

# FiBeacons – Smart location actions

Deliver different levels of interaction at each range.

Far



Near



Immediate



Beacons work with both Android and iOS. They were initially introduced in iOS7 and are compatible with every Android version  $> 4.3$ . In **July 2015** Google launched an open specification -*Eddystone*- which is free to use and compatible with all smartphones with BT 4.0

This puts beacon functionality in 300 million + devices!



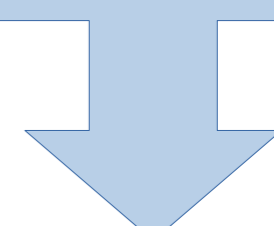
Beacons are small devices that broadcast a Bluetooth Smart radio signal to trigger alerts or messages on consumers phones.

Almost all of the logic behind a beacon system is supported by software on the devices (e.g. beacon aware apps on smartphones)

One example of an welcome message



See some more possible interactions in next slide



You are visiting a tourist attraction somewhere. You check your phone, and you find complementary information about it. No need to search, it's magically there. A suggestion for visiting a nearby museum is also there, along with a nice entrance time limited discount coupon.

You feel hungry. Check your phone for nearby restaurants. You see what's popular and what's currently trending. For most of them you will find a discount voucher right in your phone.

You visit a McDonald's place regularly. From time to time, when you enter the restaurant a special message for you says: "Thank you for your preference. Today, just for you, chose desert for free with your meal order.

You are at a bar. You didn't order a drink for 10 min. Your phone pops a special drink offer just for you!

You are at a bar, alone and feeling bored. You check your phone for bar information. There is a image, saying: Ask the bar tender to take a selfie with you. Share it on facebook and get a free beer!

You like this bar. You "like" it in your app, and write a short review. You subscribe to follow this bar. You will receive future information via email, app, and SMS, special deals and invitations to parties.



Our FiBeacon app and service does this.

A new way to present location based contextual info. No need for GPS. Works indoors too!

Our business is to innovate existing business of discount coupons and customer loyalty plans. If we provide real value to the end user, they will engage.

We can then start imagining new stuff



Our Team is experienced.

Neoscopio is developing Open Source Solutions for 10 years. It was incorporated in 2007, when we manage to capture the interest of Venture capitalists.

And we bought them out!



Neoscopio team is highly creative and also pragmatic. We like technology and shiny new things, but what we really like is to put them to market.

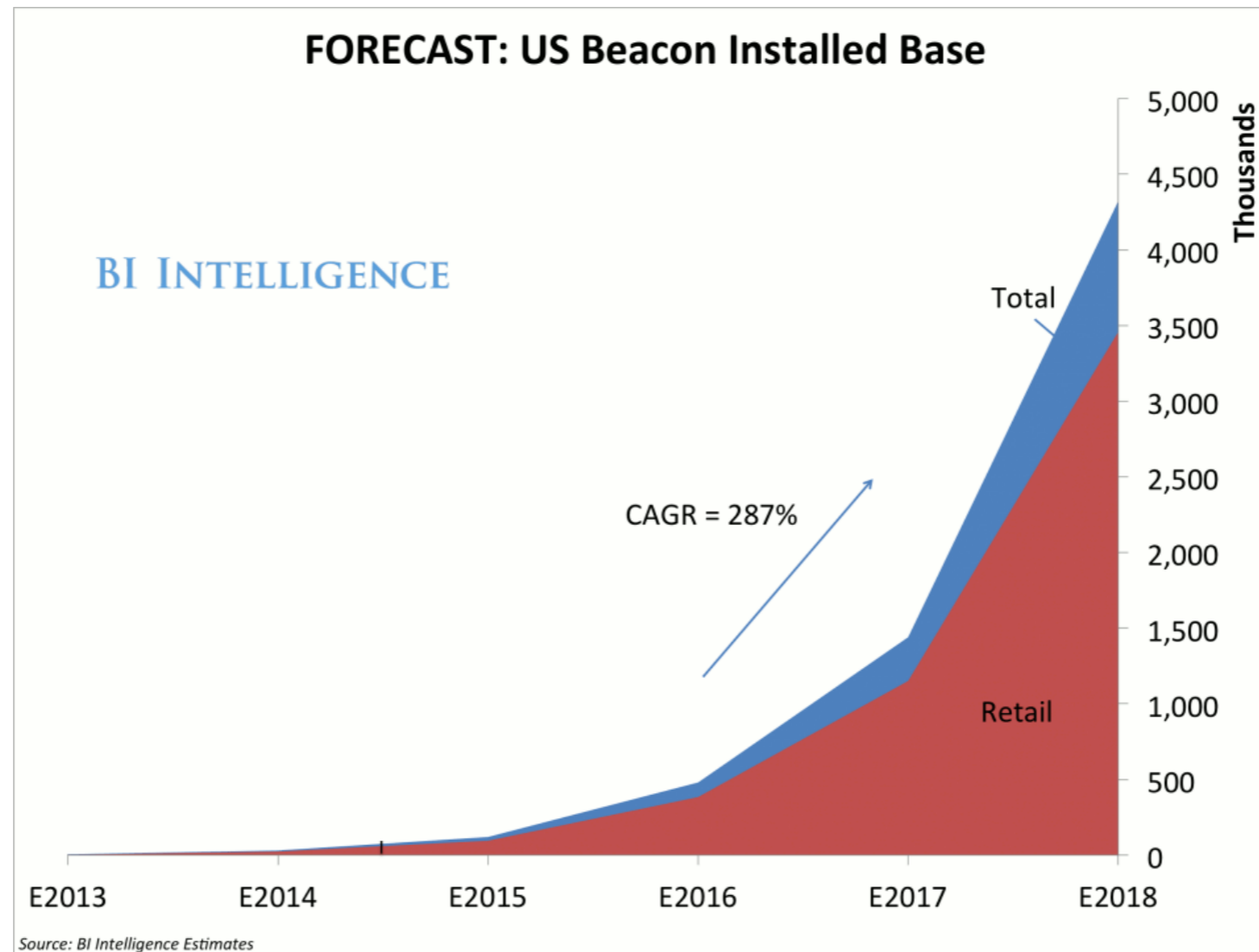


Only 3% of retailers are currently able to identify customers walking in store, but 72% plan to do so within five years.





# Beacon usage (US) forecast



And now the Bottom line:

We are planning a **100K€** Seed Investment. We expect to have a business running in 6-9 months and go for another investment round in case of success.

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