PRESS RELEASE

Wotsay Launches AI-Powered App to Transform How People Discover Things to See and Do

Melbourne, Australia — [25 February 2026] — Australian tech startup **Wotsay** today announced the launch of its AI-driven mobile application designed to help users discover and plan the best things to see and do. Featuring more than one million listings across events, attractions, hospitality venues, businesses and accommodation… even public toilets and ATMs, Wotsay aims to redefine how people find and organise their leisure experiences.

Founder John Hancock first conceived the idea nearly seven years ago. What began as informal discussions with a small group of programmers quickly evolved into a dedicated development team focused on building a smarter way to recommend experiences.

Following early concept work, Hancock secured close to $400,000 in angel investment to develop the first version of Wotsay. Development moved into a Canberra office supported by a growing advisory group, including Don Morris OAM, former Chairman of the Australian Tourism Commission.

“Our guiding principle was simple — focus on the user,” Hancock said. “Inventory is abundant across many platforms. The real challenge is recommending the right experiences for each individual.”

A planned pilot in early 2020 was disrupted by the COVID-19 pandemic, forcing the team to pause development. In response, Hancock launched **Wotpods**, a teardrop caravan brand that gained recognition for innovation, including the industry’s first online 3D builder allowing customers to design caravans through an interactive model.

While Wotsay remained dormant for several years, the rapid advancement of artificial intelligence reignited the opportunity. In early 2024, Hancock reconnected with Head of Product Darryl Smith — who had recently completed a three-year role within Deloitte’s AI team — and the pair agreed the technology had finally caught up with the original vision.

“What we built in 2019 pushed relational database tech to its limits,” Smith said. “AI created an entirely new opportunity, and we knew it was time to rebuild.”

The original platform was retired and Wotsay was rebuilt from the ground up, funded through Hancock’s personal income. The newly redeveloped Wotsay pilot launched this week, marking the culmination of nearly seven years of development and persistence.

The company has begun outreach to more than 35,000 hospitality businesses to introduce the platform. With planning and community features already in development, Wotsay positions itself as a comprehensive discovery and experience-planning tool with global potential.

A long-time entrepreneur whose career has spanned child protection, government consulting, social enterprise, microfinance and technology ventures here and abroad, Hancock views Wotsay as both a milestone and a natural evolution of his work.

“I’ve always built ideas with the goal of creating impact,” Hancock said. “Wotsay may be my most obvious concept yet, let’s see if flies.”

About Wotsay
Wotsay is an Australian AI-powered mobile application that helps users discover, plan and share

experiences. With over one million listings and upcoming planning and community tools, Wotsay aims to transform how people find and organise their leisure time.

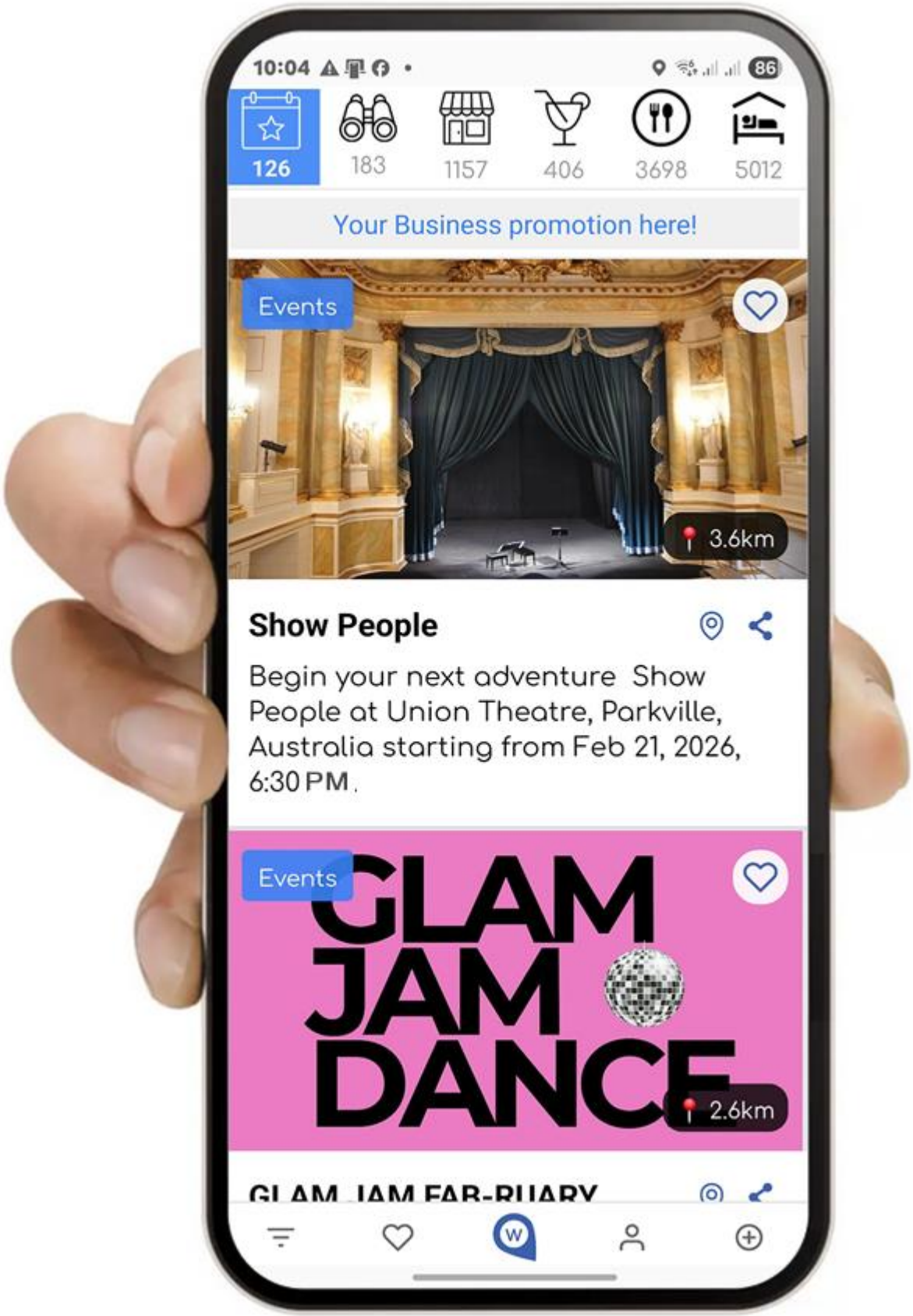
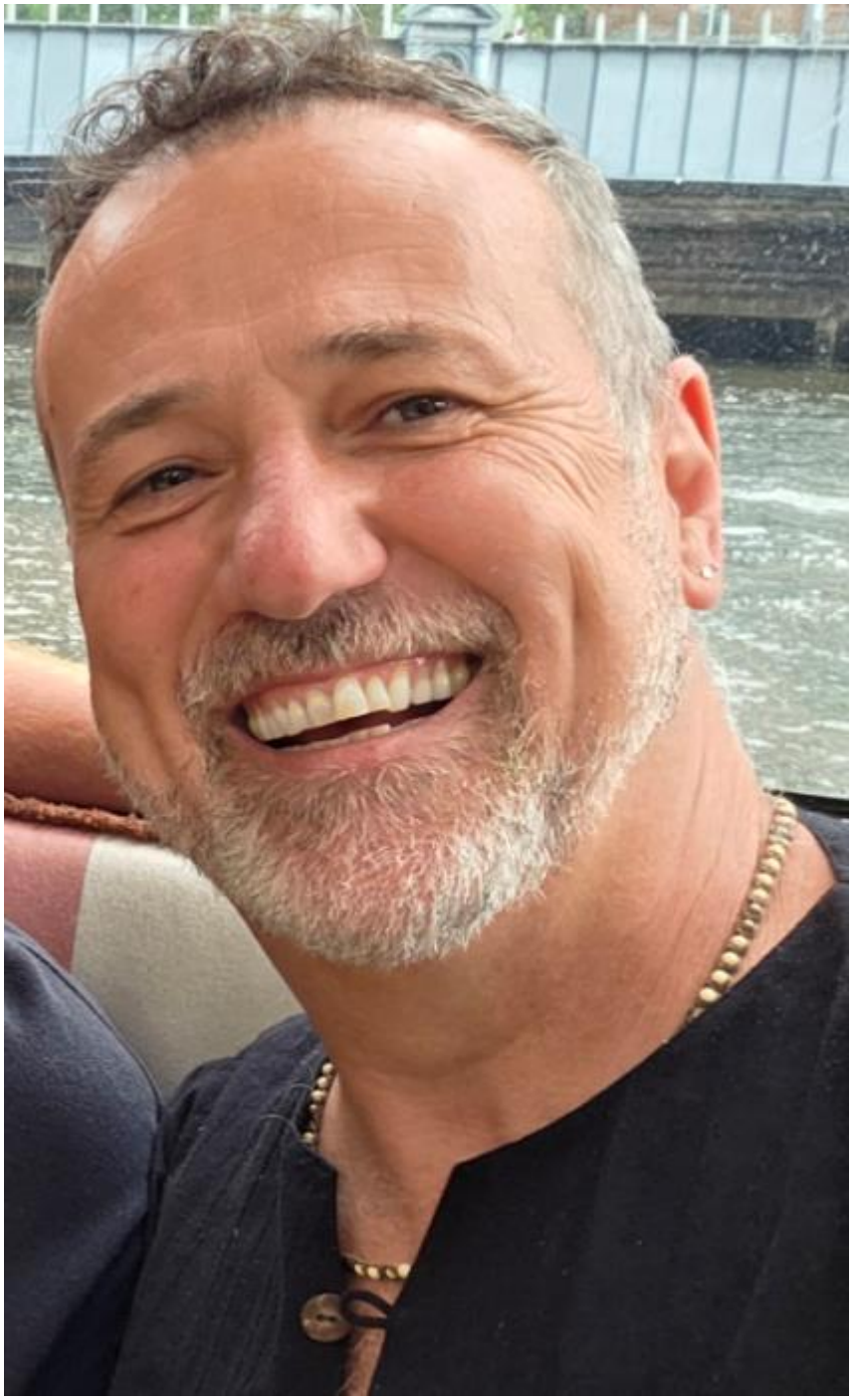
About John Hancock (Founder)

“I’ve been an entrepreneur all my life. Nineteen schools growing up, the first business I registered in my early twenties was johnsideas.com, fuelled by a diary of ideas from my early teenage years. I’ve worked in child protection, in microfinance in developing countries, run in an Australian election and consulted to government and universities. My plan has always been to throw some big coin at social enterprises, because most great initiatives need funding.

On invitation I pitched a newspaper publishing system to Google and Yahoo!. My *Tales from the Motherboard* taught kids and adults about computers, *Satelx* was a world-first location-based information service pre-GPS, *The Word on Canberra* was the world’s first newspaper written by its readers, 12-months before the Huffington Post and boasting 35,000 circulation.

Ironically, Wotsay is probably conceptually the simplest and most obvious idea I’ve pursued, a fitting swansong for a bloke now in his fifties.”

IMAGES BELOW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