

# POTENTIAL CUSTOMERS



SME Owners

Franchises

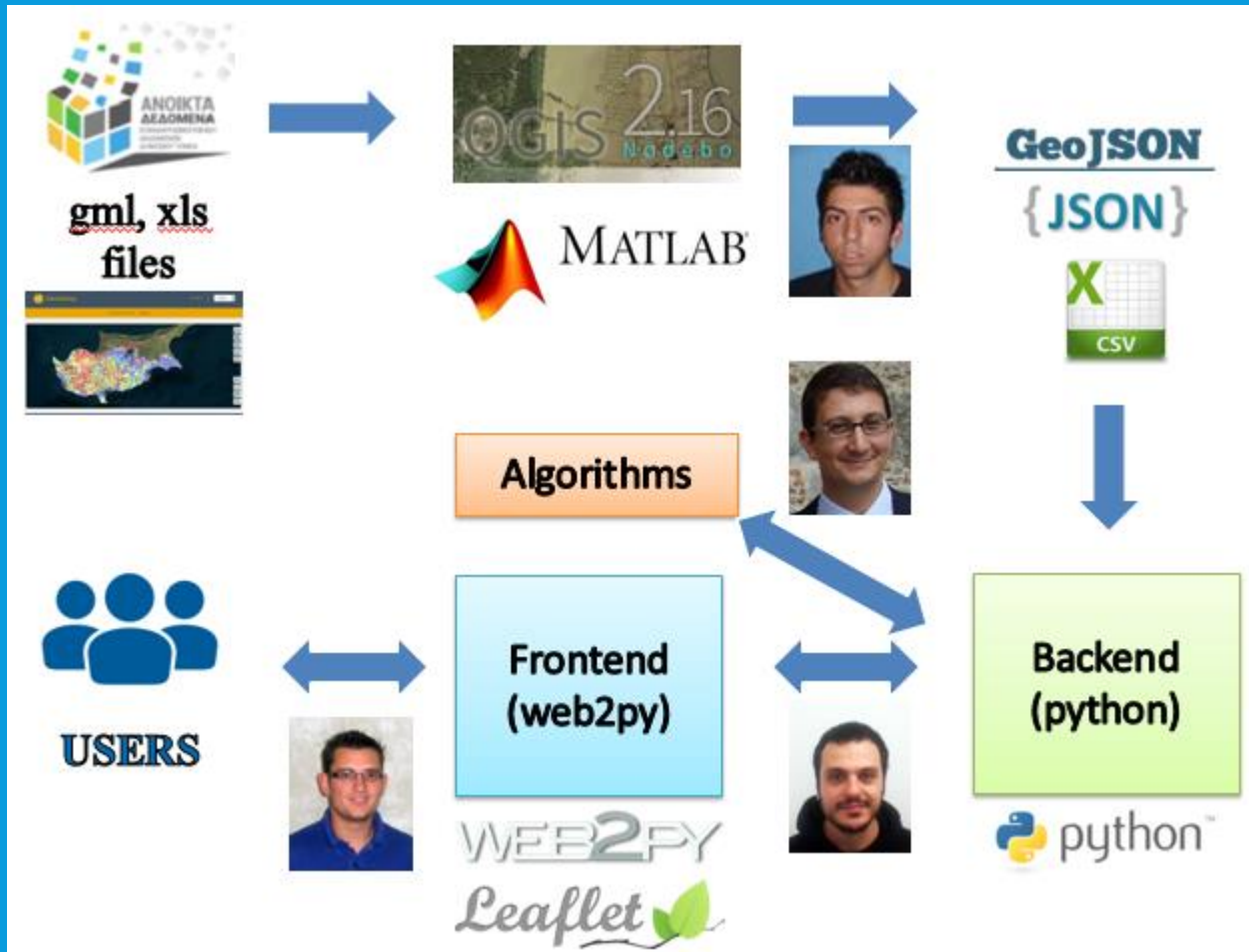
Real-Estate Agents

Private Schools

Marketing  
Managers

Government

# TECHNICAL DESCRIPTION



Backend: Tornado Server (Python).  
Custom BizPlace API.

Frontend: Web2Py Framework  
(Python), Leaflet js

GIS Platform: QGIS

Data: Geographic information:  
Administrative Units (GIS), Post Codes  
Boundaries (GIS), Demographic  
Statistical Data (GIS/CyStat).

Market data extracted from open data  
sources (Pharmacies, Elderly Care,  
Adult trainings) using regular  
expressions.

# BUSINESS

Revenue stream from subscriptions (B2B)

Access premium for real-estate agents

Consulting Services

# BIZPLACE™

TEAM DLAND

We help companies decide where to set up their business.  
Because, location matters.

# SCORE ALGORITHM

$$Score(j) = \sum_{i=1}^M \frac{1}{d_{ij}^2} \frac{P_i}{C_i + 1}$$

j-th post-code

M: number of Post-codes

d<sub>ij</sub>: euclidean distance between centroids

P<sub>i</sub>: sum of population segment

C<sub>i</sub>: number of competing companies

# LOCATION, LOCATION, LOCATION



Pharmacies,  
Doctors, Baby Day-  
care, Bakeries,  
Private Tutoring  
Schools, Franchises,  
Elderly Homes,  
Customer service  
centres, Coffee  
houses,...

# WHO WE ARE

Demetris Stavrou, Backend Developer

Michalis Skitsas, Frontend Developer

Marios Kyriakou, GIS/MATLAB

Demetris Eliades, Algorithms

