Imaginators wins the first prize at Startup Scene competition and joined MO4 Network's incubator.
- Imaginators featured #4 top product of the day on Product Hunt.
- Imaginators wins the Most Popular Startup prize at Startup Nova.

Please refer to this link for more: about.imginators.com/news.

Facts

- Imaginators launched on 10 December 2016 at RiseUp summit. ([Know more](#))
- The first paying customer subscribed on day 1 and paid for 6 months upfront.
- Imaginators' team, including the founders, are all students.

Please refer to this link for more: about.imginators.com/press.

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+20 1282 999 395
contact@imginators.com
www.imginators.com

The GrEEK Campus
Floor 3 - Office #G336
Downtown Cairo, Egypt