

## IDEA # 8

# The “One Address” Company

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## Just what is this thing anyways?

I don't know about you, but every time I go to move, it's a pain in the ass as far as changing your address. You have to change your address on all your accounts, your credit cards, all the organizations you belong to, school, work, etc. etc. Then on top of that you have to inform all your friends not to send Christmas cards to the old address anymore. Otherwise it could be years before you ever see it again.

Therefore I propose a mail forwarding service. The idea is simple. You sign up for a One Address, and never have to give out another address ever again (unless you want friends to visit, then you give out a real address). Your One Address will simply be your name, followed by a town of your choice. It works a lot like how an email address works, name @ server. Then this would be your address from then on, IE the rest of your life, aka till you die. Get it? So your One Address would be something like:

John Jacob Jingleheimer Schmidt  
Funky Town  
@ OneAddress

The post office will recognize @OneAddress as being the One Address Company, and they will forward it off to us and we take care of the rest.

The reason for having towns under your name instead you're your name @ One Co. is that obviously like the song John Jacob... “His name is my name too”, there are multiple people with the same exact names. This means that we have as many towns as there are same names. If someone already has your name at the town you choose, then you will just have to pick another one (sorry!). The other solution was using aim screen names and we thought that would be a bit too impersonal.

## How does it work?

It's simple, the one address company has several facilities around the country that all sort mail (much like the regular post office, we just offer more services for a small fee) and send them off to their various places back through the post office. We are sort of like a middle man for mail. Here's what happens:

When someone sends a letter, or business sends you a bill, or a credit card company sends you late notices, it gets sent to your one address. All mail coming to you for anything you ever sign up for comes to your One Address. You give that address out for everything. This way if you move around all you have to do is inform us through our easy to navigate website. You update your address with each move

only once and in one place! After receiving a piece of mail that is sent to you we then forward it on to the address that you currently have listed with us. This way no matter how many times you move around, or no matter how many houses claim to be your place of residence, you can have it all sent to one address and then sorted how you like from there!

### **That's great but why would I pay for just that?!**

Yea we said the same thing to ourselves. That's it? So we decided to add more:

Some of the other features that would be offered include:

1. Mail block function – This allows you to add block senders (just like in email!) Let's say you've had the unfortunate experience of meeting one of those "crazies" we all hear about in the infamous bar stories. They just won't leave you alone, you keep receiving love letter after love letter, package after package of concert tickets, iPods, and cute little stuffed bears that say, "I can't bear to be apart from you!". This function will allow you to log into our site and simply add their name to the block list. Any piece of mail we receive will simply be sent back on your behalf. You can even choose to add an out of town reply!
2. Spam blocker – This is much the same as the block senders utility, except it allows for you to one click filter junk mail. Perhaps it should be called that instead. We'll consider the name change for review. This is nothing more than a check box that allows you to forever end junk mail. We will identify and recycle any mail that we deem possible junkmail. You can even set it for low, medium, and high. That way if there's anything we might think is junkmail but aren't 100 percent sure, then we will scan it in and email you a digital picture of it, you can then check yes for junk or no, please send it my way.
3. The Calendar – We know a lot of people have multiple residences. Esp those pesky college kids who spend half the time at the beach house in the summer and the other half at drunka poloza also known as the frat house. Then they spend a whole 2 weeks a year back home with dear old mom and dad. This function will allow you to set a Calendar as to the dates that you will be at which address. We then automatically forward the mail to the address at that time. If we don't think it's going to be there in time for you to leave, we will send it to the next one listed in your calendar and it will be ready for consumption when you arrive back home (although, we can't guarantee your parents won't throw the letter in a big pile in the den where your pet cat named peewee, angry that you abandoned him all summer for alternative cats, won't leave his tell-tail infamous signature). This is also good for old timers with houses in Florida, Maine, and DC. Winter house, summer house, and the just for show house, respectively.

4. Shoppers shipper – This service allows you shopaholics to forget about waiting at home all day for the damn UPS guy to arrive. Simply ship packages to your One Address and then choose the setting from the website that most fits you. You can have it shipped to your home on specific days of the week, or you can have it shipped to one of our many pick up locations. This service, while it will cost extra depending on the size of the package, should be included for most. The pickup locations will be 24/7 and serve free tea!

There will be more to come! We are currently working on other ideas and services. This includes having us remember all your kids' birthdays and send out greeting cards to your house on your behalf!

Sign up today and forget about ever having to visit the post office again to fill out a change of address form!