

“..did you come back for another pair of pants?”



**The ultimate IoT indoor solution,
connecting supplier need and
consumer habits for rich and
enhanced shopping experience**

**A game changer platform for the
smart analysis for indoors**

Team - Need the right people and solve the right problems..

Tzachi Zack has more than 16 years of hi-tech experience, having held a number of executive positions in management, public funding, corporate strategy and business development in a variety of high tech fields (Telecommunications, Semiconductors and Smart grids). He holds a BSc. in Electrical engineering from the Tel Aviv University. Leaved in the UK for 5 years and holds two patents. A multilingual relationship builder who loves new technologies and new challenges.

Raffi Richter has close to 20 years of experience in high-tech as an Executive in system integration, business intelligence and business. He was the founder and CEO of Blossom, an HR productivity suite. He holds a BSc. from the Technion, Israel Institute of Technology and a MSc. in Industrial and Management Engineering from Tel Aviv University, both with Honours. He speaks five languages and loves to travel. .

The business model

- Approaching malls, hospitals, universities and offer our Beacons solution for indoor navigation and IoT
- collecting big data information and using our unique Smart Analysis algorithm to produce valuable information
- Provide IoT accessibility to more devices through standards bodies.

The need - Today's market is vast and enhancing experience is a MUST

- Gartner estimates that organizations that leverage predictive analytics in their business will increase profitability by an impressive 20%. The potential payoff is heightened when you're analyzing data from the Internet of Things (IoT).



Recent survey done by a large BT beacon company from the UK shows that:

77% of smartphone user will be willing to share their location **information as long as they received enough value in return.**

85% have used a mobile shopping app while inside a store. Of those 66% say their smartphone has influence a purchase in-store



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The solution - A way to harmonize IoT BT beacons and big data for predictive analysis

The concept is to provide a layered based development kit to the shopping Mall's IT team with online remote support to minimize the integration effort and re-use existing IoT infrastructure such as pre- installed BT beacons. Real time predictive analytics will be provided to the relevant business owners. Our research shows that tens of thousands beacons are already installed in shopping malls. These beacons are used for a very narrow and specific promotional need for segmented shops.

Bluetooth beacons that will unlock Big data and predictive analysis

- Harmonizing the mall echo system increases shops revenues by inventory tracking (location and stock), inventory movement and consumer behavior.
- The ability to offer recommended and targeted promotion.
- Solution based on BT beacon and uBT devices with patent technology
 - BT Beacons allow a sub centimeter accuracy
 - uBTm (Micro Bluetooth module) used as product label with motion sensors, location monitoring and theft control.

The problem that Predicto solves

Eventually, we will have collective data that companies such Google and Facebook wants

- To get there, we will solve problems to:
 - ❑ The Shopping Center - better traffic and security control for operation management
 - ❑ Shoppers - system with social connectivity and immediate assistance for the shopper including Indoor navigation
 - ❑ Retailers - Intelligent targeted advertisement, location based promotion and predictive analysis promotions to improve and increase shoppers experience and buying potential

Unique added value

- Minimal cost for the mall/ Indoor location system vs. the increase in profitability.
- Stock control and product monitoring for the shops
- AdProduct (AdWords alike) environment – shops can buy promotion budget for their shops or specific.



Timing is everything!

Gartner.

Big Data Management & Analytics

“ DID YOU KNOW? ”

Through 2015, 85% of Fortune 500 organizations will be unable to exploit big data for competitive advantage.

Gartner Says 4.9 Billion Connected "Things" Will Be in Use in 2015

In 2020, 25 Billion Connected "Things" Will Be in Use

This sudden expansion will boost the economic impact of the IoT as consumers, businesses, city authorities, hospitals and many other entities find new ways in which to exploit the technology. Gartner estimates that IoT will support total services spending of \$69.5 billion in 2015 and \$263 billion by 2020.

Table 1: Internet of Things Units Installed Base by Category

Category	2013	2014	2015	2020
Automotive	96.0	189.6	372.3	3,511.1
Consumer	1,842.1	2,244.5	2,874.9	13,172.5
Generic Business	395.2	479.4	623.9	5,158.6
Vertical Business	698.7	836.5	1,009.4	3,164.4
Grand Total	3,032.0	3,750.0	4,880.6	25,006.6

Who Will Win at Indoor Location?



Janice Partyka

Partners. ABI Research predicts beacons will be installed at 30,000 locations worldwide by year's end. If beacons alone can generate such widespread usage so quickly, *it is easy to see why* indoor positioning technology companies have been a magnet for VCs.