

Indimi 1.0 is ready to launch. Our homepage has accumulated 50 affiliations with major Turkish shopping sites and the app is currently coded for the Turkish audience. Our goal with this month is to code for everything to be in English, and continue to add more Turkish sites. We are in working to collaborate with our partnered retail brands (Eldori and Macchinga) to promote them via in-app ads.

Foodbuk has begun gaining traction and hit the top 50 category in Food & Drinks application. We also began a YouTube channel teaching Turkish recipes with basic and understandable subtitles, hoping that this will bring another avenue towards engagement with the app.