Todo Cloud 7

The KING of Collaborative To-Do Apps







(Read me first - REALLY)

Todo Cloud 7—The KING of Collaborative To-Do App Services

Todo Cloud 7 (formerly known as Todo Pro) is the KING of Collaborative To-Do Apps Services now optimized for iOS 7. It includes the world's most powerful collaborative service, plus all the features of Todo - the world's first, and one of the most popular, powerful, and award-winning collaborative to-do list and task manager iOS apps ever! Todo is used by millions of individuals, families and teams for getting things done. "Todo has stood the test of time" -Silicon Slopes.

Market Segments

When comparing to-do apps, it is critical that you compare apples to apples. When Appigo produced Todo, the first to-do app sold within the iTunes store in July of 2008, there were no competitors. Since then, there are over 1,000 apps in the personal productivity category. However, they are not the same. We've divided the market into nine categories as follows:

- **Toys** We consider these the cutesie apps (Carrot, etc.) that make you smile, but don't do much for actual productivity.
- **Light Weight** These are the very basic built-in or free apps like the iPhone Reminders--like calling NotePad a word processor.
- **List Making** This includes apps to create simple list like Clear, AnyList, Shopping List, etc. Can be similar to the light weight category--except they can sometimes have fancy reminders, bar code scanners for shopping and more.
- **Productivity** Apps that are trying to help you get things done (Todoist, Toodledo, Todo 7). However, several of these (such as Wunderlist & Omnifocus) sit in the productivity category, but do NOT do a good job setting priorities--considered a critical differentiator to even be considered for the productivity category (see note below).
- Collaborative These apps cater to teams (Asana, Trello) and also include Todo 7 Cloud The KING of Collaboration (with more collaboration capabilities that almost any other to do app).
- **Project Management** For heavy duty project management. Many productivity apps (like Todo 7 and Todo Cloud 7) include projects--but not the full featured capabilities of dedicated project management apps.
- **Memory Tools** For note taking and remembering things Evernote & Catch.
- Goal Setting Apps like Lift and Everest help you reach your goals.
- **Calendar** Apps like Sunrise, Cal or Tempo are not so much about getting things done as they are about remembering dates and appointments (although many productivity apps (like the new Todo 7 have built-in calendars)).









Priority Makes the Difference

There are overlaps within most of the productivity apps, but the biggest difference for the to-do productivity category is how they handle PRIORITY. When you really need to get things done you have to focus on what matters most--and it is *all about priority*. Surprisingly, this is the delineation point where many of the competitors fall short.

Todo 7 allows you to set priority by deadlines and can rearrange tasks by high, medium and low priority. In addition, Todo can prioritize using popular and proven productivity methodologies (such as GTD or Frankly/Covey) which recommend features like Focus, Starred Tasks, but also context and Geotagging (to prioritize by location--all your shopping list items show at the grocery store, only work shows at the office, etc.).

In addition, Todo *also* allows you to manually rearrange any priority via drag and drop in seconds. This ensures that things that matter most are grouped, but also that you can re-arranged any item by priority (even projects and tasks within projects) *as you wish* within seconds. This enables you to start at the top of the list and work your way down (instead of having to jump all over the list).

Todo 7's flexible priorities make it a pleasure to use and help you concentrate on what matters most (by location, date, or type). Compare this feature among other apps and you'll see why Todo has such dedicated users--because it works! In fact, MacWorld said," I've tried numerous iOS task-management apps, and none to date have satisfied me as much as Todo."

Todo Cloud 7 is a seamless sync & collaboration cloud service.

Rarely does the road to productivity include just one person. This is why we have Todo Cloud 7. Todo Cloud 7 is a cloud service and therefore allows you to sync your data seamlessly as well as collaborate with others.

Some applications have all of the capability of a project manager but are missing collaboration, one of the most important components of project management. It would be similar to putting an 8 cylinder engine on a motorcycle for just one person, when it should be powering a passenger van.

Todo Cloud has all of the features of a true productivity app and the most collaboration features of any cloud service--at a price that is \$10- \$50 less per year than comparative apps. Todo Cloud is one of the most affordable and comprehensive collaboration services ever.









New and Improved Interface

This reviewer's guide was created to help you evaluate Todo 7 Cloud. It includes a feature list, a comparison of Todo 7 and Todo Cloud 7, screenshots, useful links, and instructions on how to download the product for review.

Get to know Todo Cloud 7- The **King** of Collaborative To-Do Apps Best Regards,

Boyd Timothy
President, Appigo, Inc.
boyd@appigo.com
801-999-TODO



Table of Contents

Welcome Letter	2-4
Table of Contents	5
Testimonials	6
Five Reasons to Consider Todo Cloud 7	7-10
Todo Cloud 7 Features and Benefits	11
How Does Todo Cloud 7 Compare?	12-13
Todo 7 & Todo Cloud 7 Comparison	14-15
Todo Cloud 7 Screenshots	16
Todo Cloud 7 Pricing	17
Useful Videos & Links	18
Contact Us & Promo Codes	19





"Appigo Todo oozes with awesomeness. I've tried numerous iOS task-management apps, and none to date have satisfied me as much as Todo."

—Macworld, 4.5 stars.

"Todo has stood the test of time" -Silicon Slopes

"I've always loved this app, and this update was well worth the extra money because it's flawless. The UI is beautiful, and it is **full of features** that makes it shine above all other todo apps..."

"Appigo's Todo 7 Pro has **stepped into the big leagues** with an outstanding new version of their Todo application with a bunch of awesome features and **great stability**..."

"... The app hits a home run in function vs. style—Thanks Appigo for giving me a great interface and a powerfully simple tool- a product I look forward to using every day."

"No problems upgrading from Todo 6. Just sync your data! ... These guys deserve the additional payment for the excellent support!"

"Todo is a productivity powerhouse... That day has finally come and it's brought a completely redesigned interface, a menu system that just flows better, and so much more....

"The same feature set Todo users know and love..."

"If you already use Todo and you like the look and feel of iOS 7, you'll love Todo 7."

Five Reasons to Consider Todo Cloud 7







- 1. World's Most Advanced Collaboration Service
- 2. Price Performance Leader
- 3. Real Productivity
- 4. Proven GTD Methodology
- 5. Irresistibly Cool

Let's Take A Closer Look:

1. World's Most Advanced Collaboration Service

Take advantage of advanced synchronization that supports every Todo feature. Share your lists and projects at work, school and home. Delegate tasks by assigning team to other team or family members by name. Also get multiple team support, task conversations and much more!

- **Advanced Synchronization**. Supports synchronization of EVERY Todo feature (tags, assignments, tasks, projects w/checklists, and more) across all of your devices (iOS, Mac, Web and Android).
- Shared List & Projects. You can invite others to any list you've created and work together as a team to complete the tasks. Good for work, school and home.
- **Shared Assignments.** Delegate tasks to other team or family members by name and it shows up in their copy of Todo Pro. Plus it shows the name of the person assigned among all participants.
- Comments & Notes. Any member of a shared list can make comments on tasks without leaving the app.
- Multiple Team Support. Share tasks or projects with multiple people, but also with multiple teams.

2. Price Performance Leader

Subscribe once--use on ALL platforms for FREE. Unlike other to-do app services that charge extra on every platform, your modest subscription allows you to use Todo Cloud 7 on all platforms (iOS, Mac, Web and Android) for no extra cost.

Two subscription options:

At \$1.99 per month, or \$19.99 per year, Todo Cloud 7 is one of the most affordable collaboration services (others cost \$10 - \$50 more per year with fewer capabilities than Todo Cloud 7).



Five Reasons to Consider Todo Cloud 7







In addition, you get enhancements to Todo:

- Add tasks with Siri, plus use email Task Creation (send email to add to your task list).
- Advanced Synchronization. Supports synchronization of EVERY Todo feature (tags, assignments, tasks, projects w/checklists, and more) across all of your devices (iOS, Mac, Web and Android).

You also get...

3. Real Productivity

Unlike lightweight, freebie or cutesy list tools, Todo 7 is useful when you have a deadline, NEED to focus, prioritize and get things done quickly—from home or school projects to dozens of detailed work tasks.

- **NEW! Calendar View.** Get a better perspective of how busy your schedule is with calendar view. Tap and select the dates to filter the tasks shown below or drag and drop tasks to the calendar to assign them to a due date.
- **NEW!** List Rearrangement. Reorder your category, task and project lists however you prefer.
- **NEW! Enhanced "Multi-Edit" Mode.** Bulk-edit tasks with drag and drop.
- Flexible recurring tasks. Set any task to repeat as often and as many times as necessary. Set a meeting or task for the 5th Sunday, on Mondays, every 15 days, or anywhere in between and let the app do the work.
- Multiple task alerts. Setup dozens of alerts (starting weeks out) for your anniversary, to prepare your presentation for class, or one each quarter to file your employee taxes--you chose, the app reminds--no limits.
- Lists/Folders. Todo has four built-in lists: 1) All—which compiles your tasks; 2) Focus—so you can concentrate on what matters most; 3) Starred Tasks—star a task and view it here; 4) Inbox—which contains task sent by others. Plus, you can create your own lists for home, church, work or whatever you prefer.
- **Notes.** Each task can have detailed notes.
- **Search.** No matter how complex your projects, you can easily search to find a task.



Five Reasons to Consider Todo Cloud 7







4. Proven GTD Methodology

Todo uses the popular Getting Things Done and the FranklinCovey concepts with Focus To-do Lists, Starred Tasks, Multilevel Priorities, Quick Entry, Context, and Projects with Layered and Prioritized Lists and Sub-Tasks—all recommended GTD approaches.

- **NEW! Powerful Quick Menu.** Get instant access to ALL of your essential menu options by tapping and holding a task.
- NEW! Improved Quick Add. Now includes the ability to quick add projects and checklists.
- **Custom Focus List.** Stop wandering off task and FOCUS on what matters most. Define a custom list of focus tasks pulled from all your other tasks.
- **Starred Tasks.** Give some of your to-dos VIP status by adding a star to the most important tasks to have them quickly jump to the top of the list.
- **Context.** Organizes your task by activity or location (i.e. home, work, errands...) so you won't be distracted with your "home" tasks while you are at work.
- **Projects and Subtasks.** Create a project with as multiple sub-tasks--great for categorizing your work and providing a feeling of success as you move through the project.

5. Irresistibly Cool

The coolest feature is you can now pay once and get it on all of your iOS devices for FREE. Geotagging will remind you of task when you get close to the task location (remember the milk when close to the store). Context organizes your task by activity or location (only see work task—not your family honey-do list—while at work). Share your task with email task sharing... and much more!

- NEW! All Inclusive Universal App. Pay once and get it on all of your iOS devices for FREE.
- **NEW! Designed Exclusively for iOS 7**. A brand new look OPTIMIZED for iOS 7 with borderless buttons, translucent bars and full-screen layout.
- NEW! Dynamic Type Integration. Todo will adjust to your preferred reading size.
- **NEW! Enhanced Contacts Integration.** Now it's easier to link a contact to any task to quickly call, email or text directly from your task list.
- **Intelligent Task Parsing**. Add a task, the date, location and more on a single line using a few shortcuts and it will be setup automatically. For example: Get the Milk (1/04/13)!!! Todo will automatically create a task due on 01/04/13 to get the milk and assign it a high priority.
- **Geotagging**. Reminds you of tasks when close to task location. This way you will remember the milk when you get near a grocery store.
- Contacts Integration. Link your task to a contact and call, text, or email "John" with one tap.
- **Context**. Organizes your task by activity or location (i.e. home, work, errands . . .) so you won't be distracted with your "home" tasks while you are at work.

What's Holding You Back?

Todo Cloud is one of the most affordable collaboration services (others cost \$10-\$50 more per year).

You can also try it FREE for 14 days! (No credit card required)
You can create a Todo Cloud account and try the premium features, including collaboration, for free.



Todo Cloud 7 Features & Benefits







The following are the major Features and Benefits of **Todo Cloud 7 - The KING of Collaborative To-Do App Services**

Collaboration

- Advanced Synchronization
- Shared List & Projects
- Shared Assignments
- Comments & Notes
- Multiple Team Support
- Task List Sharing **Notifications**
- Email Notifications

Real Productivity

- NEW! Calendar View
- NEW! List Rearrangement
- NEW! List Icons
- NEW! Quick Tip Feature
- NEW! List Grouping
- NEW! Color Coding.
- NEW! Enhanced "Multi-Edit" Mode
- Start & due date
- Flexible recurring tasks
- Multiple task alerts
- Notes
- Search
- Drag and Drop
- Lists/Folders
- Overdue Tasks
- Batch Editing
- Custom Application Badge
- Filters and Sorting
- Tags
- Custom Date Ranges
- Delete Tasks
- Passcode Protection

Proven GTD Methodology

- NEW! Powerful Quick Menu
- NEW! Improved Quick
 NEW! iOS 7 Add
- Custom Focus List
- Starred Tasks
- Multi-level Priorities
- Quick Entry
- Instant Task Rearrangement
- Context
- Projects and Subtasks
 Add tasks with Siri

Irresistibly Cool

- NEW! All Inclusive Universal App
- Background App Refresh
- NEW! Designed Exclusively for iOS 7
- NEW! Dynamic Type Integration.
- NEW! Enhanced Contacts Integration
- Email Task Creation
- Intelligent Task Parsing
- Geotagging
- Address Book Integration
- Context
- Email task sharing

How Does Todo Cloud 7 Compare? ≡

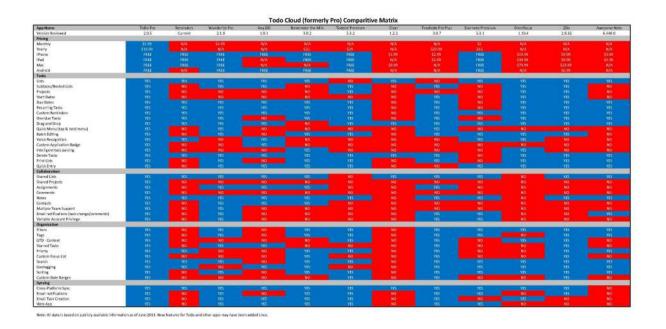






Please download the PDF that compares Todo Cloud 7 with other to-do app services:

http://images.appigo.com/reviewers-guide/Appigo Todo Cloud 7 Competitive Analysis.pdf



The comparitive matrix is accurate as of June 2013, based on publicly available information. New features may have been added since, including those listed below for Todo Cloud 7:

What's New. Version 7 includes everything you've come to love--plus a LOT of new features you're sure to use:

- All Inclusive Universal App. Pay once and get it on all of your iOS devices for FREE.
- Designed Exclusively for iOS 7. A brand new look OPTIMIZED for iOS 7.
- Calendar View. Get a better perspective of how busy your schedule is with calendar view. Tap and select the dates to filter the tasks shown below or drag and drop tasks to the calendar to assign them to a due date.
- Enhanced Contacts Integration. Now it's easier to link a contact to any task to quickly call, email or text directly from your task list.
- **List Icons.** Choose a different icon for each of your lists.
- Powerful Quick Menu. Get instant access to ALL of your essential menu options by tapping and holding a task.
- **List Rearrangement.** Reorder your category lists however you prefer!



How Does Todo Cloud 7 Compare?







- Quick Tip Feature. Click the "?" or use the "Tap and Hold Help" feature to learn about different functions.
- iOS 7 Background App Refresh. Syncs even when your app isn't active.
- Dynamic Type Integration. Todo will adjust to your preferred reading size.
- List Grouping. Visually group lists that "go together" by adding a space between your lists.
- Color Coding. Assign colors to each task list to make it easier to identify which lists you are viewing (i.e., blue for work, green for home, brown for school).
- Enhanced "Multi-Edit" Mode. Bulk-edit tasks with drag and drop.



Todo 7 & Todo Cloud 7 Comparison







Todo 7 –The ORIGINAL To-Do and Task List is a productivity app with all of the features you are going to need to become a productivity expert

Todo Cloud 7 –The KING of Collaborative To-Do App Services, includes an enhanced version of Todo 7 (extra features listed below), plus it is a cloud service that allows you to sync your data seamlessly as well as collaborate with others.

Although this reviewer's guide is about Todo Cloud 7, it is important to see how it compares to Todo 7.

Feature	Todo 7	Todo Cloud 7
Pricing		
iOS (Designed for iPhone & iPad)	\$4.99	FREE
Mac	\$14.99	FREE
Android	-	FREE
Monthly	-	\$1.99
Yearly	-	\$19.99
Real Productivity		
NEW! Calendar View	✓	✓
NEW! Enhanced "Multi-Edit" Mode	✓	✓
NEW! List Icons	✓	✓
NEW! Quick Tip Feature	✓	✓
Lists	✓	✓
Subtasks/Nested Lists	✓	✓
Projects	✓	✓
Start & Due Date	✓	✓
Notes	✓	✓
Flexible Recurring Tasks	✓	✓
Multiple Task Alerts	✓	✓
Overdue Tasks	✓	✓
Search	✓	✓
Drag and Drop	✓	✓
Filters and Sorting	✓	\checkmark
Batch Editing	✓	\checkmark
Tags	✓	\checkmark
Custom Date Ranges	✓	\checkmark
Delete Tasks	✓	✓
Print Lists	✓	✓
Quick Entry	✓	✓
Password Protection	✓	✓



Todo 7 & Todo Cloud 7 Comparison ≡ 17 +







Feature	Todo 7	Todo Cloud 7
Proven GTD Methodology		
NEW! Powerful Quick Menu	✓	✓
NEW! Improved Quick Add	✓	✓
NEW! List Grouping	\checkmark	✓
NEW! Color Coding	\checkmark	✓
NEW! List Rearrangement	\checkmark	✓
Projects and Subtasks	\checkmark	✓
Instant Task Rearrangement	\checkmark	✓
Context	\checkmark	✓
Starred Tasks	\checkmark	✓
Multi-Level Priorities	\checkmark	✓
Custom Focus List	✓	✓
Irresistibly Cool		
NEW! All Inclusive Universal App	\checkmark	✓
NEW! Dynamic Type Integration	\checkmark	✓
NEW! Enhanced Contacts Integration	\checkmark	✓
Geotagging	\checkmark	✓
Address Book Integration	\checkmark	✓
Context	\checkmark	✓
Email task sharing	\checkmark	✓
Intelligent Task Parsing	\checkmark	✓
Add Tasks with Siri		✓
Syncing		
Cross-Platform Sync	\checkmark	✓
Third Party Sync	\checkmark	
Email Notifications		✓
Email Task Creation		✓
Web App		✓
Collaboration		
Shared Lists		✓
Shared Projects		✓
Shared Assignments		✓
Comments		✓
Notes		✓
Multiple Team Support		✓
Task List Sharing Notifications		✓
Email Notifications (task change/comments)		✓



Todo Cloud 7 Screen Shots



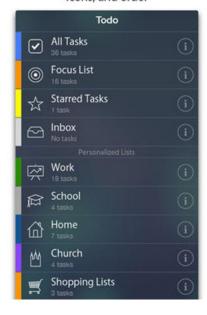




For high resolution screen shots check out our media kits.

Task Lists

Personalize colors, icons, and order



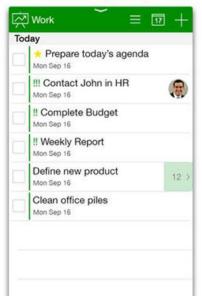
Invisible Sync

Sync checklists, tasks, & projects between devices

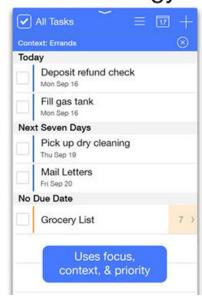


Real Productivity

Checklists and Projects Ordered by Priority



Proven GTD Methodology



Irresistibly Cool

List icons, quick actions, and drag and drop calendar





Todo Cloud 7 Pricing







Todo is offered in two different pricing configurations:

- 1. Todo 7 is \$4.99 USD and is designed to run on both iPhone and iPad (pay once, run on all your iOS devices).
- 2. Todo Cloud 7 is a subscription-based service with free client apps for iOS, Mac, Android, and Web. At \$1.99 USD per month or \$19.99 USD per year, Todo Cloud is one of the most affordable collaboration services ever. Others cost \$10-\$50 USD *more* per year (for less features) and some even require you to pay extra for every platform!

Price Grid	Todo 7	Todo Cloud 7
iOS (Designed for iPhone & iPad)	\$4.99	FREE
Mac	\$14.99	FREE
Android	22	FREE
Monthly	15	\$1.99
Yearly	-	\$19.99







Main Web Page

http://www.appigo.com/

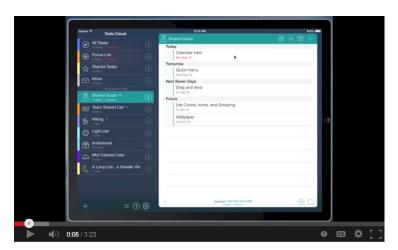
Todo Blog

http://blog.appigo.com/

Help Center

http://help.appigo.com/

Todo Cloud Sneak Peak



http://www.youtube.com/watch?v=zPR_wK8rxjE







Promo Codes

Send an email to marketing@appigo.com to request a promo code to download the application for free or call Calvin or Boyd below.

Need help with an app?

We have assigned two primary developers to help you get immediate answers when reviewing the products. Please contact them at any time with any questions:



Calvin Gaisford

Email: calvin@appigo.com Phone/Text: (385) 312-0470



Boyd Timothy

Email: boyd@appigo.com Phone/Text: (385) 313-0470

Help Resources

Visit the <u>Help Center</u> - your question may already be answered. Submit a new <u>help center ticket</u>
Contact our support team via email: <u>support@appigo.com</u>

Corporate Headquarters

919 East 1100 South Orem, UT 84003 801-999-TODO (8636)