

 TEAM_15

2025

FLOW INSIGHTS

Talent Arena Open Gateway Hackathon

MARKET SCOPE

NECESSITY

Efficiency in the use of **resources**, directing them **where** they are needed, **when** they are needed.

VISION

Optimize resources and **adapt** marketing and operational **strategies** based on reliable data on the **concentrations of people** and **points of interest**.

REACH

- **Event** organizers, festivals, conferences, concerts or any event that requires **precise flow control in large scale**.
- **Retail**, restaurants, local businesses and marketing that take **localized decision making**.
- **Public institutions** and **governments** that want to improve **infrastructure strategies** and **use of public spaces**.

TECH

APIs

- Population Density Data
- Location Retrieval
- Location Verification

FUTURE

- Add **time** dimension;
- **Deep dive** into specific business questions;
- **Anomaly detection** and alerts;