Whatnow?! – a destination guide that’s changing the game

Hassle-free holidays
Whatnow?! is an ingenious solution to the problem of what to do when you’re on holiday, need destination information, and you don’t want to pay big roaming fees for wifi. As Tony Sandler, Whatnow?!’s CEO, says, “it’s for when your smartphone becomes not so smart.”

The genius of Whatnow?! lies in the fact that in advance, it pulls relevant pockets of information from around your chosen destination and aggregates it in a cached database. This is then called up to simulate a live smartphone experience, without you having to pay for roaming.

Insider knowledge at your fingertips
It’s exactly the same experience as looking up local information, directions, the weather or places to eat when you’re online abroad, except more convenient. Whatnow?! is also putting itself ahead of other local guides by ensuring the resources that it provides keep pace with the best local knowledge.

Its creator Tony Sandler has a sales and marketing background and an MBA gained in Barcelona. Whatnow?! is his first mobile app, and he says he’s “very much learning as I’ve been going along.” Tony attended the Mobile Academy 12-week course in order to gain a comprehensive grounding in the mobile space. A stimulating overview of a rapidly changing world, The Mobile Academy course is a collaboration between UCL (University College London) and Mobile Monday London.

“The Mobile Academy gave me a really broad overview and was a great experience. It especially helped me with techie discussions – for example, I now have a much more thorough understanding of the difference between native apps and platform solutions. The teachers really know their stuff!”
Tony Sandler, CEO, Whatnow?!

The best possible route
Another useful part of the Mobile Academy was the chance to connect and network with other entrepreneurs. “Meeting people who are at the same position is great,” says Tony. Sharing the mobile journey with other entrepreneurs helps facilitate knowledge exchange and collaboration. As Jo Rabin, Co-Founder of The Mobile Academy says, “We provide a forum for people from all disciplines. It’s an environment where small and large businesses feel equally at home, within which fruitful partnerships form and where funding and acquisitions take place.”

Next stop, London!
Whatnow?! is already making waves in the app world – having signed a multi-year exclusive deal to be an official London tourist app in association with the Mayor’s Office, Tony and his team are now in soft launch mode, with 45,000 downloads already and a new version being rolled out soon. With the future looking bright for Whatnow?! get ready for it being your go-to app when you’re on holiday!
About UCL

UCL (University College London) was established in 1826 and is ranked as one of the world’s top ten universities. The university is a modern, outward-looking institution, with more than 4,000 academic and research staff committed to engaging with the major issues of our times. It has a global reach, with 34% of its students coming from outside the UK, from almost 140 countries.

www.ucl.ac.uk

About UCL Advances

UCL Advances, UCL’s centre for entrepreneurship, helps anyone who wants to learn about, start or grow a business. Its primary role is to promote a culture of entrepreneurship on campus and engagement with entrepreneurs and small businesses beyond UCL’s boundaries. It works to support start-ups and small businesses across London by helping them to access the technical and business expertise of UCL’s staff and students through a series of programmes to help support ambitious young companies.

UCL Advances is affiliated with UCL Enterprise, which provides UCL’s structures for engaging with business for commercial and societal benefit.

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About Business Support

UCL Advances provides direct business support for internal and external organisations through a variety of programmes and activities such as 1–1 advice, problem solving through student consultancy, student internships, training, mentoring and others.

- We help London-based businesses grow and develop by analyzing business needs and connecting them to relevant interventions such as industry mentors;
- Through pairing teams students with businesses we deliver short-term consultancy projects addressing specific organisation needs;
- We broker relationships and fund exchanges between new and aspiring entrepreneurs with experienced entrepreneurs in another member state of the European Union;
- Individual angel investors connected to UCL provide seed investment to SMEs engaged with UCL Advances programmes;
- We offer fully funded SME Internships where UCL students spend eight to twelve weeks in a London SME working alongside the director(s) to deliver real results and lasting impact in the host organisation whilst learning about enterprise;
- We offer a variety of training courses and workshops are available to help you learn about, start or grow your business – Boost your business learning with challenging courses at UCL!

www.ucl.ac.uk/advances/business/support
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For more information see:
www.ucl.ac.uk/enterprise