



A SaaS and Open Source Notification and Feed
Service

notify! is a cloud based notification system where **events** are published to **topics** and **published** intelligently to all **subscribing users**.

Notifications are used everywhere

- **E-Commerce**: Alerts for new products, prices or availability.
- **Travel**: Alerts for delays or changed connections.
- **Productivity Tools**: Notification when a task has been closed.
- **News**: A new article has been posted.
- **Collaboration**: Notification when you have been mentioned.
- **Internet of Things**: Alarms or sensor updates.
- **Security**: Alerts, when unexpected behavior has been detected.

They are hard to implement

- Potentially **thousands of subscribers** for one topic (iPhone).
- A lot of messages for a single user, **aggregation** is necessary.
- Different **channels** needed: Email, Push, SMS, API.
- Notifications should be sent, if they are already **read** or seen.
- Does not **scale** well without additional infrastructure.
- Harder to **design and test**, especially for marketers.
- Not **reliable** when integrated in the normal webstack.
- **Escalations systems** are hard to implement.
- Challenges through localization: **time zones** and **languages**.

Competitors

OneSignal

<https://app.onesignal.com/>



- Focused on **app to user** communication
- Solutions for **mobile** or web push
- Pricing based on **features and users**
- Not valuable for adhoc subscriptions

Stream

<https://getstream.io/>



- Focused on **in-app notifications**
- **No channels** for notifications
- Pricing based on **messages (plans!)**

notifo combines OneSignal and Stream to become the best notification system.

Customer Groups and Business Model

Developers

- Build a strong and useful API
- Charge per message (or predefined plan)

Site Owners

- Ready to use plugins for
 - CMS
 - Webshops
- Charge by predefined plans or message

SWOT

Strength

- No critical external dependency
- Potentially very easy to scale
- Very tech and feature driven business model

Weaknesses

- Needs hundreds of big features to fulfill all the promises
- Unclear demand on the market yet.

- No big player on the market yet.
- You can react thousands of customers with a good business model.
- A lot of existing solutions can be leveraged at the beginning and replaced later to reduce costs (e.g. channels).

- Potential competitors could extend their business model in our combined direction.

Opportunities

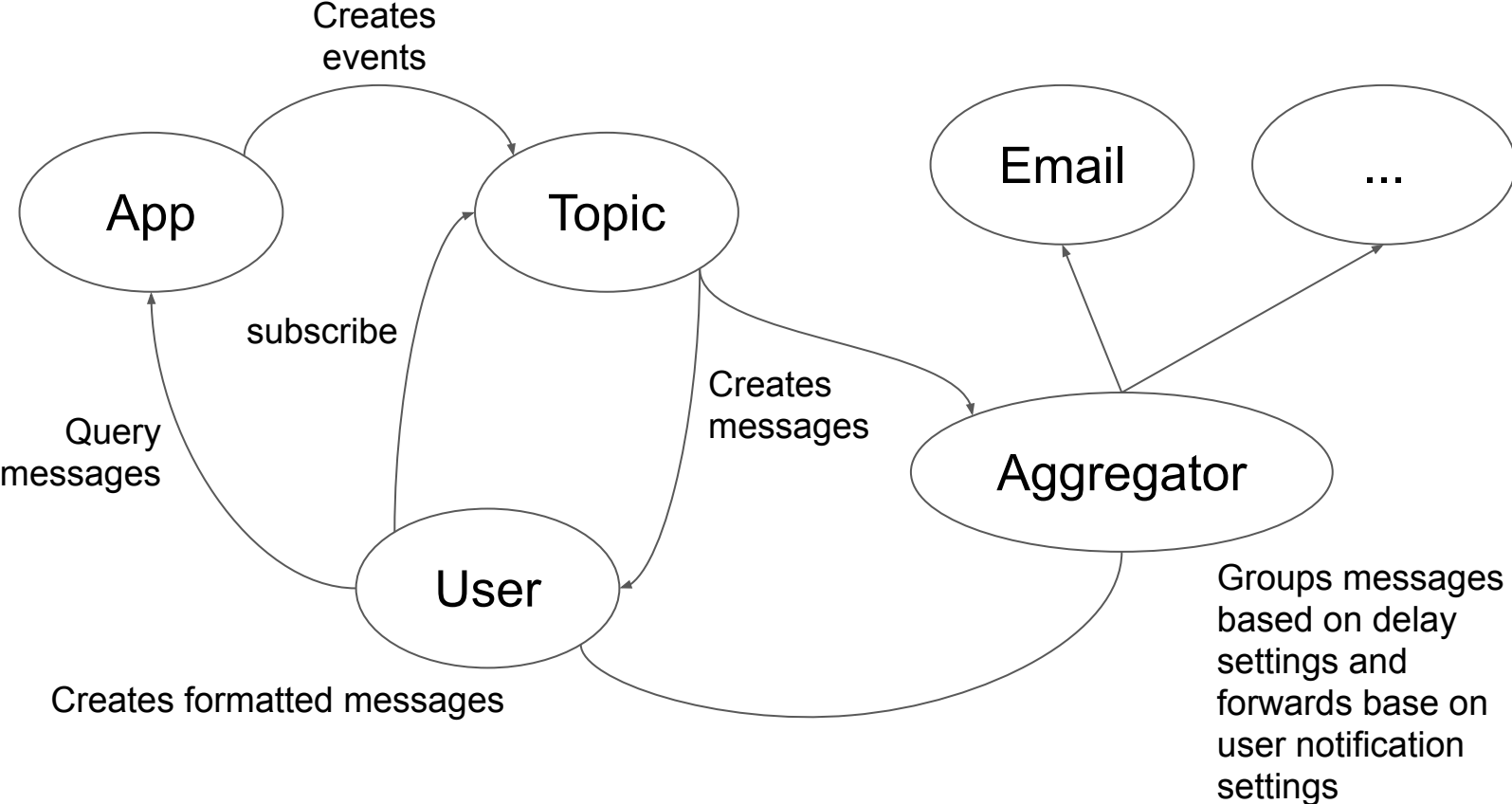
Threats

Basic Functionality

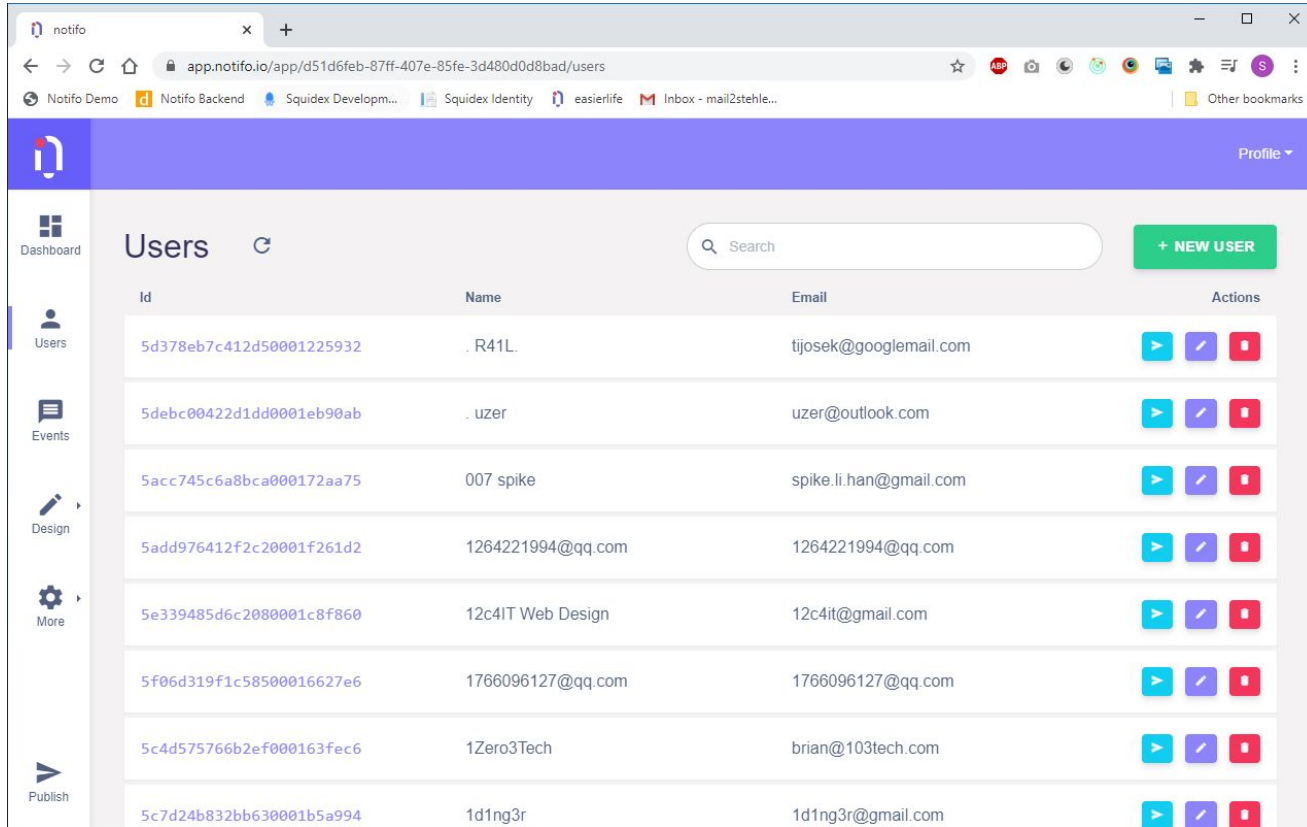
Core Features

1. Create users with their settings and basic profile information.
2. Subscribe users to topics with conditions (filters).
3. Publish events to topics.
4. Design outgoing messages for channels, screen sizes and languages.
5. Query messages for a user with the API and mark them as ready.
6. Define priorities and delivery times for events.

How it works



Current Features



notifo

app.notifo.io/app/d51d6feb-87ff-407e-85fe-3d480d0d8bad/users

Notifo Demo Notifo Backend Squidex Developm... Squidex Identity easierlife Inbox - mail2stehle... Other bookmarks

Profile

Dashboard

Users

Events

Design

























More

Publish

Users

Search

+ NEW USER

Id	Name	Email	Actions
5d378eb7c412d50001225932	. R41L	tjosek@googlemail.com	  
5debc00422d1dd0001eb90ab	. uzer	uzer@outlook.com	  
5acc745c6a8bca000172aa75	007 spike	spike.li.han@gmail.com	  
5add976412f2c20001f261d2	1264221994@qq.com	1264221994@qq.com	  
5e339485d6c2080001c8f860	12c4IT Web Design	12c4it@gmail.com	  
5f06d319f1c58500016627e6	1766096127@qq.com	1766096127@qq.com	  
5c4d575766b2ef000163fec6	1Zero3Tech	brian@103tech.com	  
5c7d24b832bb630001b5a994	1d1ng3r	1d1ng3r@gmail.com	  

User and subscription management

The screenshot shows a web browser window with the URL `app.notifo.io/app/eea1fb7d-ddcf-41f2-b7f1-93ae11710023`. The page title is "Welcome to the easierlife App". The dashboard features a sidebar with navigation options: Dashboard, Users, Events, Design, More, and Publish. The main content area displays four statistics cards: Notifications (5.1 k Created), Web Push (2.1 k Sent), Mobile (0 Sent), and Emails (0 Sent). Below these cards is a section titled "Your API Credentials" with a refresh indicator "Updated every 5 seconds (needs refresh)". This section contains three rows of credentials, each with a label and a value in a light blue box:

Label	Value
Application ID	eea1fb7d-ddcf-41f2-b7f1-93ae11710023
API Key Owner	ibi1ndblmxtehtxdcvfxo7k9sjycetbdhxi6pquu74x
API Key Owner	wag7py5cb10va5b00xidehkcxyzt6mxykuizwhex

Statistics per project, app and user

The screenshot shows a web browser window with the URL `app.notifo.io/app/d51d6feb-87ff-407e-85fe-3d480d0d8bad/templates`. The interface is a notification designer with a purple header and a sidebar on the left containing navigation icons for Dashboard, Users, Events, Design, More, and Publish. The main area is titled "Templates" and features a "+ NEW" button. A table lists several templates, each with a play button, an edit icon, and a delete icon. The "AppContributorAssignedEventV2" template is selected, and its edit view is shown on the right. This view includes fields for Code, Subject, Body, Small Image, Large Image, and Link URL. Each field has a language selector (EN/DE) to the right, indicating localization support. The Subject field contains the placeholder text `{{ squidexApp }}`: A contributor has been assigned.

Code	Actions
AppContributorAssignedE...	
AppContributorRemovedEv...	
ContentCreatedEventV2	
ContentDeletedEvent	
ContentStatusChangedEve...	
ContentUpdatedEvent	

Edit AppContributorAssignedEventV2

Code: AppContributorAssignedEventV2

Subject: `{{ squidexApp }}`: A contributor has been assigned. [EN] [DE]

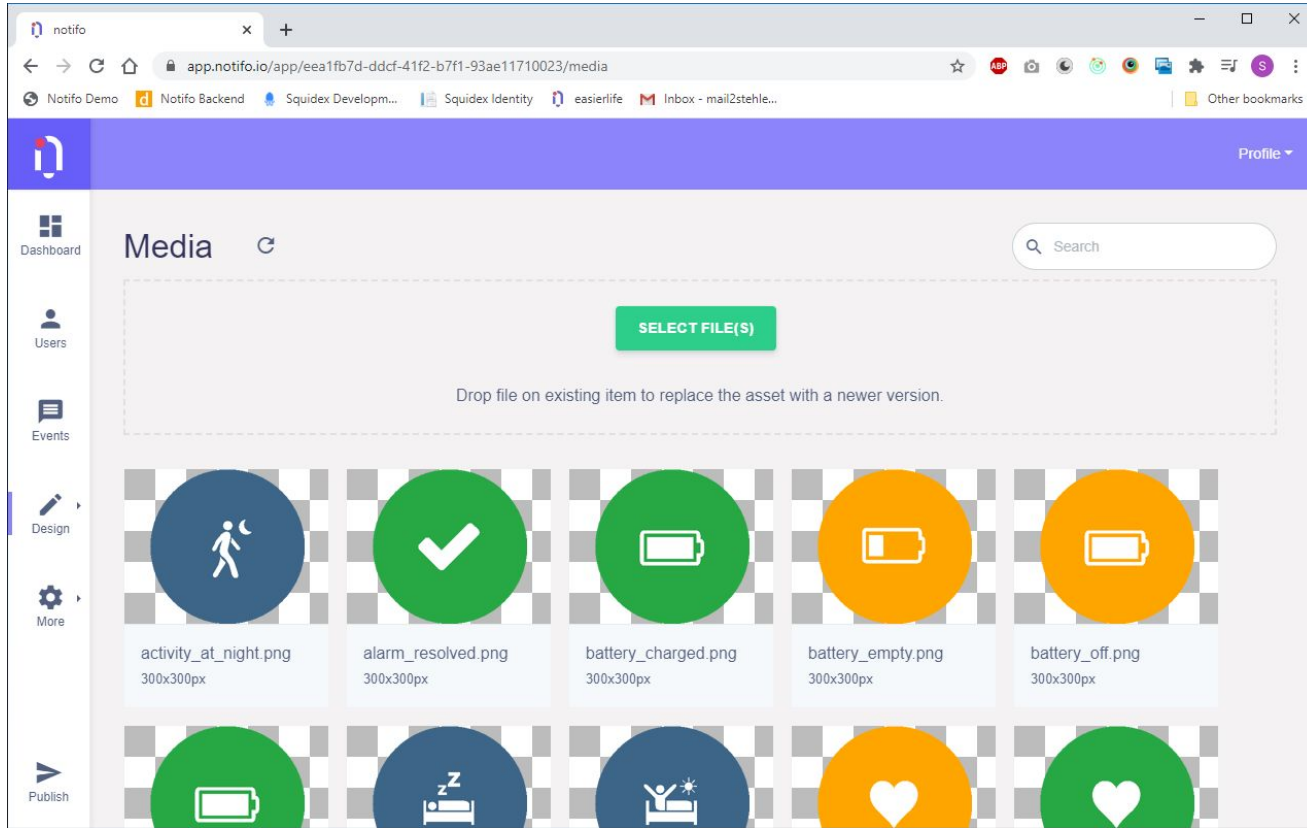
Body: [Text Area] [EN] [DE]

Small Image: [Image Field] [EN] [DE]

Large Image: [Image Field] [EN] [DE]

Link URL: [Text Field] [EN] [DE]

Notification designer with localization support.



Asset library for notification icons

The screenshot shows the Notifo email designer interface. The browser address bar displays `app.notifo.io/app/eea1fb7d-ddcf-41f2-b7f1-93ae11710023/emails`. The interface includes a navigation sidebar on the left with options for Dashboard, Users, Events, Design, More, and Publish. The main content area is split into two panes: a code editor on the left and a preview on the right. The code editor shows MJML code for an email template, including a subject line, a placeholder image, and several notification items. The preview pane shows the rendered email content, including a placeholder for the logo and three notification items with varying body and image content.

```
1 <mjml>
2   <mj-body>
3     <mj-section>
4       <mj-column width="30%">
5         <mj-image align="left" alt="Logo" src="https://placeh
6       </mj-column>
7     </mj-section>
8     <mj-section>
9       <mj-column>
10        <mj-text font-size="20px" font-family="Open Sans" pad
11      </mj-column>
12    </mj-section>
13    <mj-wrapper background-color="white" padding="15px">
14      <mj-section padding="0 10px 0 0">
15        <mj-column>
16          <mj-text font-family="Open Sans" font-size="16px" pe
17          <mj-text font-family="Open Sans" font-size="14px" pe
18        </mj-column>
19      </mj-section>
20
21    </mj-section in notifications %1
```

Subject: Your notifications from {{ app.name }}

PLACEHOLDER

Your Notifications

Hello User

We have some notifications from easierlife for you.

A notification

A notification with body

Lorem ipsum dolor sit amet, consetetur sadipscing elitr

A notification with body and image

Lorem ipsum dolor sit amet, consetetur sadipscing elitr

Email designer with MJML and Liquid Templates

The screenshot shows a web browser window with the URL `app.notifo.io/app/eea1fb7d-ddcf-41f2-b7f1-93ae11710023/log`. The application interface has a purple header with the Notifo logo and a 'Profile' dropdown. A left sidebar contains navigation icons for Dashboard, Users, Events, Design, More, and Publish. The main content area is titled 'Log' and features a search bar. Below the search bar is a table with the following data:

Message	Count	Last seen	First seen
MobilePush: Token has been removed.	1	10 days ago	10 days ago
Template 'ACTIVATED' has no subject.	1	about 1 month ago	about 1 month ago
Template 'DEACTIVATED' has no subject.	1	about 1 month ago	about 1 month ago

At the bottom of the log, there are navigation controls: a double left arrow, a single left arrow, the text '1 to 3 of 3', a single right arrow, and a double right arrow.

Log to handle background failures.