

## Letzgo – Spotlight on Success



Letzgo is a hyper-local digital marketing and savings platform that connects businesses (experiences) and consumers. Businesses enhance awareness of their brand and increase revenue while consumers save money via promotions and learn more about the businesses.

Jonathan Spungen did not like Groupon or any other digital coupon clipping apps. He felt as a consumer the coupons were rarely appealing. He also saw businesses suffering from "over-coupon-ing". Innovative as he is, he used his entrepreneurial spirit to interrupt the market. He created an app to make the coupon world a win-win. Jon founded letzgo Inc, and set out to raise money. While he prepared to do so he also developed the idea, the app, the back-office, the market testing. Many conversations later the app is available on both mobile platforms. letzgo created a better experience for the customer with a variety of promotions and gift cards. Businesses benefit by attracting new customers and rewarding current customers. The app promotes loyalty, incentivizes customers to try new products, generates awareness, provides free visibility & customer insights, creates buzz & positive brand identity, moves inventory.

Jon contacted the Illinois SBDC early in 2020. Ute Westphal, Director Illinois SBDC at College of DuPage and Certified Business Advisor helped letzgo to prepare an introduction deck for outside investors which resulted in the first round of seed money. Additionally, she advised in the process of getting market ready by providing guidance for market testing of the product. Lately, she advised more toward creating the letzgo organization and structuring the sales process while businesses still struggle with mitigation during the pandemic.

Jonathan Spungen said "Beyond helping to grow my business, Ute Westphal also helped grow me. She, along with the SBDC, gave me great advice on how to turn my idea into a business and on how to turn myself into a CEO. To both: thank you."

Contact letzgo though their website at [www.letzgo.io](http://www.letzgo.io), by email at [info@letzgo.io](mailto:info@letzgo.io), or by phone at (312) 343-8807