



shmap

Summer Beta Testing Launch Party
June 10th, 2016
Dumbo, New York City

we send & receive nearly 200 billion messages EVERY DAY...not to mention all those emails and notifications...



wouldn't it be great if there was a communication app that could cut through the noise and make your messages more powerful ...?

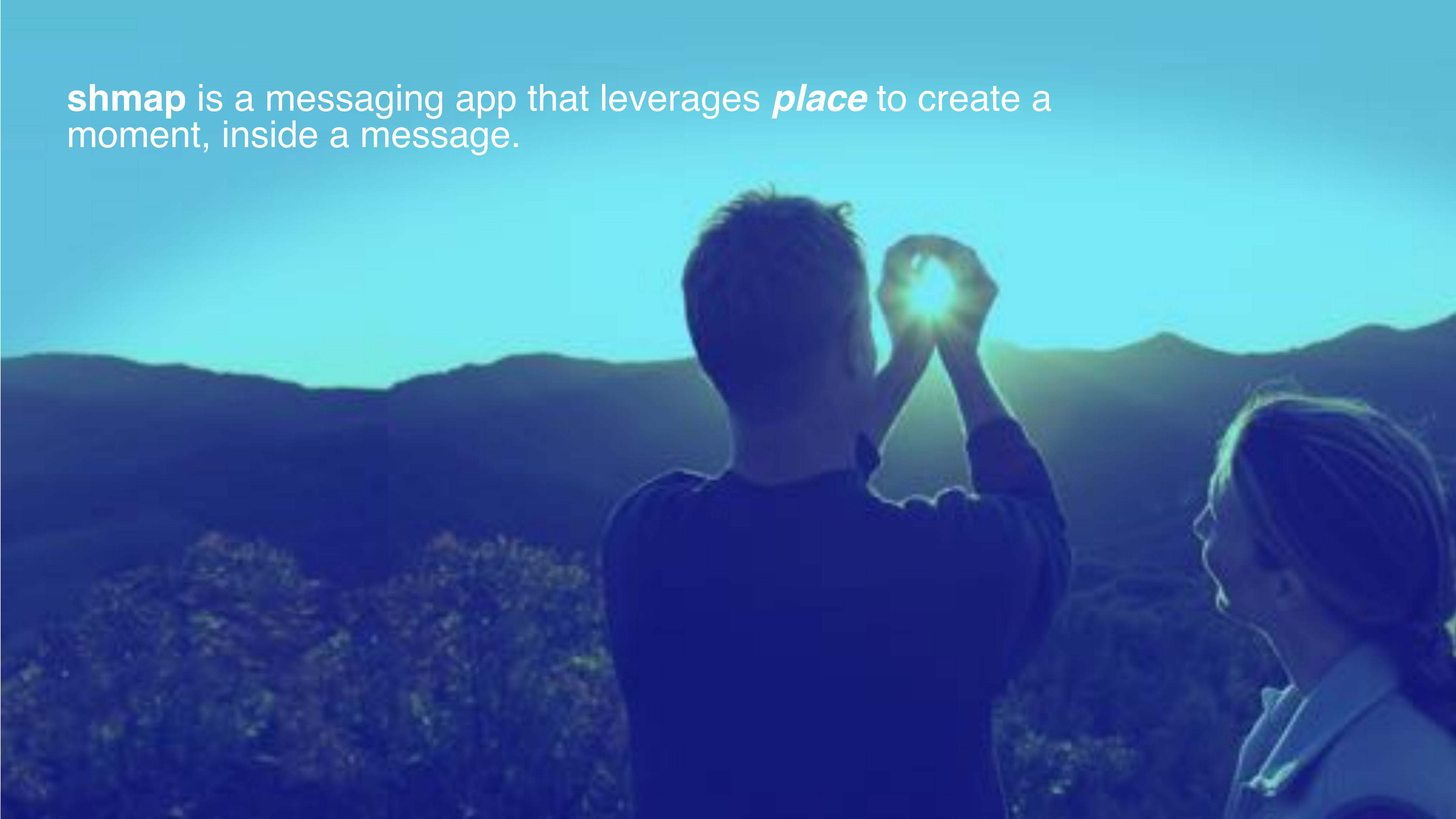


that's why we created a new kind of messaging app...



The perfect message,
in the perfect place,
at the perfect moment.

shmap is a messaging app that leverages *place* to create a moment, inside a message.



With Shmap, you can send a regular message, but the *real magic* comes when you send a message – either privately, to groups or the general public – so that the recipient only receives it when he or she enters a location associated with the message.



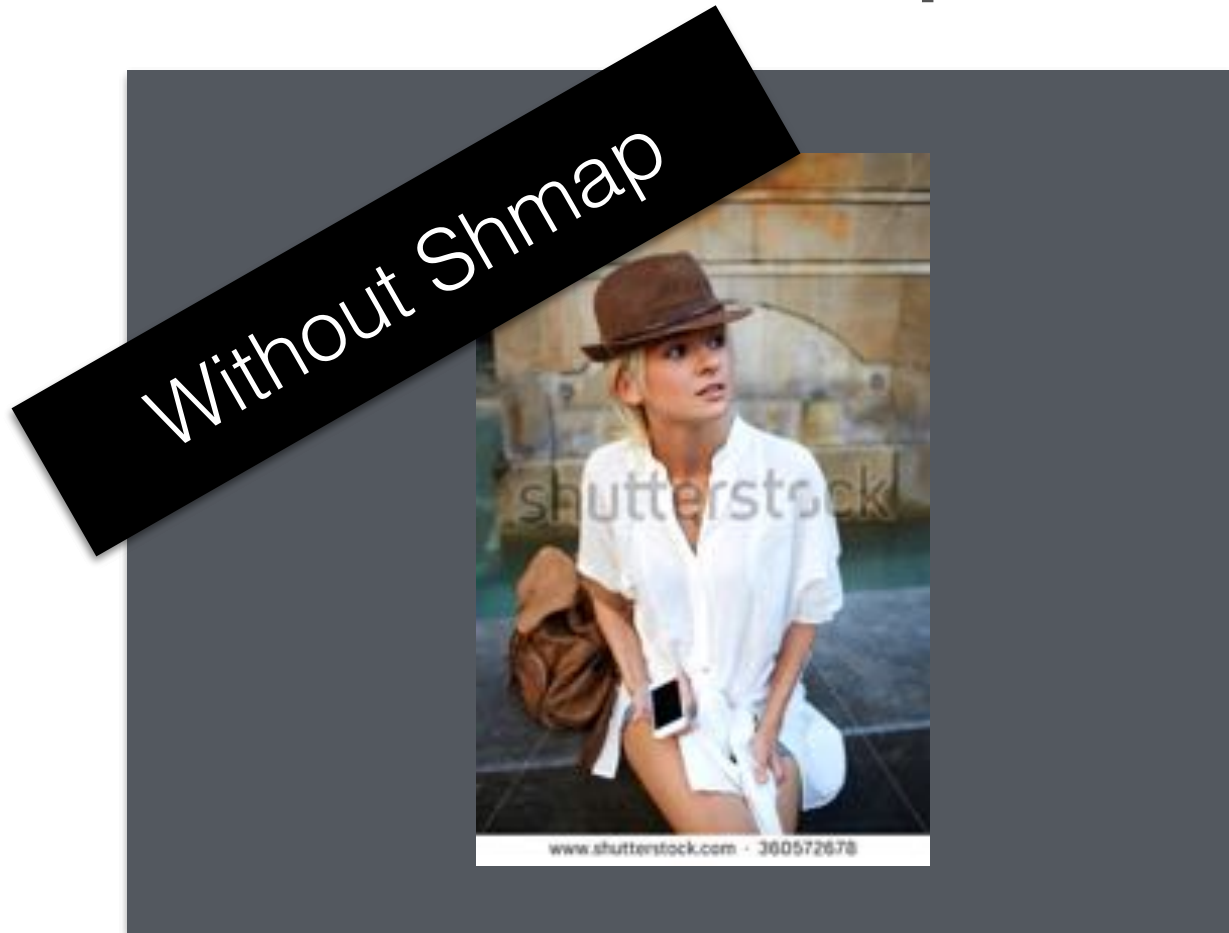


Why is this great?

When you get a Shmap, you know the message is immediately relevant to the place you are in.

A Shmap generates an emotional reaction between you and the sender that makes the message *different* and more *satisfying*

here's an example...



Kylie gets her sister's message just as she's leaving the hotel

Notifications:

WhatsApp
Go check out the bridge in the old quarter, best views in the city

Facebook Messenger:
Party tomorrow night?

Snapchat:
You're gonna love this!

Along with 548 other ones



Kylie passes by the bridge that evening



Kylie forgets to message her sister back. There are so many other things to do!



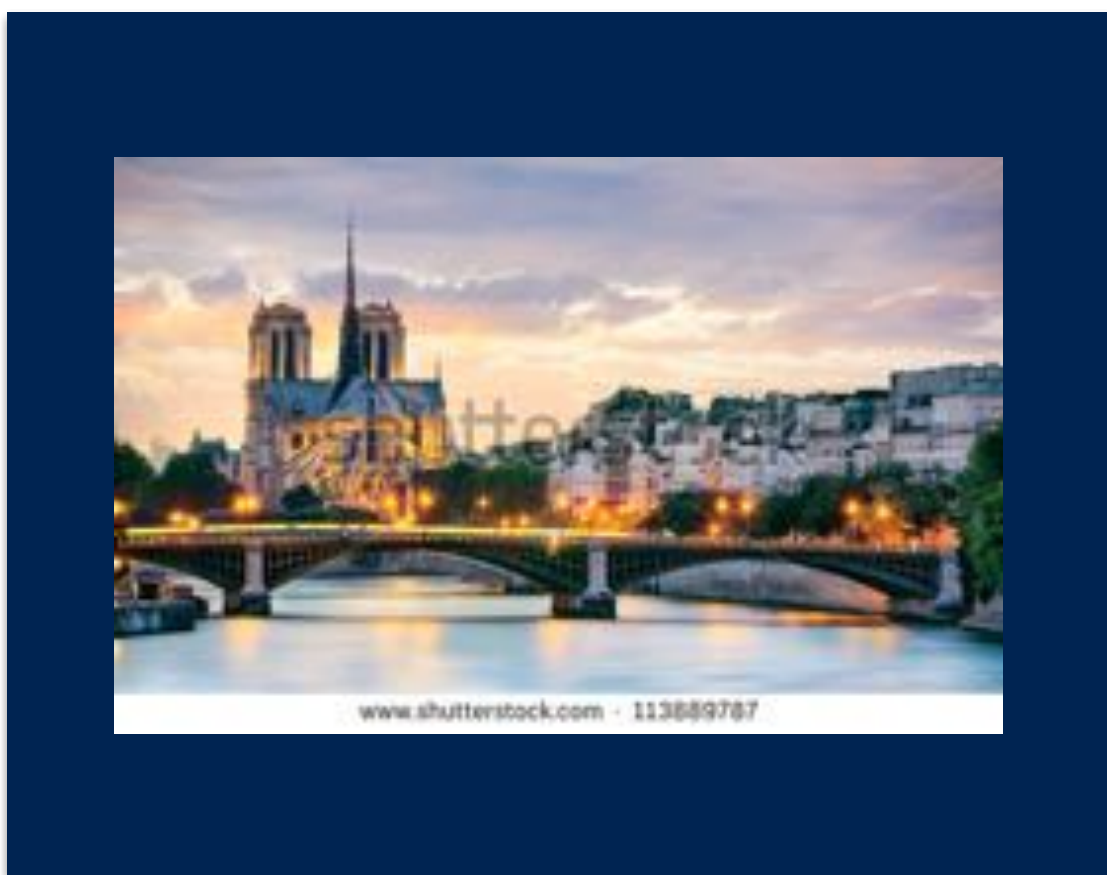
Kylie wanders around the Old Quarter of the City, feeling lonely

9:41 AM 100% AT&T

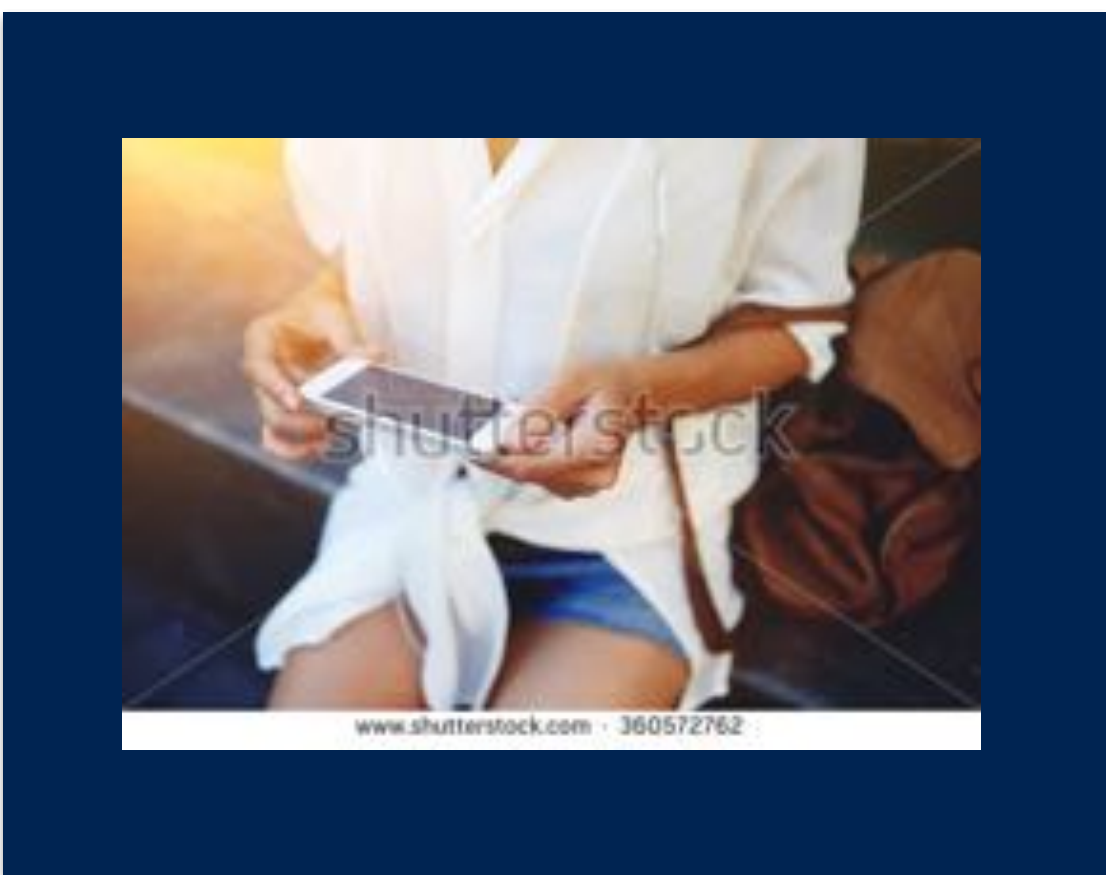
Today Notifications

"I knew you'd eventually get here. My favorite corner in Paris. Cross the bridge to your left and look back at the city. Unbelievable, right? Wish I could be there with you!"

Kylie's phone alerts her to a new Shmap, just as she turns the corner



Kylie crosses the bridge. Wow!



Kylie calls her sister straight away. "I love you Sis! This is beautiful! I miss you so much!"

so let's check out the app!

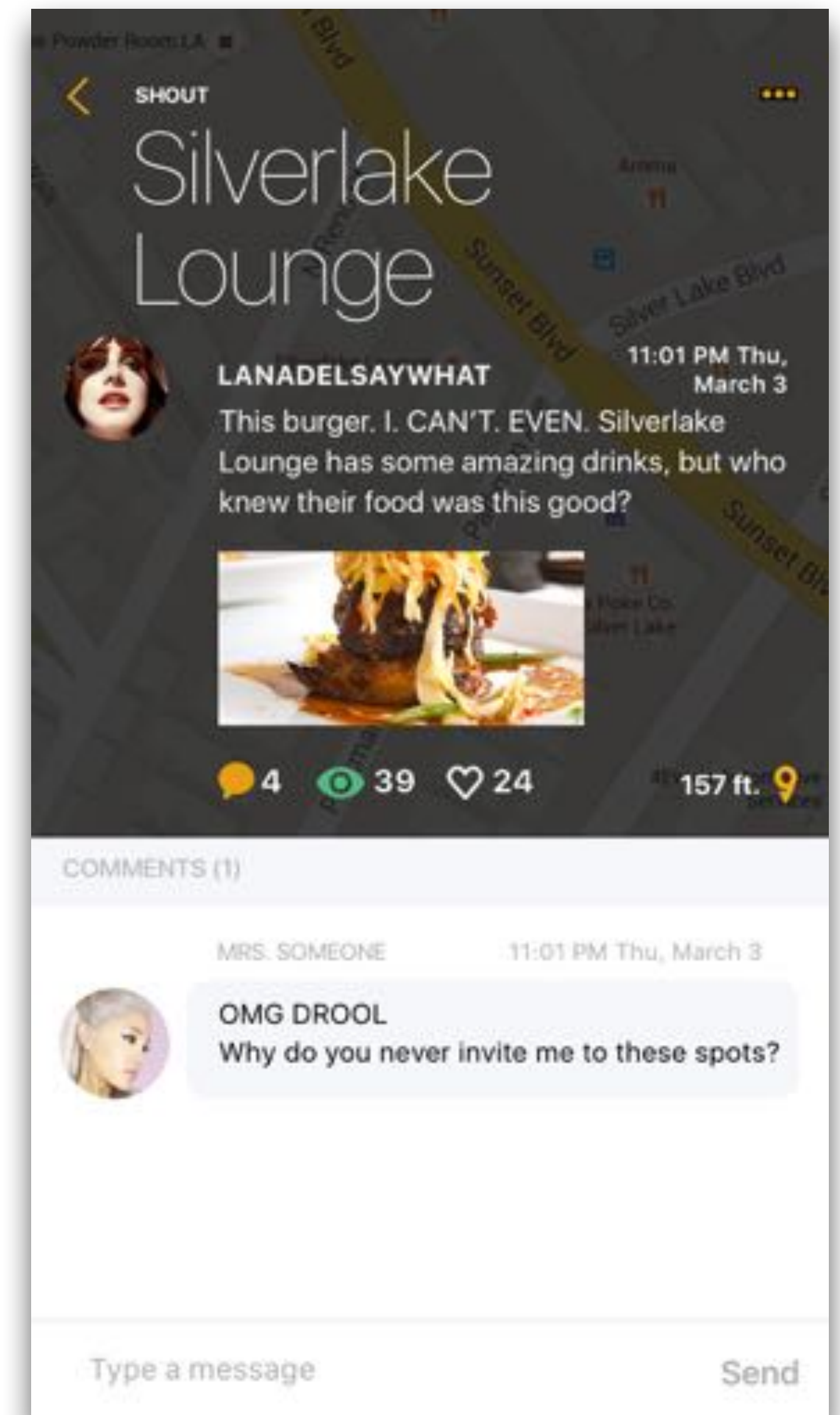


The perfect message,
in the perfect place,
at the perfect moment.

Shout

Review the world around you

You can be the real world reviewer of the things you like...an even more social version of Yelp. Drop a review at your favorite spot for your friends or the public to get.

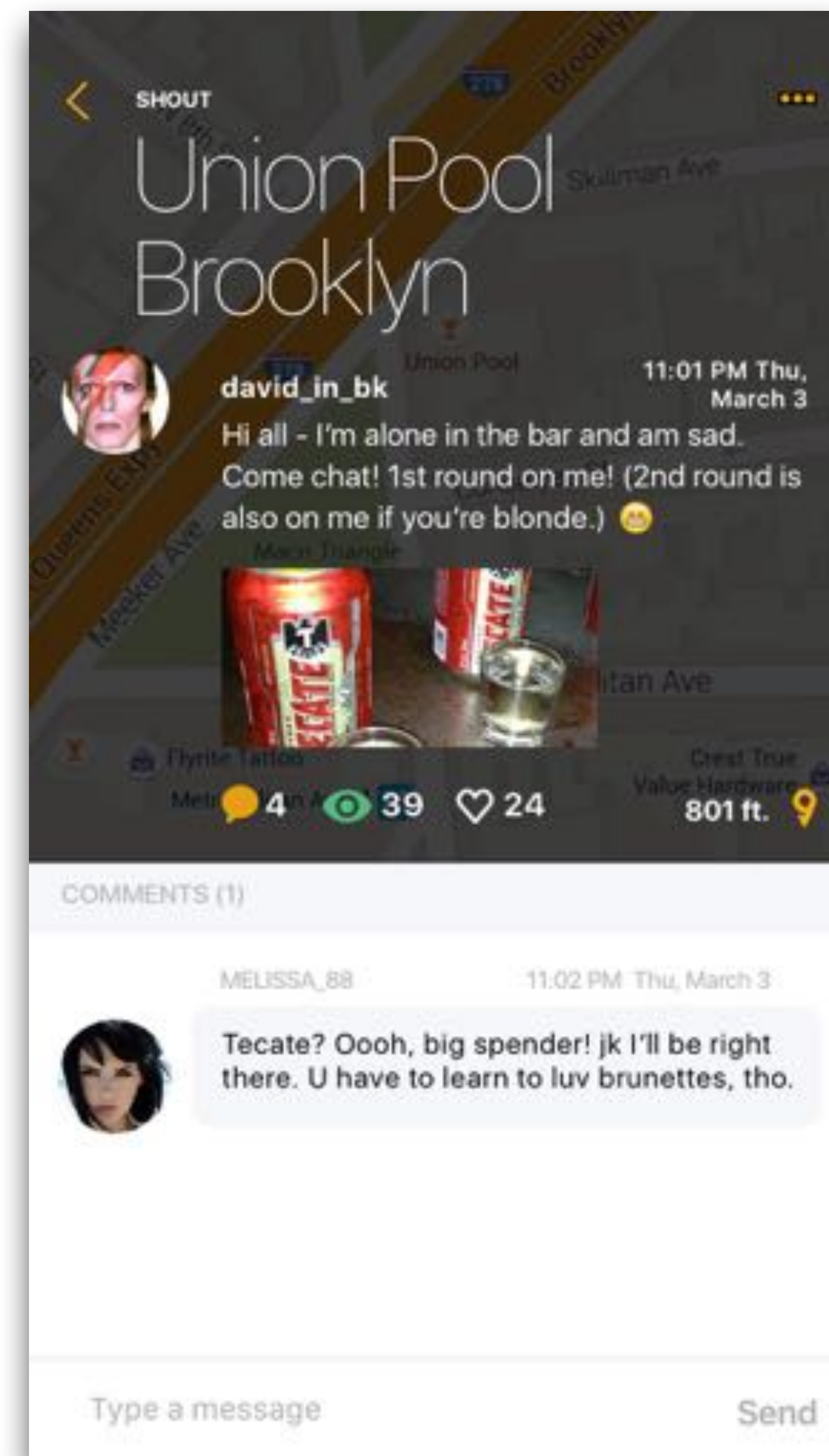


Shout



“Come inside for a drink!”

Want to turn the party up? Drop a Shmap outside the bar inviting ladies in for drinks. Just try to not sound too desperate.

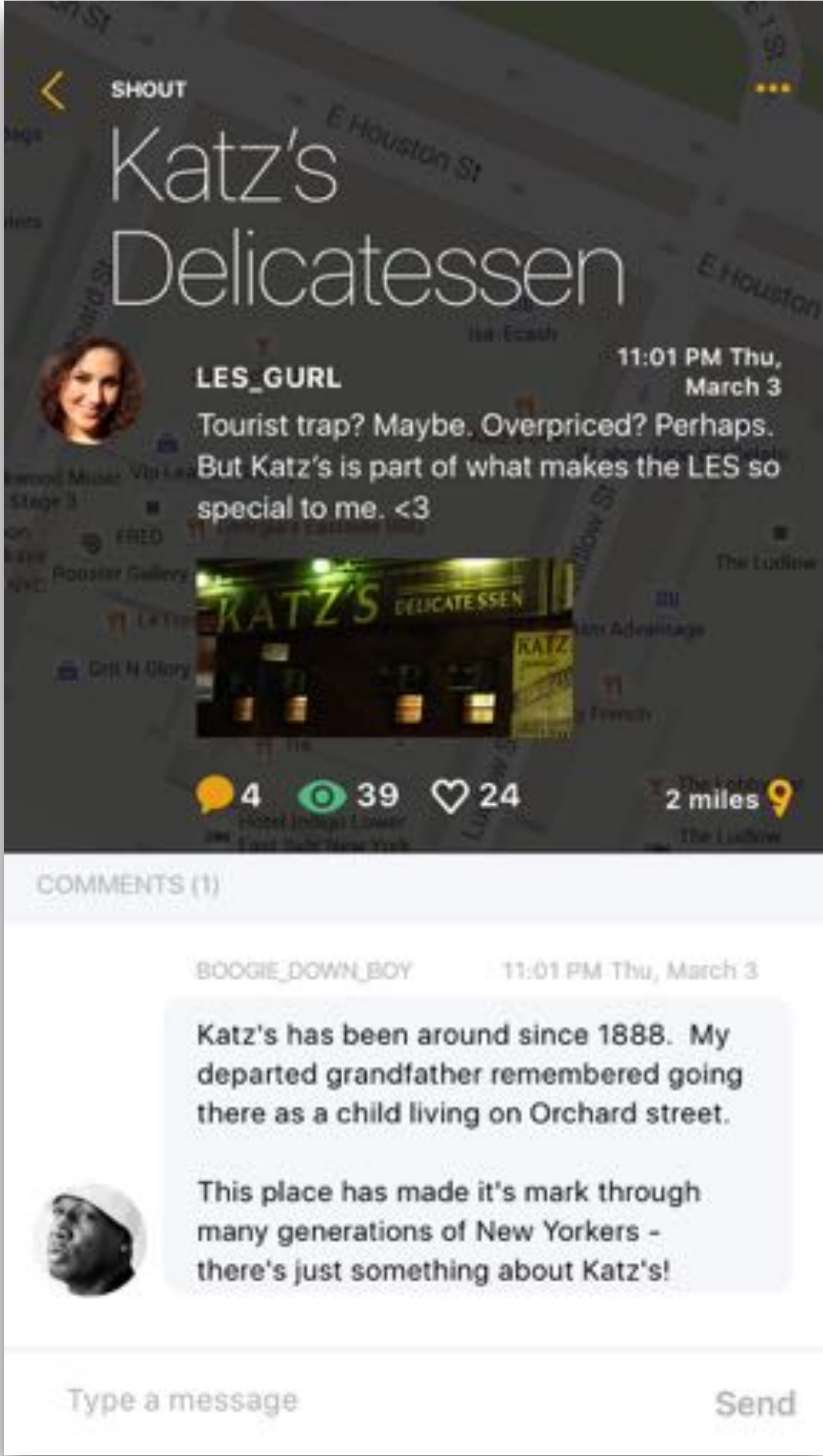




Shout

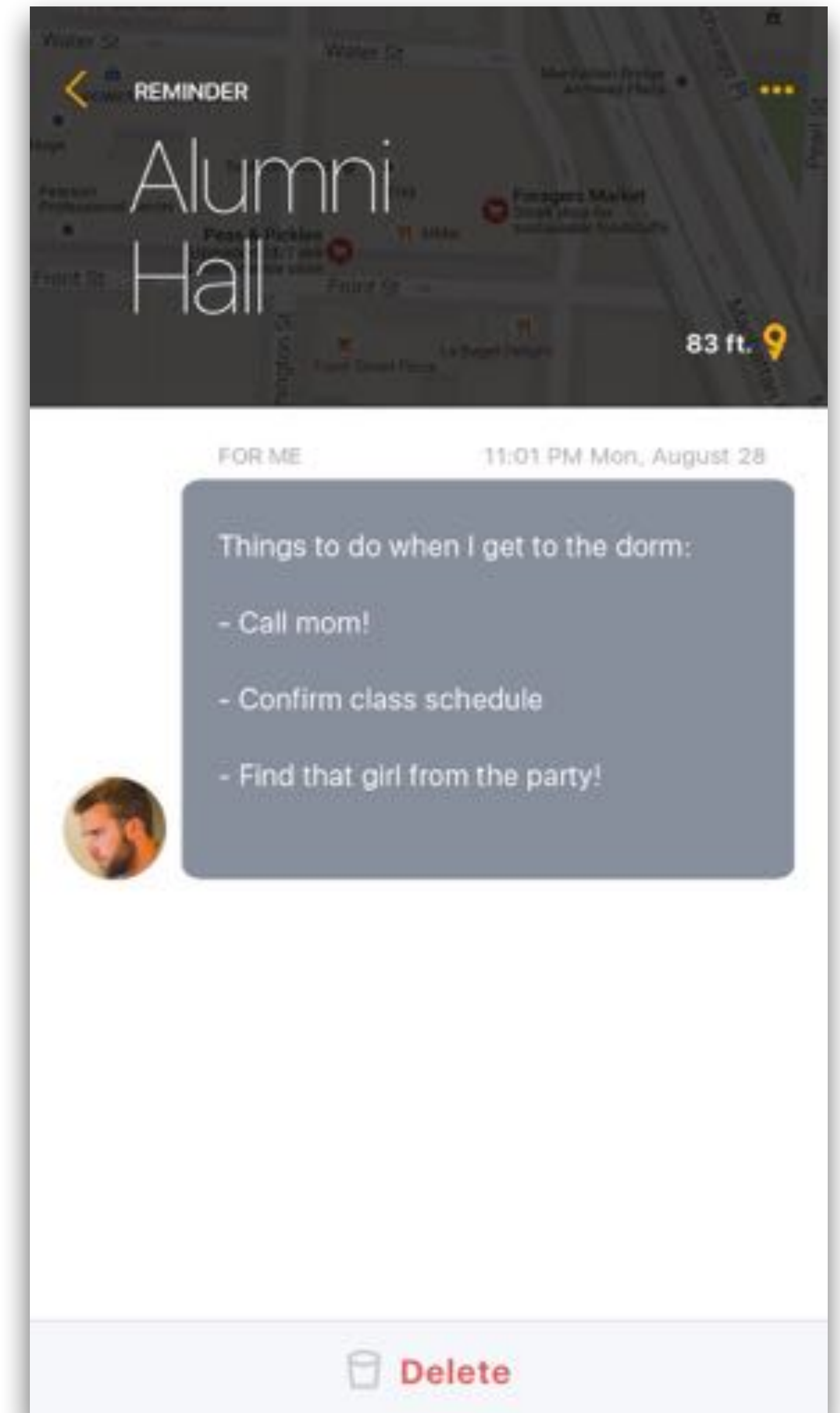
Mark Your Territory

Plant virtual graffiti in your city. “Tag” spots of personal relevance and let the world know why your hood is the best hood.





Forgetful sons and daughters now have one less excuse.
Always forgetting to call your parents when you arrive back on campus safely? Leave yourself “sticky note” reminders at your dorm as a last defense against those brain-cell-destroying parties.



Private Message



“Remember that time...”
Surprise a friend with a snarky message when he walks by a bar, reminding him of an embarrassing moment there.

CHAT

Alligator Lounge
Brooklyn

EL_JEFE_BK 150 ft.

EL_JEFE_BK 11:01 PM Thu, March 3


Since you're near Alligator Lounge, I'll take this opportunity to remind you of that time you passed out on the skee-ball machine.

11:01 PM Thu, March 3

You're a good friend :)

Type a message Send

Private Message




Surprise Love Letters

Let your boyfriend know that you care by leaving them a Shmap at a spot that holds special meaning for you both.

CHAT


Bow Bridge
Central Park

 ms_rachel


50 ft. 9


MS_RACHEL

11:01 PM Thu, February 14



Looks like you're crossing our bridge. Is our lock still there? I miss you and would love to see you again.

 Always, Rachel



Type a message

Send

Group Message

Group Chat with all your friends

Need some advice from more than one person? Want to coordinate party plans with the whole crew? Send a group message with or without a location.

GROUP

Isabel Marant

+ 24

85 ft.

S_MARTINEZ

8:01 AM Mon, March 3

OK, so, I'm sending you all this photo because I was walking by Becky's dorm and saw this in the window of Isabel's. Should I buy it? :D

Type a message

Send

Ideally: Extraordinary Mobile Services. June 2016

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our aim for the Shmap summer beta testing program...

GO BIG

what do we want YOU to do?

Use the app!



Send location based messages to your friends
Post Shouts
Use the app to discover new places, people and experiences

Promote the app and sign up new users



Encourage friends and acquaintances to download and use the app
Add friends to your contacts list
Promote the app, and the experiences it gives you on social media

Give us feedback



Don't be a stranger!
Tell us what you love, hate, want more of...

your weekly targets

Use the app!



5 or more Shouts

5 or more Peer 2 Peer location-based messages

Regularly view, like and comment on Shouts of other Shmap users

Promote the app and sign up new users



Add at least 5 new app signups (email us weekly with your new users!)

Add 5 or more contacts to the Shmap contact list

Make 2 social media posts about Shmap or Shmap content (e.g. Instagram, Facebook)

Scoring



Prizes awarded to those who perform best **above** the target

Points awarded as follows:

Shouts - 2

Signups - 2

Peer-2-Peer Place messages - 3

Social media posts - 1











Contacts added - 1

but above all, enjoy yourself!



- **Meet new people**
- Attend parties and events throughout the summer
- **Win awesome prizes if you're a top performer**
- Win a \$1500 scholarship grand prize if you are the top performer of the program!
- **Get real experience launching a startup**
- Opportunity to join our top tester product development group
- **Potential to work with us longer term as we grow this amazing business!**

a reminder of the events and prizes during the program

Week	Date	Venue	Gold	Silver	Bronze
1	6/10	Rooftop 	Beats Solo 2	Yankees Tickets	\$25 Starbucks GC
2	6/17	Pourhouse 	\$100 Amex GC	Urban Outfitter \$50 GC	2 Regal movie tickets
3	6/24	Little Town 	Mini Segway	Bluetooth Speaker	Pourhouse open bar
4	7/1	MST 	Quadcopter Drone	Amazon \$50 GC	\$25 Starbucks GC
5	7/8	Vanity 	iPad Mini	Beats Airbuds	Bluetooth shower speaker
6	7/15	49 Grove 	Go Pro Hero	\$50 Amex GC	Selfie stick
7	7/22	Pourhouse 	Fitbit	Amazon Kindle Fire	Bluetooth shower speaker
8	7/29	Little Town 	Roku Smart TV	Merge VR for phone	Madison tavern open bar
9	8/5	Pourhouse 	ZTE Projektor	Black classic Ray Bans	Amazon Fire Stick
10	8/12	Rooftop 	Rose Gold Apple Watch	Amazon Tap	Bluetooth shower speaker
\$1500 Scholarship Grand Prize Email Kyle@Jozii.com for addresses and other information *Venues and prizes subject to change.					

any questions? Shmap the Jozii team!

Jozii team contact details



Brandon Maier
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Kyle Tieman
Kyle@jozii.com
302.632.0656
shmap: Kyle

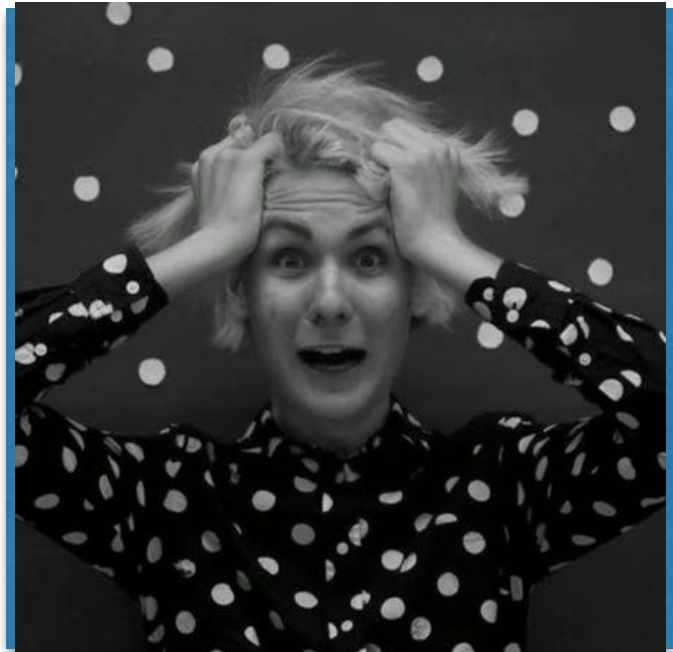
Shmap team also at the events and parties



Mimi Shojai
shmap: mimishojai



Savannah
shmap: savannah



Aiden
shmap: AidenGB



thank you



Appendix - more info if you need it...





about *Ideally*, the company behind Shmap

extraordinary mobile services

ideally is...

A mobile services and technology company,
focused on bringing innovation to the consumer
and business marketplace.

We're currently focused on a critical gap in the
messaging market: PLACE

And that's why we've launched Shmap!

*"Companies are grappling to stay relevant
in a world where smartphones — and
people's geographical information — are
at the heart of nearly every tech leader's
plans."*

why Ideally? we've done it before

in8 Mobile iD services grew to 150M+ transactions in its first twelve months and more than 25M users.

In 2012 the company was sold to NantWorks, the technology holding company of billionaire scientist and investor Patrick Soon-Shiong.



<https://www.scoopmobile.com/img/carriers/promo/provider-logo-verizon-promo.png>

Technology:

We have a collective 30+ years experience in the mobile innovation space, having worked at companies such as Verizon and in8 Mobile.

Content Distribution:

We have the knowledge base and the experience needed to manage large scale application rollouts.

We have created and manage apps that have tens of millions of users across multiple OS platforms.

Go To Market:

We have managed multi-channel go to market plans that include email, SMS, shortcode, web, social network and app store marketing and promotion to drive quick adoption and repeat usage.

Strategic Partnering:

We have partnered with major carriers, brands, retailers and digital media distributors to drive application downloads and to promote new user behaviors in mobile applications with the collaborative intent to make a new behavior into a habit forming second hand nature experience.

the Ideally team



Alex Hyman | President & CEO

Alex is a wireless pioneer with decades of experience at the epicenter of mobile. Most recently he founded and grew in8 Mobile and the iD brand into a leading edge multi-modal discovery platform that provided audio and visual recognition services to consumers and tier one mobile operators. In 2012 he completed the sale of in8 to NantWorks, the technology holding company of billionaire scientist and investor Patrick Soon-Shiong, which he left in 2014. Previously he launched, managed and had P&L responsibility for Verizon Wireless's app store.



Clay Johnson | VP Product Strategy

Clay is an expert at recognizing opportunities for new mobile technologies to introduce game changing innovation across a broad range of wireless services and behaviors. He spent seven years at Verizon Wireless where he defined, executed and managed the product specifications and strategy for mobile music and games, including affiliate relations and the overall P&L. Following Verizon, he joined NantWorks where he was responsible for product specifications and daily management of music, image and television recognition services.



Charlie Gigante | Dir. of Product Dev.

Charlie began his mobile industry career in 2001 and has since played a central role at major innovators and publishers in the mobile space. He has produced the personalization content for top-tier brands like DC Comics and Harry Potter at Warner Bros., served as production head of Universal Music Group's ringtone business, developed rich promotional campaigns for in8 Mobile, and currently oversees the development of Shmap. Charlie is a graduate of the University of Southern California and holds a certificate in Web Development from New York University.



Robert Barrett | CAO

Rob brings more than 20 years of high tech finance expertise in business development, strategic planning & budgeting and financial reporting and analysis that he has applied to both public and private markets. As Co-Founder and CFO at in8 Mobile he directed all KPI analysis that ensured the Company's fiscal health and established the criteria for all business cases surrounding vendor selection, distribution alliances as well as oversaw matters of corporate governance. Previously he held director positions at General Dynamics in Strategy, Global Pricing & Business Development. He too also had a long tenure with Verizon Wireless where as Director for Wireless Data & Internet Analysis.