

KOMPAS

Your Pocket Guide, To The World's Urban Jungles



www.kompasapp.com

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THE FUTURE OF TRAVEL IS NOW

...

>50% USER GROWTH

Over 50% growth month on month is being achieved by the company as it continues to scale into both existing and new cities

£100k REVENUE TO DATE

KOMPAS has generated over £100k in revenue since launching the company in January 2017, with more following

20 FEATURES AND AWARDS

KOMPAS has won numerous awards and received national, and international press

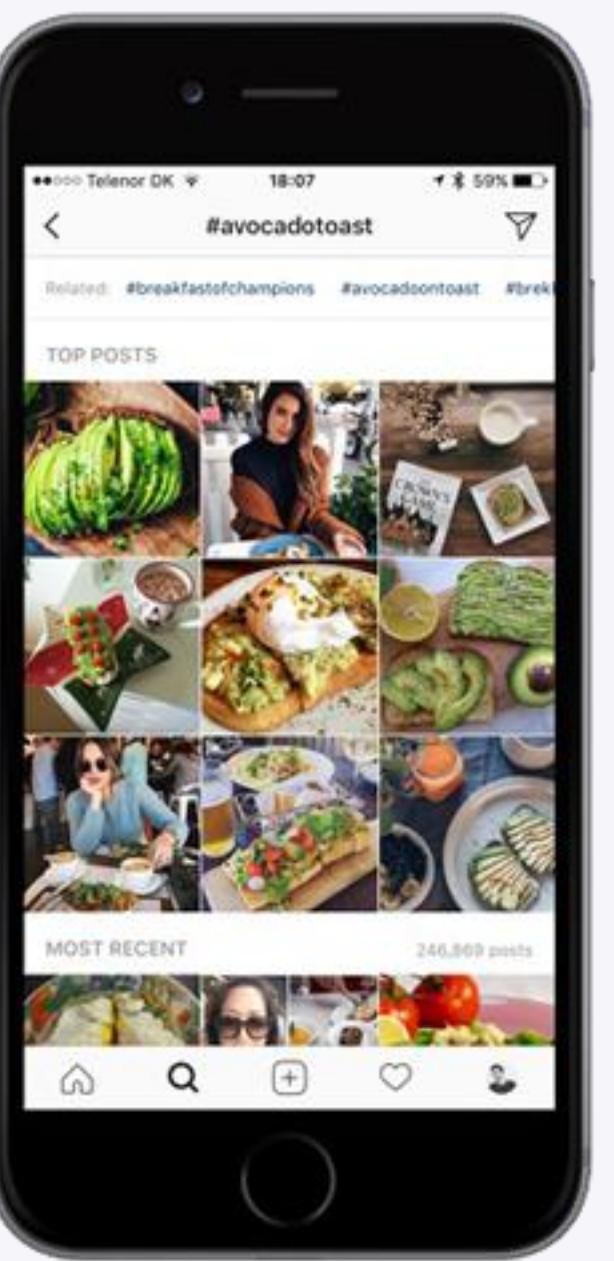
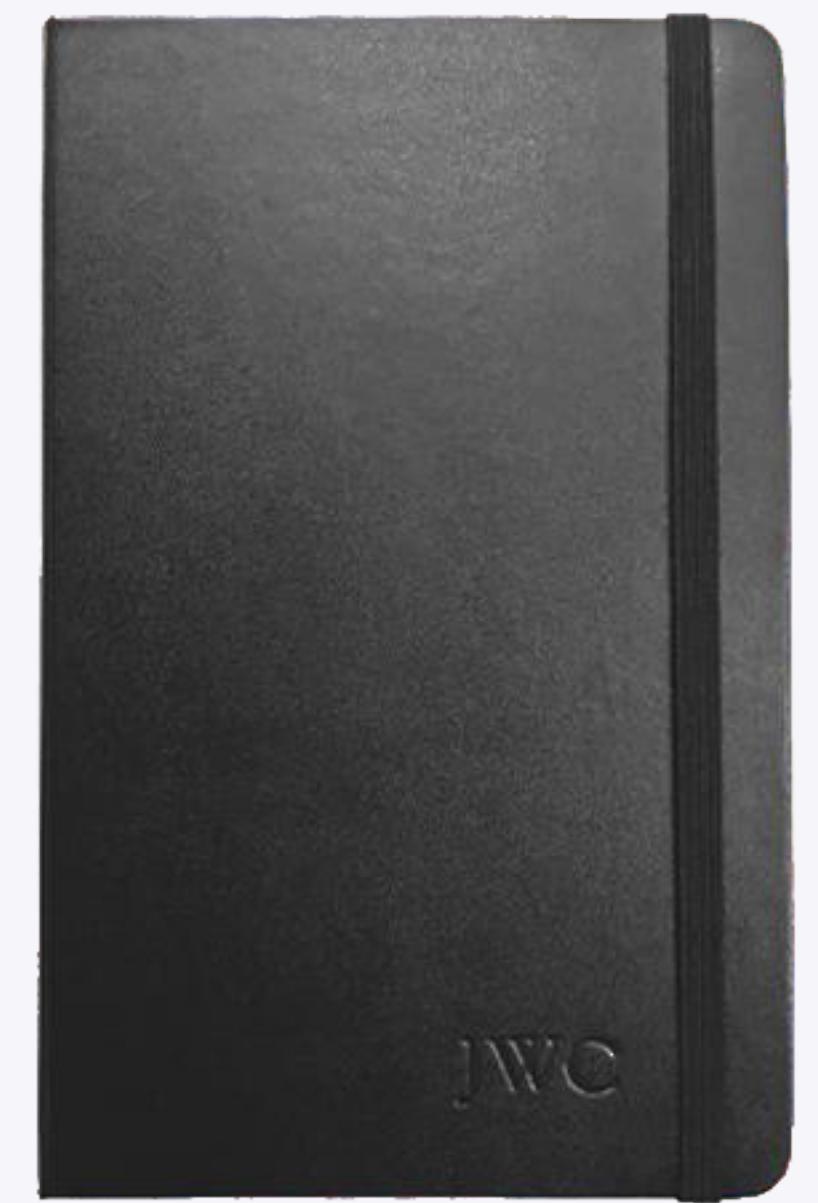
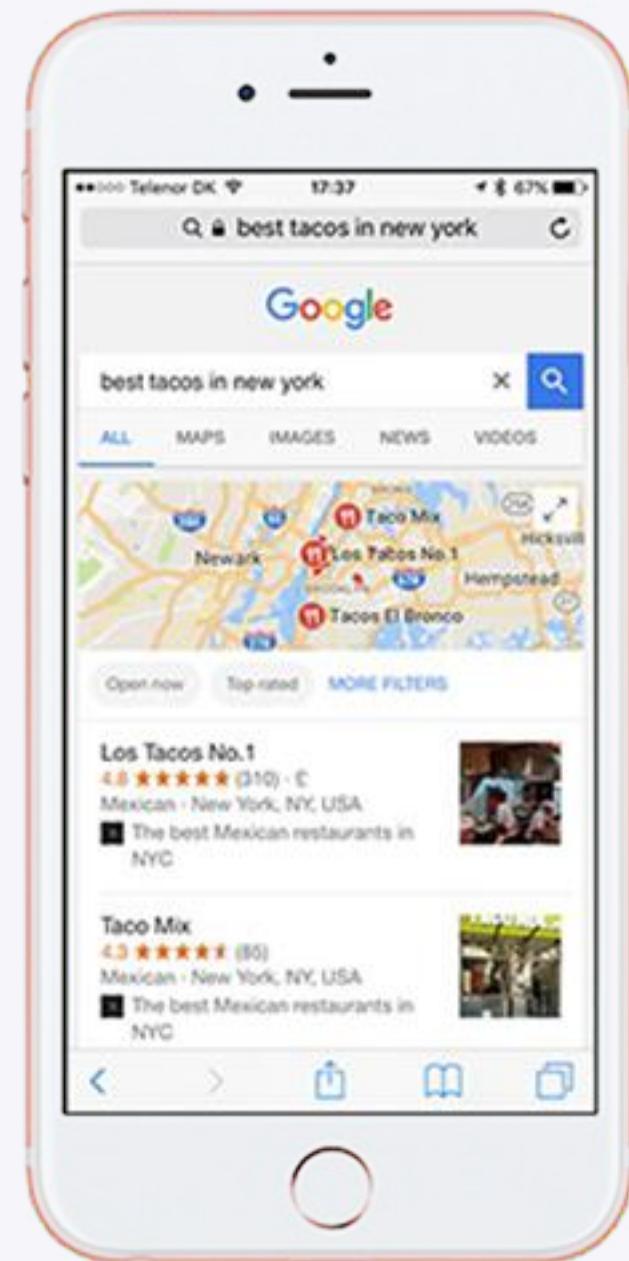
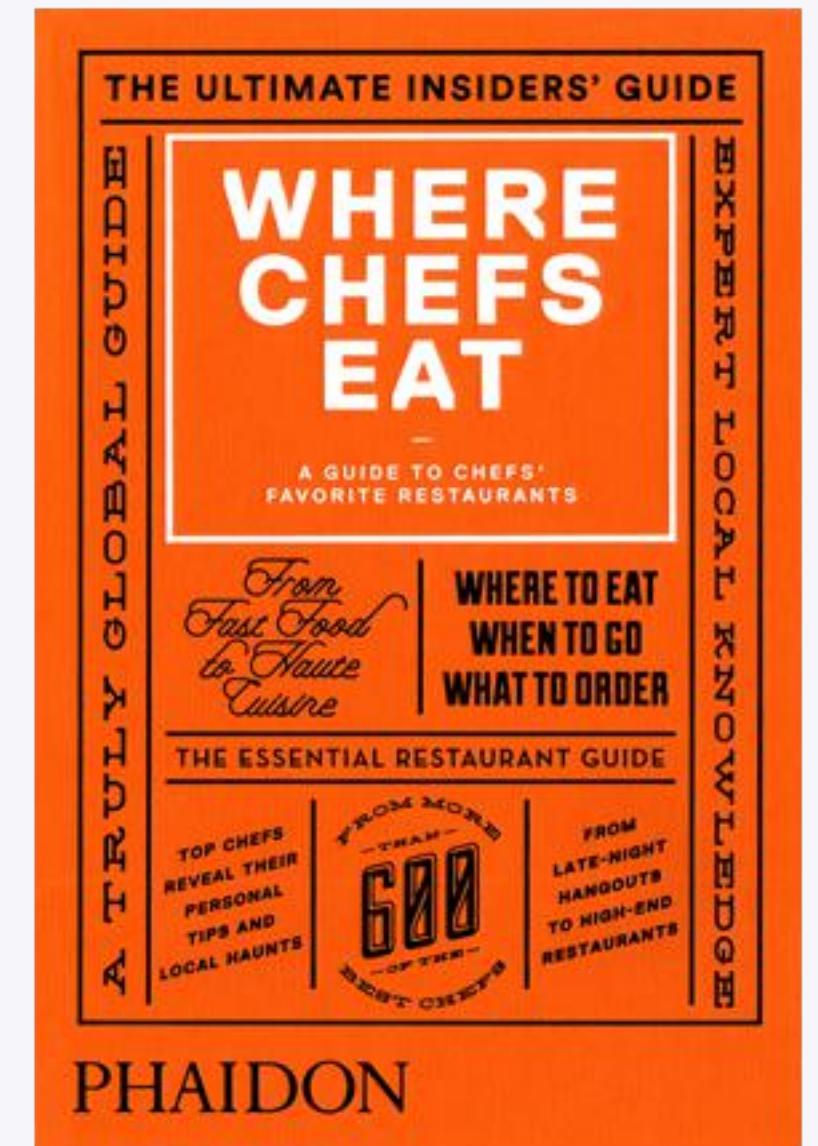
£100bn MARKET SIZE

This is the UK market alone, and KOMPAS is on the cusp of revenue generation after securing a commercial partnership with London Midland

6 CITIES

KOMPAS already operates in 4 UK cities and 2 German cities with more to follow





THE PROBLEM

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Short On Time

When you're short on time, and you don't know where to go, it's easy to waste time searching online for a place nearby, only to find the reviews are inaccurate, nor tailored to you.



Everyday Places

Many only uncover the superficial upper layer of a city that they live in, missing out on the subcultures, the truly local and the independent establishments scattered across the city.



Satisfying Everyone

Long queues, overpriced places, and disappointing dinners with friends are just a few of the everyday problems that people in the city face when trying to satisfy everyone's tastebuds.





OUR SOLUTION

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We curate and help you navigate to top locations in a city creating a seamless experience when travelling. Think of us as the ‘where-to’ through personalisation and data analysis.



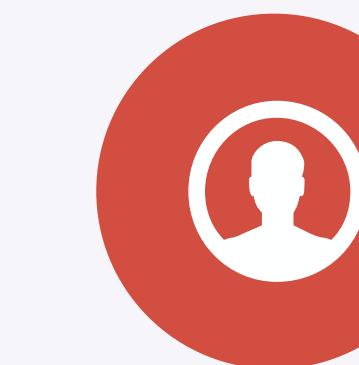
Personalised Planning

Using machine learning, the application learns about you, and leverages personal interests, previous experiences and characteristics to work out where you like to go; making the application personal to you.



Highly Curated Content

We've created the antidote to you having to search online. We create reliable, handpicked and curated content for you and your friends, so that you know the places you visit are places that everyone can enjoy.



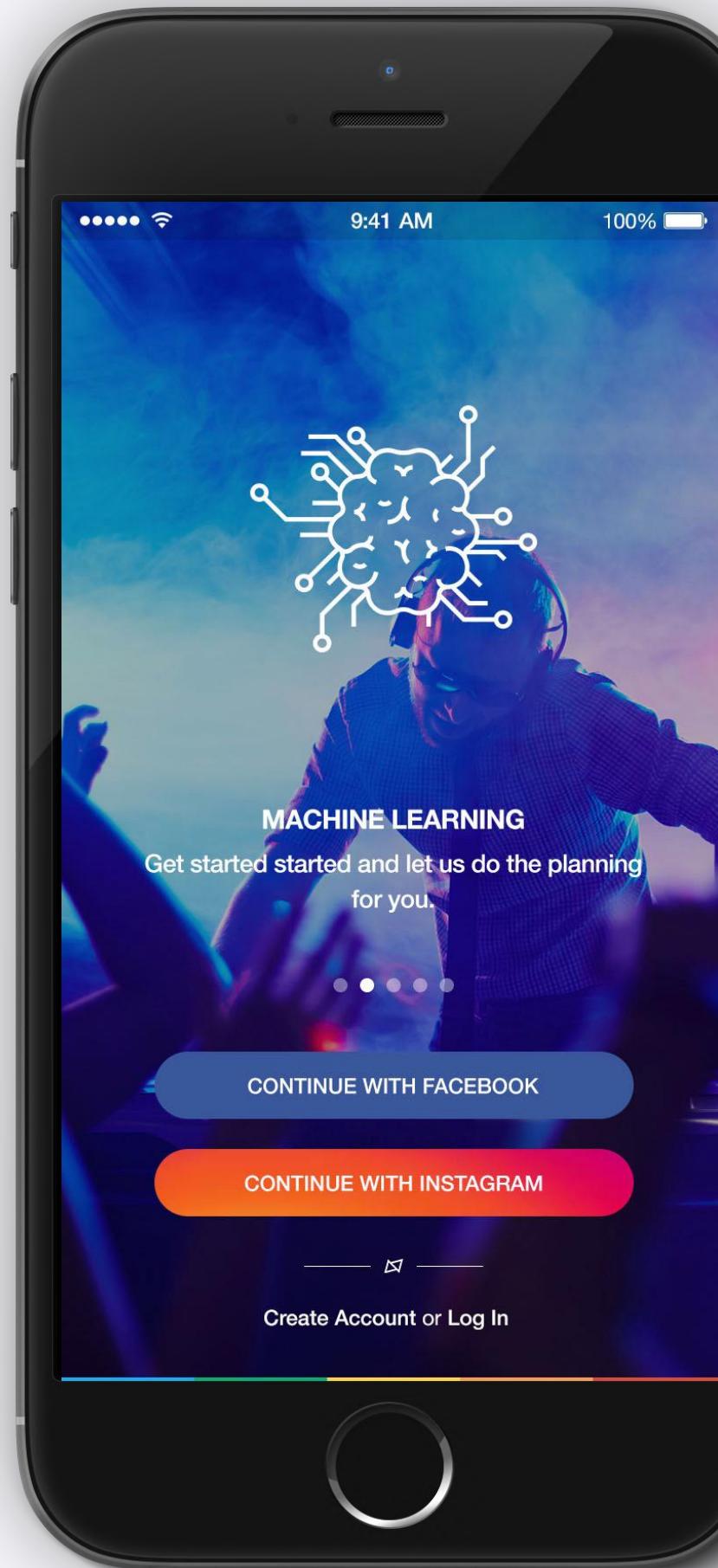
Complete Independence

We make you a pioneer ahead of the crowds, and open up adventures that are just around the corner. No more worrying about relying on other people, or waiting for advice, as we're always on hand to get you moving.



OUR TECHNOLOGY

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K-Means Clustering

After gathering key data from both people and places, we analyse the information, and apply the findings to a cluster. This gives us the ability to compare results, and apply people to particular clusters of data after finding the centroid point, thus allowing us to match places and people, adjusting as users do.



Object/Image Recognition

Using recognition analysis, we're able to understand the sort of places that people are visiting, uploading and reviewing, which presents us with new data that can be applied to character profiles of each user on the application. We're training the algorithms using large datasets of images and objects.



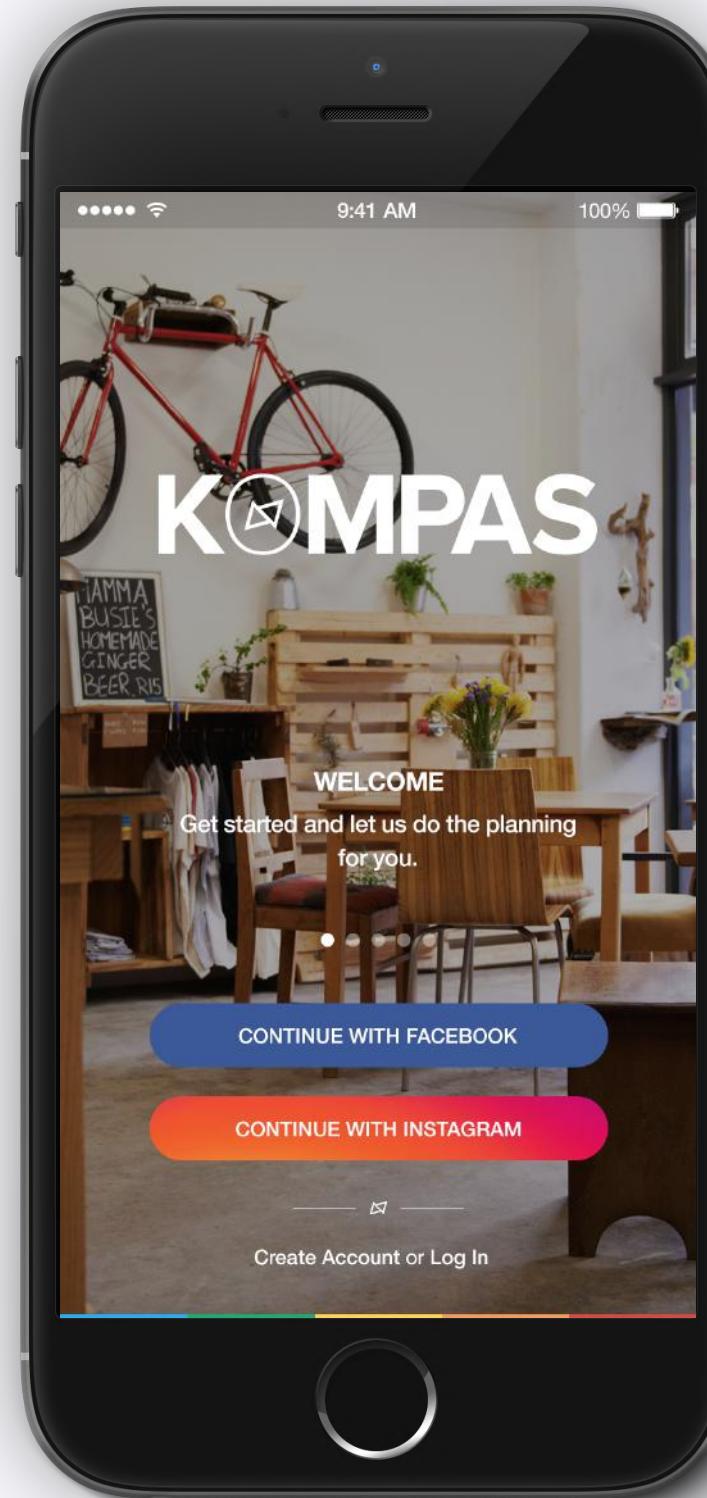
Natural Language Processing

Sentiment analysis gives us data on how people feel about the places that they visit, which means we can feed data back into the algorithms, giving us a better understanding of places and how people are finding them, which will lead to movements in the clusters that people are applied to.

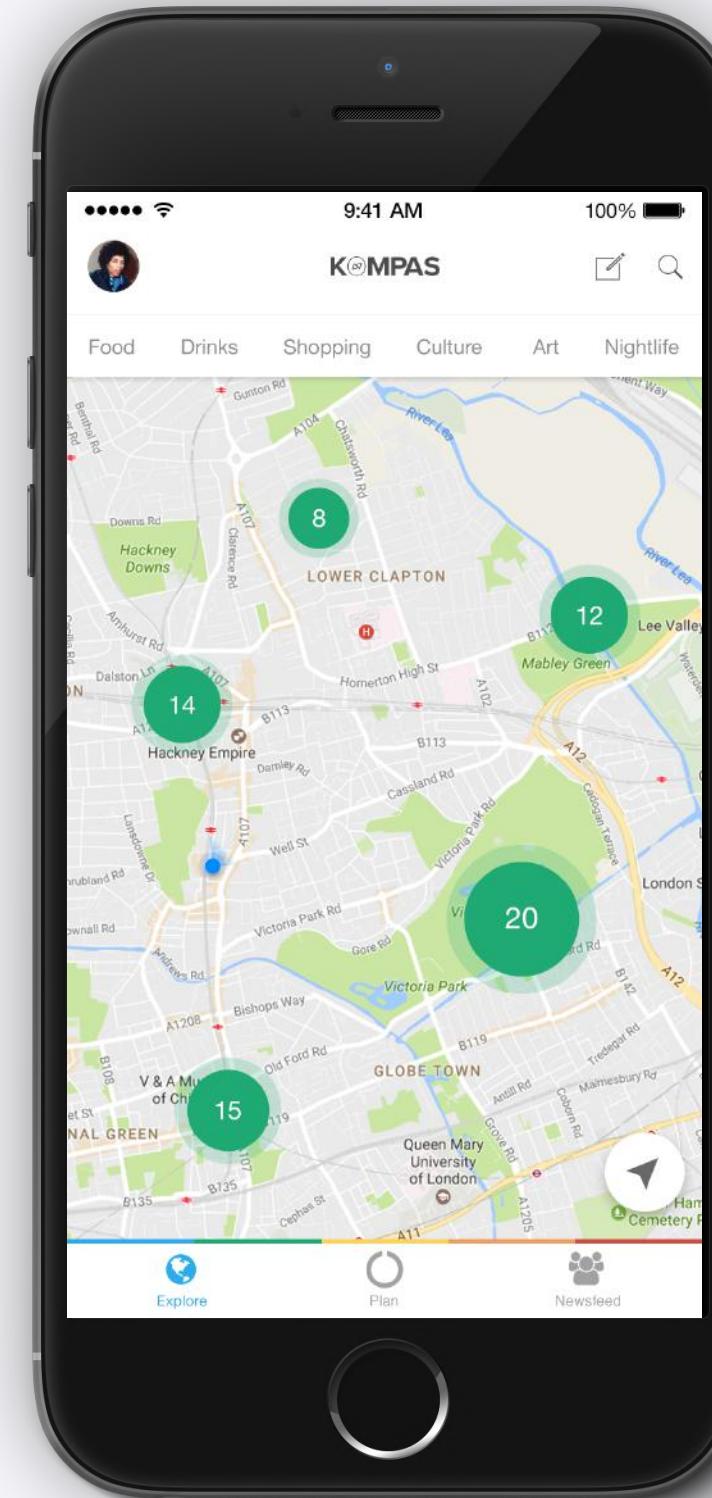


PRODUCT TO DATE

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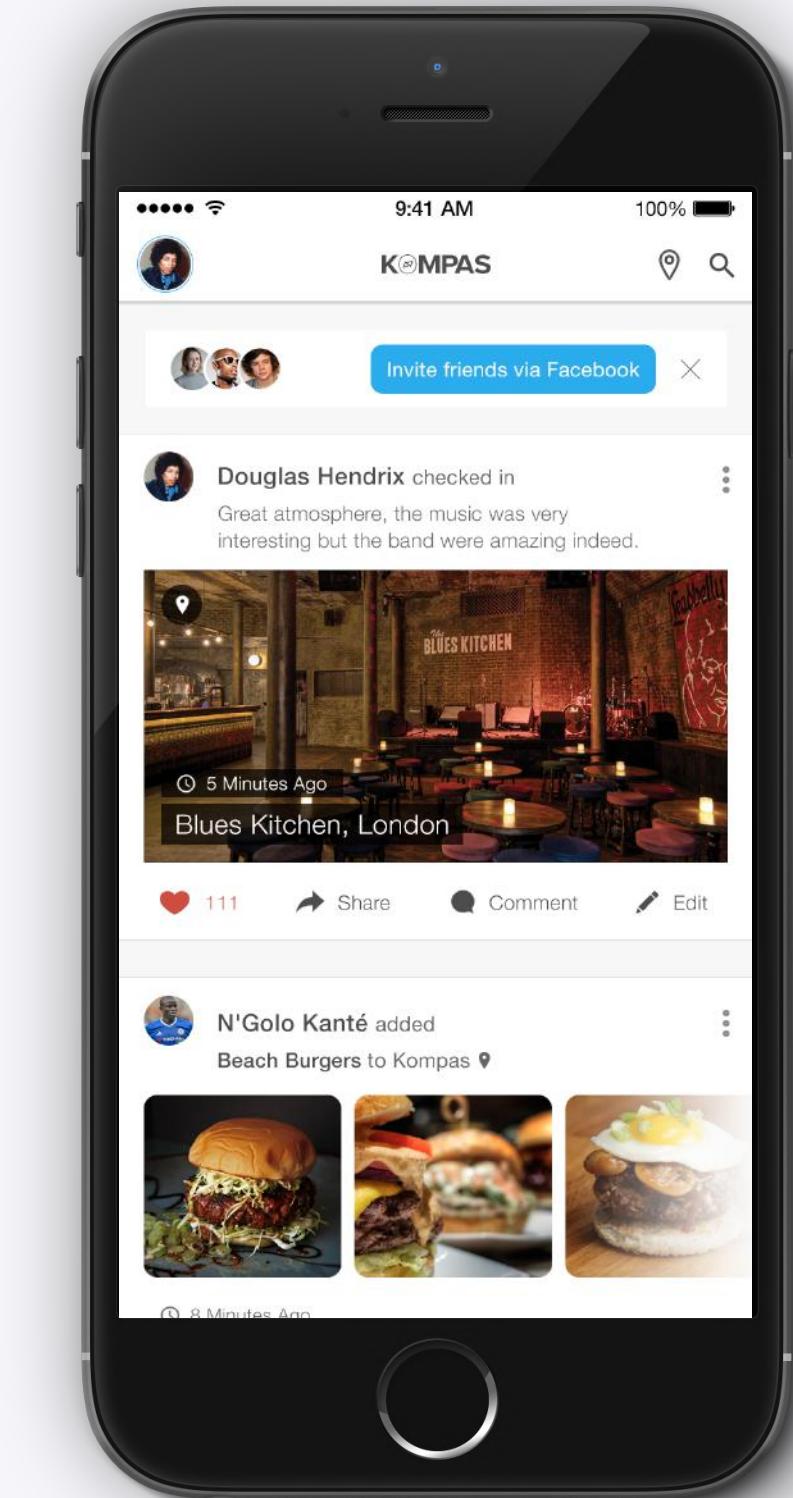
INTRODUCTION



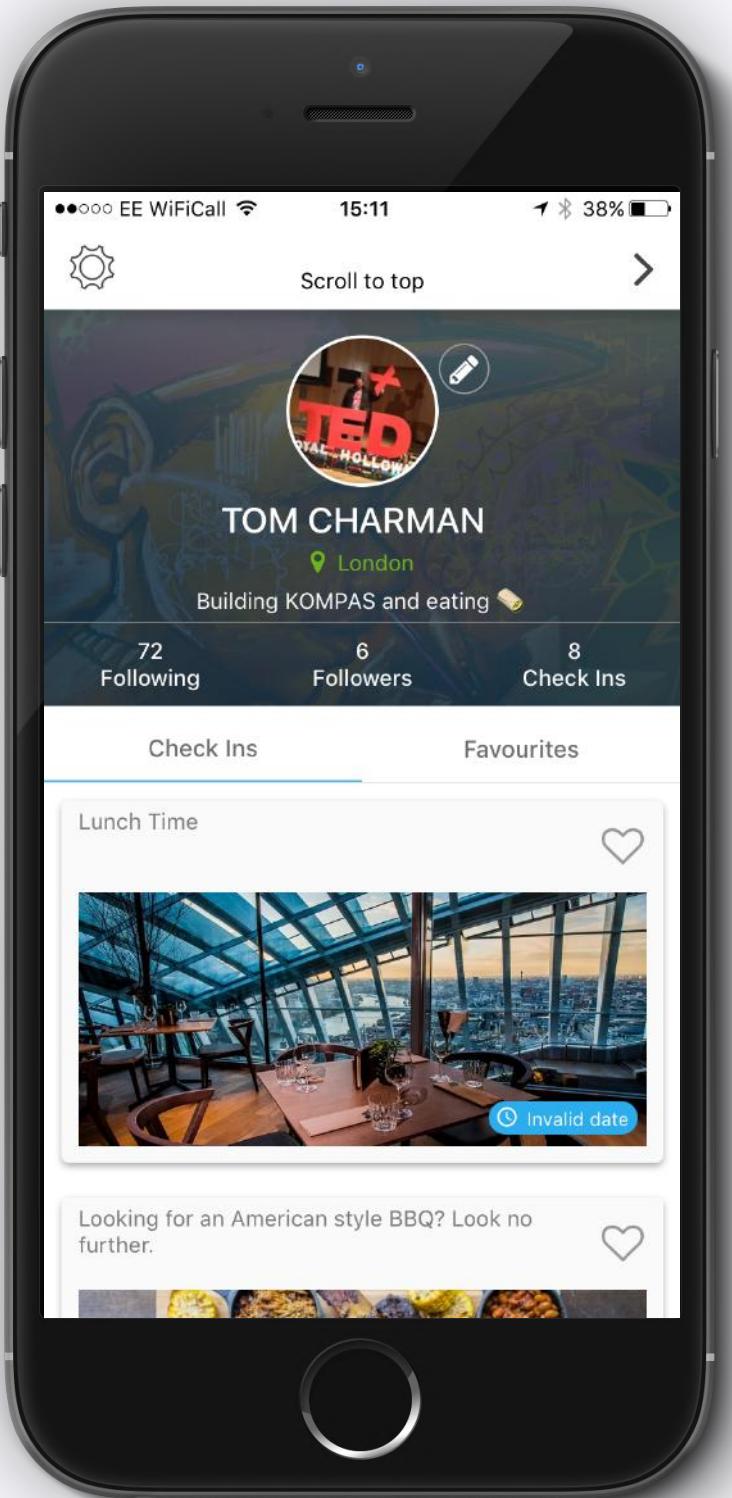
EXPLORE



ITINERARY



NEWSFEED



PROFILE



MARKET OPPORTUNITY

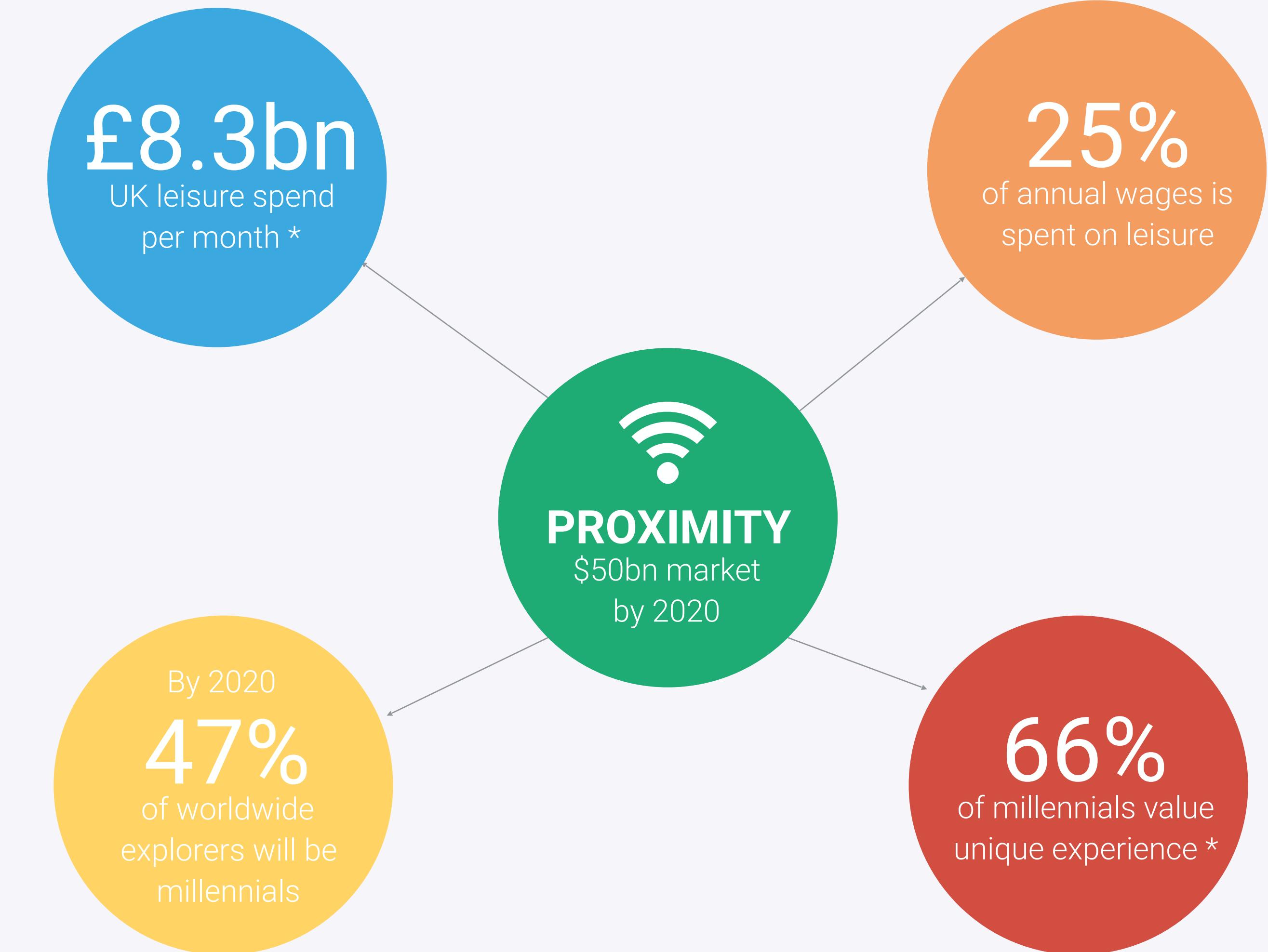
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Market Analysis

On average, people spend £200 per week on leisure activities such as eating out, events and holidays in the UK. 44% of people will now eat out at least once per week in London, with 60% of the nation noting that they're adventurous.

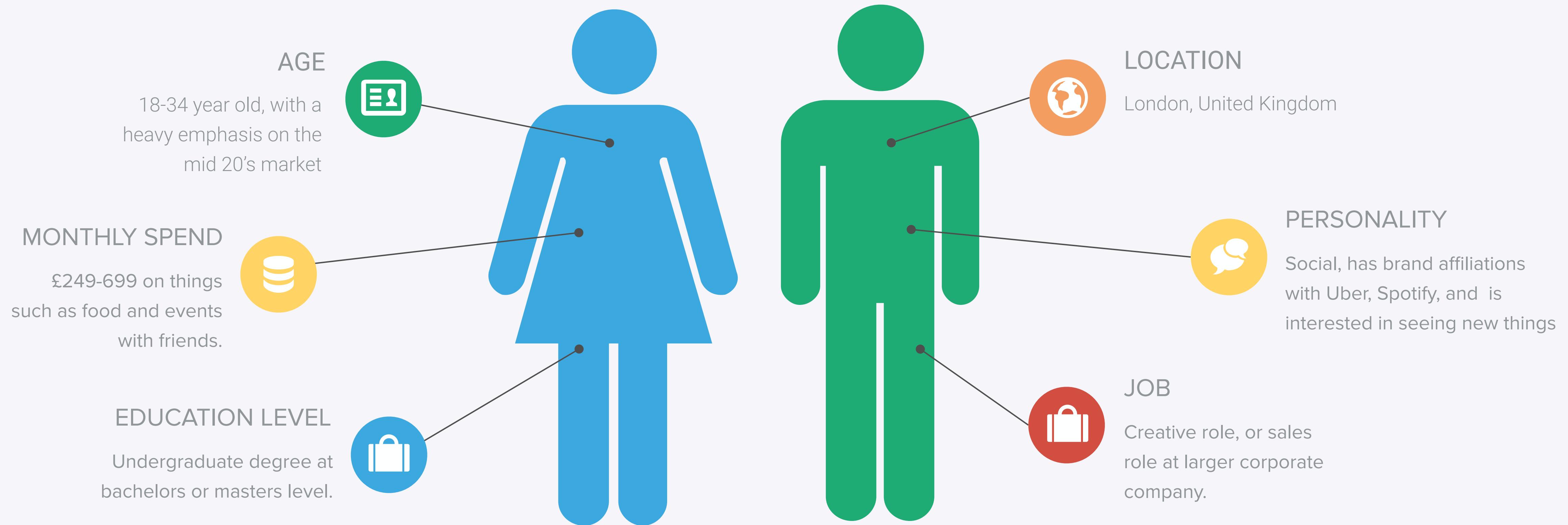
47% of the market is expected to be made up by millennials by 2020, of which 66% value experiences over material goods, demonstrating a drastic move between previous generations.

Our own market research has allowed us to gather a following of over 30,000 that regularly interact with what we're doing.



CURRENT CUSTOMER SEGMENTS

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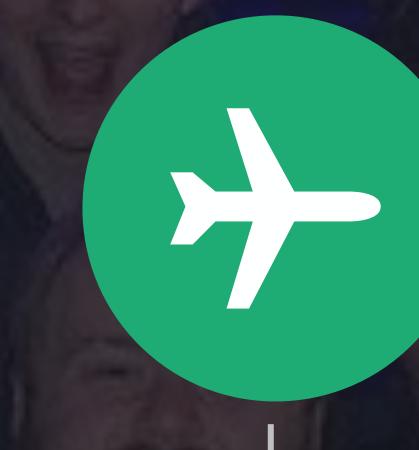
VISA EVERYWHERE WINNER

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VEI APPLICATION PROCESS

KOMPAS selected as one of 15 finalists from the 350 that applied for the Visa VEI Challenges



PITCHING COMPETITION

KOMPAS pitches at Money 20/20 to leading executives for Visa, for a solution to improve regional mobility



OVERALL WINNER AWARD

KOMPAS selected as the challenge winner, and overall winner of the competition, winning €50,000



LM LABS OVERALL WINNER 2017

...



JOINING COHORT

KOMPAS selected as one of 10 from 140 to be joining the LM Labs cohort in Birmingham due to CX focus.

MENTORSHIP

LM provide KOMPAS with mentorship from leading people focused around rail and more widely tech startups.

BIRMINGHAM LAUNCH

Team prepare to launch KOMPAS in Birmingham and work with LM to establish a soft launch into the city.

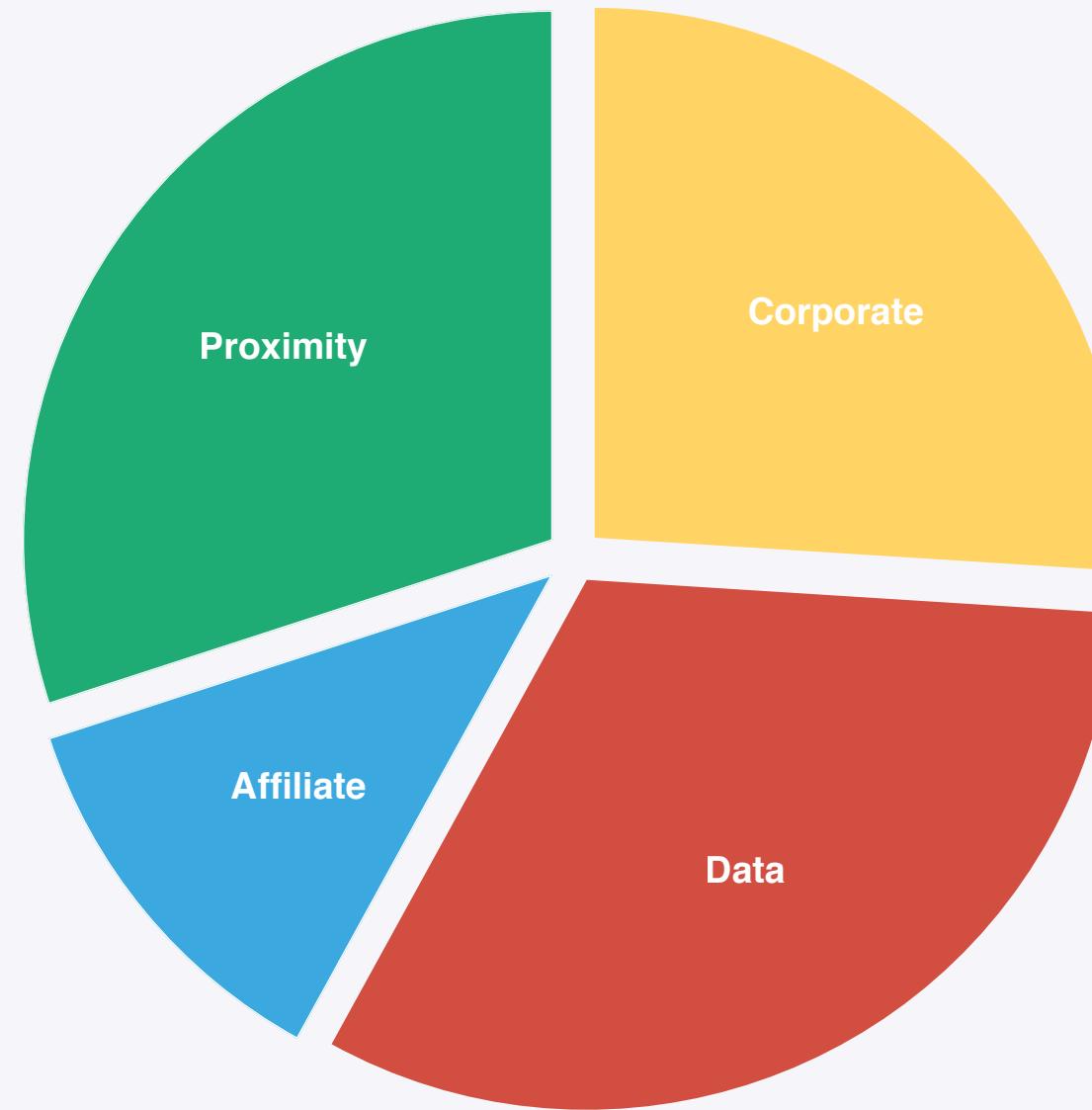
DEMO DAY

Team pitch to rail companies and industry leaders on how we are able to improve the customer experience.

PARTNERSHIP & AWARD

KOMPAS selected overall winner of the cohort and wins a commercial partnership with London Midland.





BUSINESS MODEL

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AFFILIATE MARKETING

Short term revenue will be generated through affiliate marketing, with partners such as Uber and OpenTable which will also enhance the experience for our users.

£

PROXIMITY MARKETING

Medium term, we will be leveraging our data, to offer local independents a way of increasing their footfall. With our user data, we're able to specifically target a customer in a nearby vicinity, in a way that is more highly relevant than beacon technology.

£ £

CORPORATE PARTNERS

After securing our first partnership with London Midland for a strategic launch in Birmingham, Liverpool and potentially Manchester, it became clear that partnerships that could improve the customer experience could be a clear source of revenue, and would also allow us to leverage networks to grow.

£ £ £

££££

DATA ANALYSIS

Long term revenue, will be generated through an open API. Our structured data can be used to understand user interests and upcoming events/patterns, as well as process real-time information about our users and the city. This data can be applied to smart cities, and will be available on a freemium basis to companies that are interested in the data.



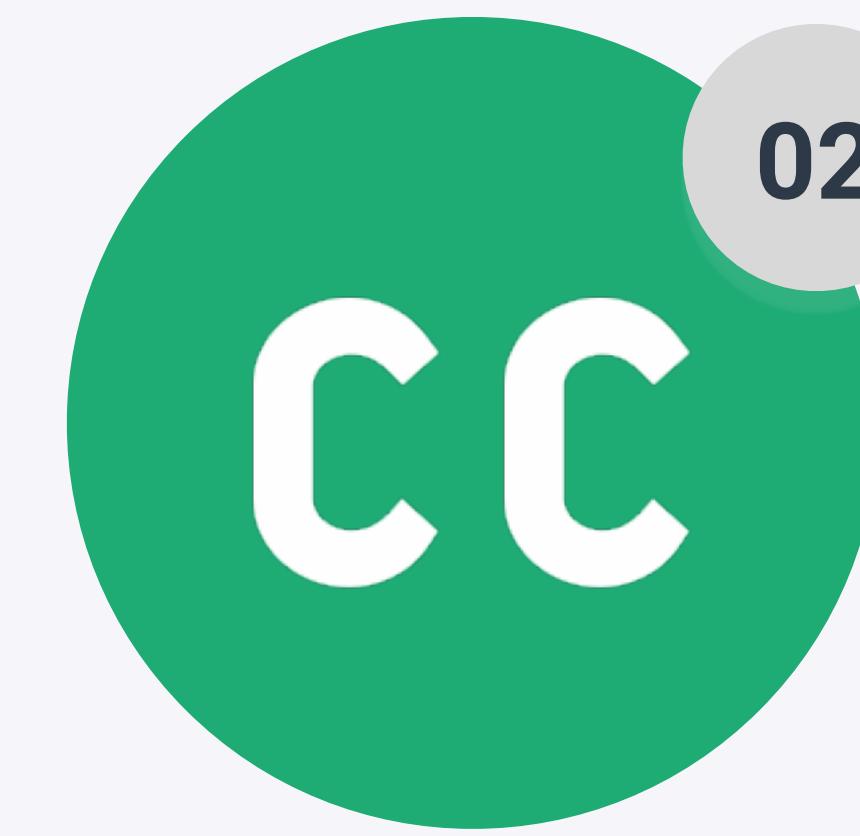
COMPETITOR ANALYSIS

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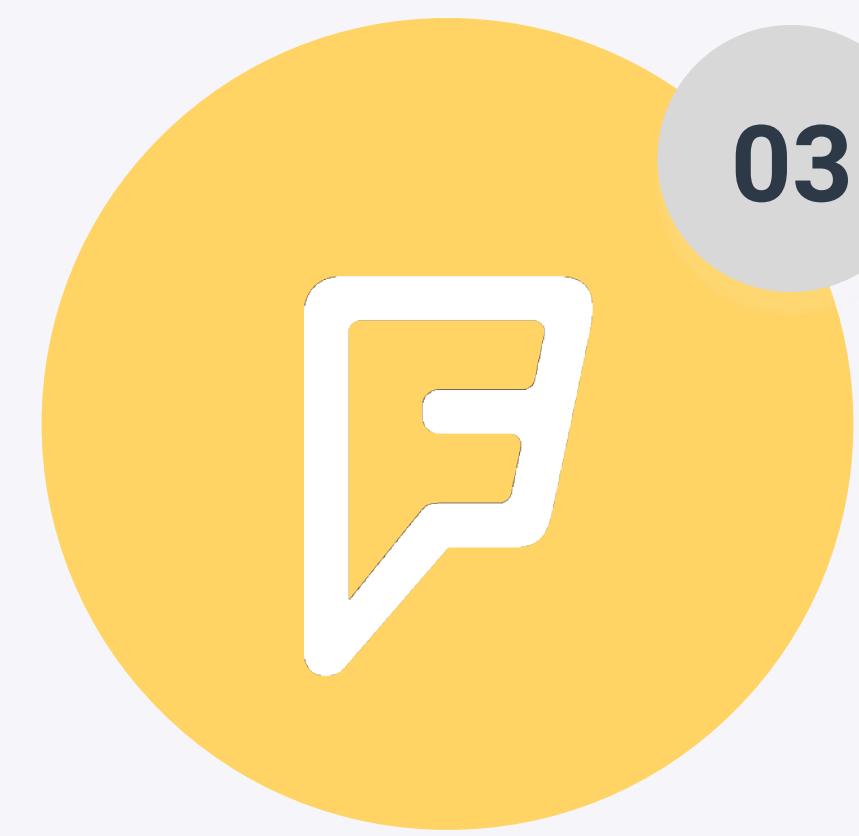
REVL

Events based application based
in London, finding new events



COOL COUSIN

Predominance in the Middle East
with focus on traveller market



FOURSQUARE

Predominance in the U.S. but
with a strong social network.



TRIPOSO

Available worldwide, with lots of
datasets thanks to scraping.



COMPETITOR ANALYSIS

• • •

Features	Revl	Cool Cousin	Foursquare	Triposo	KOMPAS
Personalisation	✗	✗	✗	✗	✓
Local Facing	✓	✗	✓	✗	✓
Curated Content	✓	✓	✗	✗	✓
Itinerary	✗	✗	✓	✓	✓
Flexible Mapping	✗	✗	✗	✗	✓
Social	✓	✓	✓	✗	✓
Booking	✓	✗	✓	✓	✓



MEET THE TEAM

...

**TOM CHARMAN**

CO-FOUNDER & CEO

Microsoft Bloomberg

**OLIVIA HIGGS**

CO-FOUNDER & COO

ISP YOUNG enterprise

**KURT HENDERSON**

CO-FOUNDER & CPO

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**DOUG WALKER**

CO-FOUNDER & CTO

NETSUITE GENERAL ASSEMBLY

**DAMIEN GALLAGER**

SENIOR ENGINEER

Fidelity 3D Issue

**ANNA BEDDOW**

FULL STACK DEVELOPER

Odyssey PHUNWARE

**DYLAN RHODIUS**

FULL STACK DEVELOPER

LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

**SAM MCKAY**

FULL STACK DEVELOPER

Aberdeen

**DANIEL JOHNSON**

HEAD OF GROWTH

shoprocket G

**JULIA LARSEN**

COMMUNITY MANAGER

Startup Weekend REGION H

**EMILIE COALSON**

MARKETING EXECUTIVE

HAVAS TEMPLE CYCLES

**MARK KINER**

BUSINESS DEVELOPMENT

HAVAS UNIGLOBAL



OUR NEDs & ADVISORS

• • •



NEIL RAFFERTY
NON EXECUTIVE DIRECTOR



MARIE KLUTH
NON EXECUTIVE DIRECTOR



DEREK SOUTHALL
DIGITAL & LEGAL ADVISOR



DAVID SOLOMIDES
OPERATIONS ADVISOR



HEIKO SCHILLING
TECHNOLOGY ADVISOR

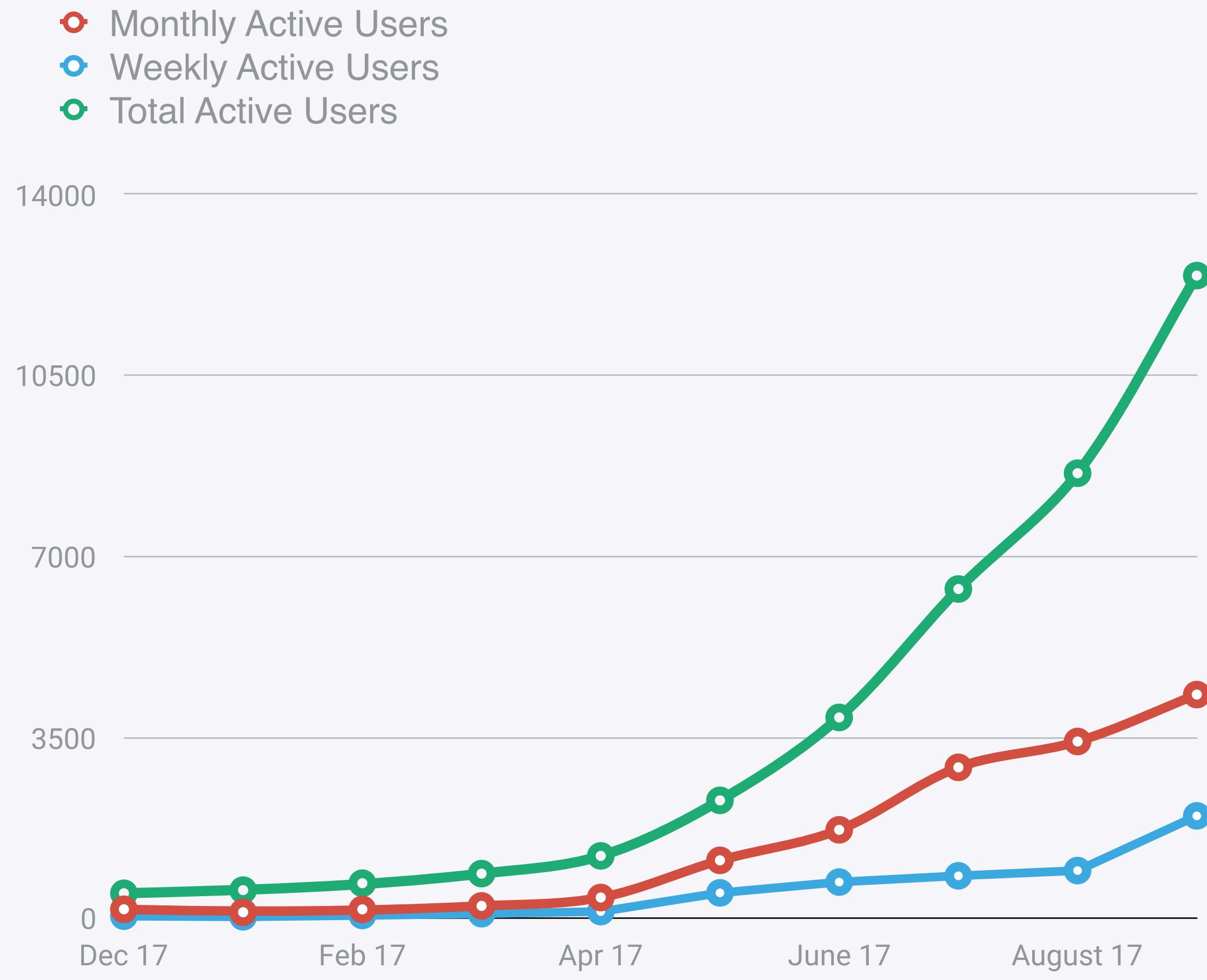


STEPHEN SHORTT
MARKETING ADVISOR

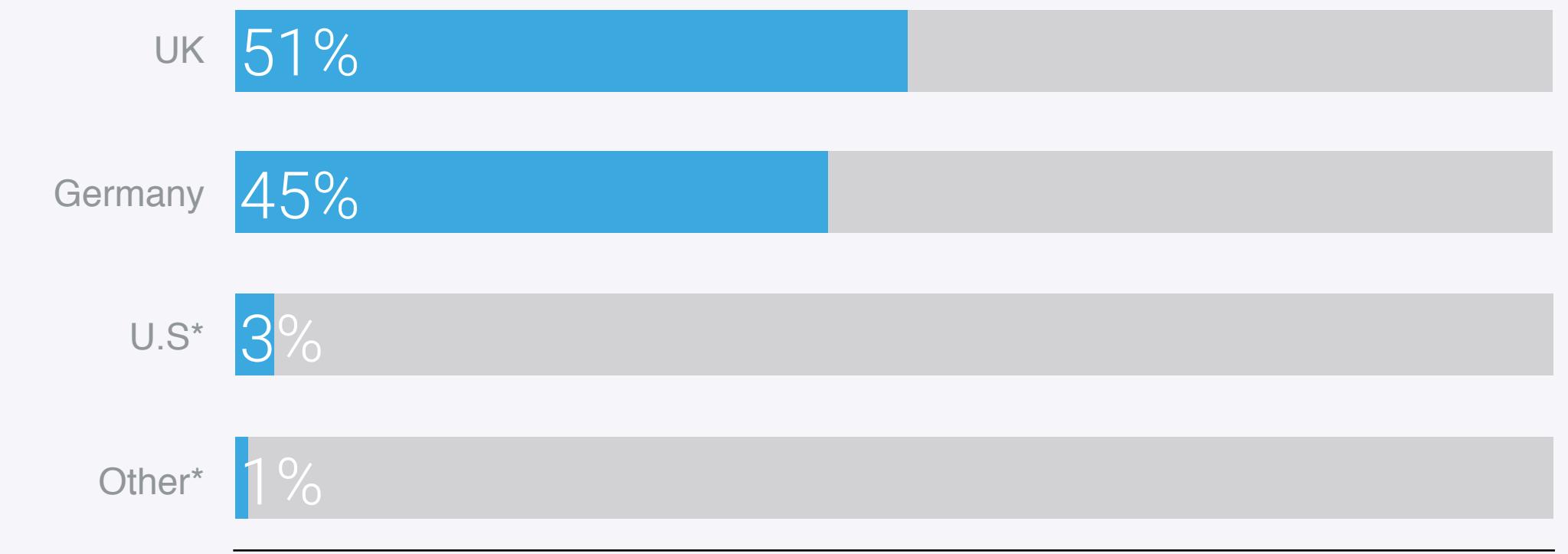


KEY METRICS

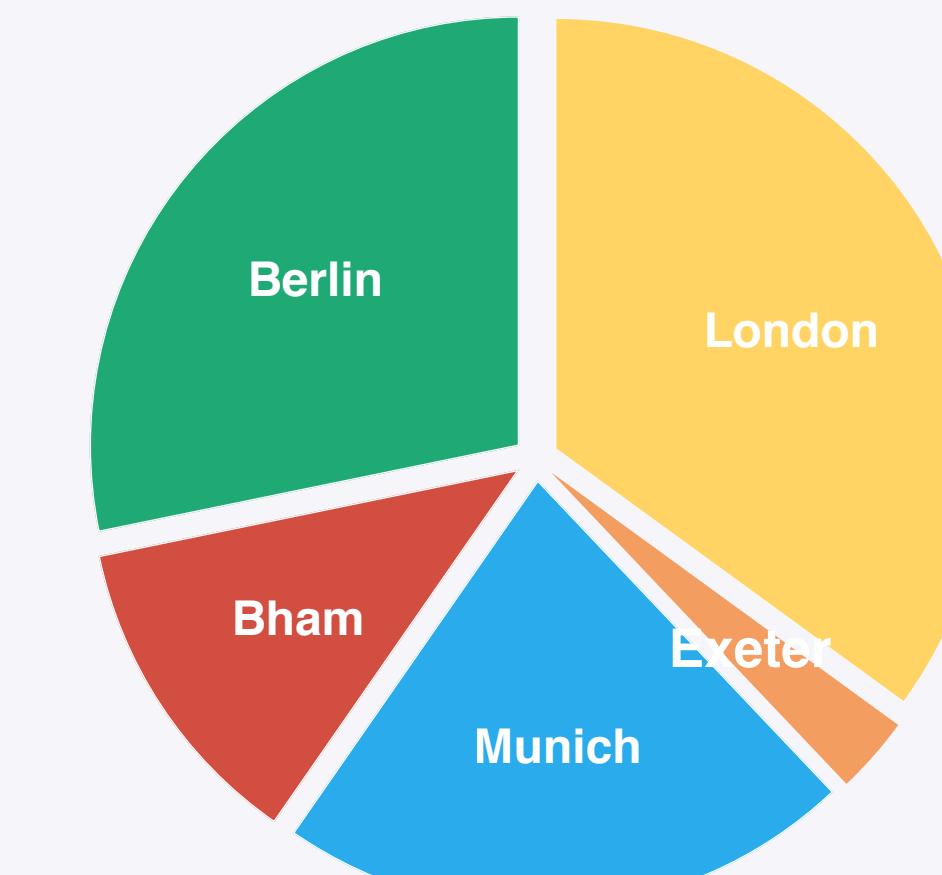
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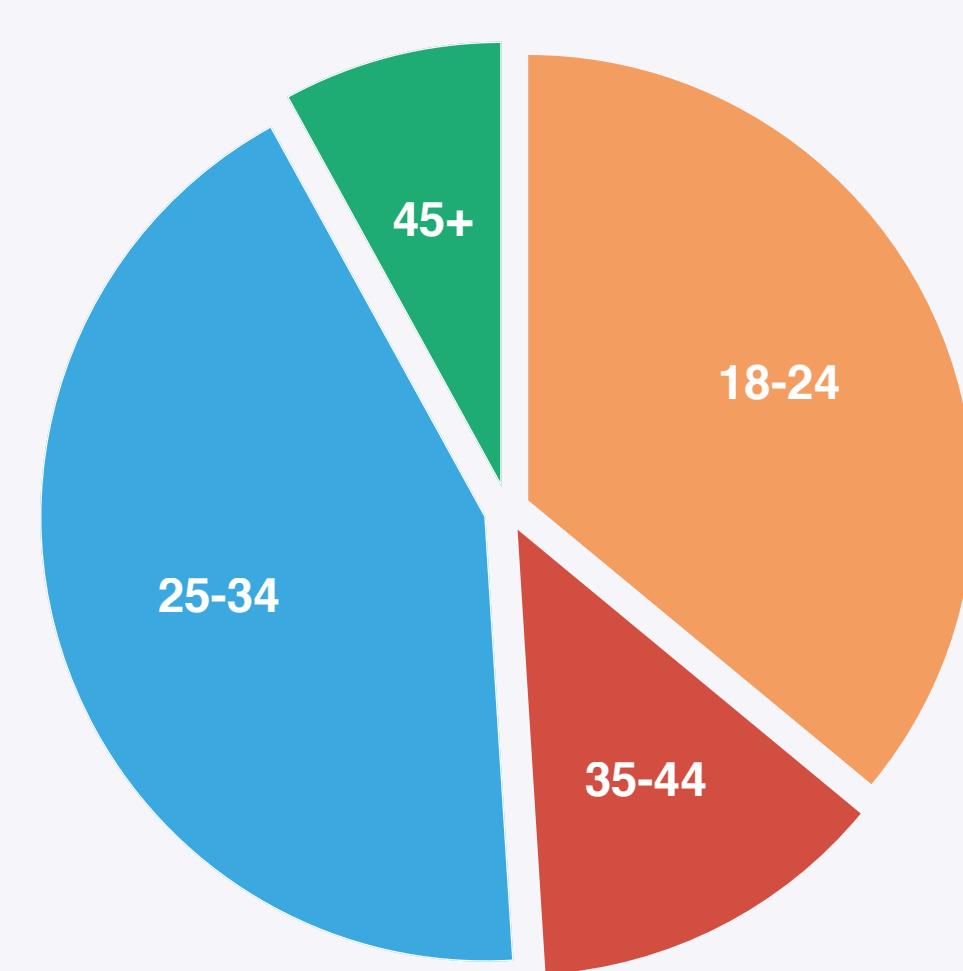
Country



Cities



Age



FINANCIAL FORECASTING



Base Model - Assumptions

- Expansion across the UK and Germany, cashflow positive in 2019
- Roll out to 10 cities across UK and Germany by 2019
- Base model focuses on affiliate and proximity marketing as well as B2B Partnerships
- Affiliate marketing implemented in Q1 2018 and proximity marketing implemented Q2 2018

Growth Model - Assumptions

- Growth scenario represents further expansion with Series A funding of ca. £4m+ in H1 2019
- Roll out to an additional 15 cities across Europe (25 total)
- Expected revenues of £20m+ by 2022 equating to a 5-year CAGR of ca. 105%
- Includes affiliate and proximity marketing implemented in 2018, and data analysis in 2020

Base Model (UK and Germany)				
P&L Summary	2017	2018	2019	2020
Revenue	£ 128,433	£ 1,123,035	£ 4,274,435	£ 6,956,838
%YoY Growth		774%	281%	63%
Corporate Partnerships	£ 57,944	£ 429,099	£ 1,500,215	£ 2,957,875
Affiliate Marketing	£ 0	£ 294,273	£ 1,304,616	£ 1,877,336
Proximity Marketing	£ 0	£ 321,257	£ 1,467,907	£ 2,112,311
Data Analysis	£ 0	£ 0	£ 0	£ 0
Other Income	£ 70,489*	£ 78,406	£ 1,697	£ 9,317
COGS	£ 361*	£ 20,882	£ 92,945	£ 213,109
Gross Margin	£ 128,072	£ 1,102,153	£ 4,181,490	£ 6,743,730
% Gross Margin	100%	98%	98%	97%
Employee	£ 214,312	£ 1,115,005	£ 2,041,673	£ 2,564,476
Infrastructure and Tech	£ 7,378	£ 54,700	£ 83,895	£ 148,486
Sales and Marketing	£ 64,803	£ 501,610	£ 1,306,057	£ 1,635,428
General Administration	£ 57,723	£ 175,718	£ 289,756	£ 341,035
Depreciation	£ 1,667	£ 15,600	£ 5,867	£ 3,733
Total Opex	£ 345,882	£ 1,862,633	£ 3,730,914	£ 4,695,491
EBITDA	£ (216,144)	£ (744,880)	£ 460,110	£ 2,054,305
% EBITDA Margin	-168%	-66%	11%	30%
FTE	17	42	64	78

* COGS includes both server hosting and web hosting, but close to £0 in 2017 due to hosting credits provided by Amazon Web Services

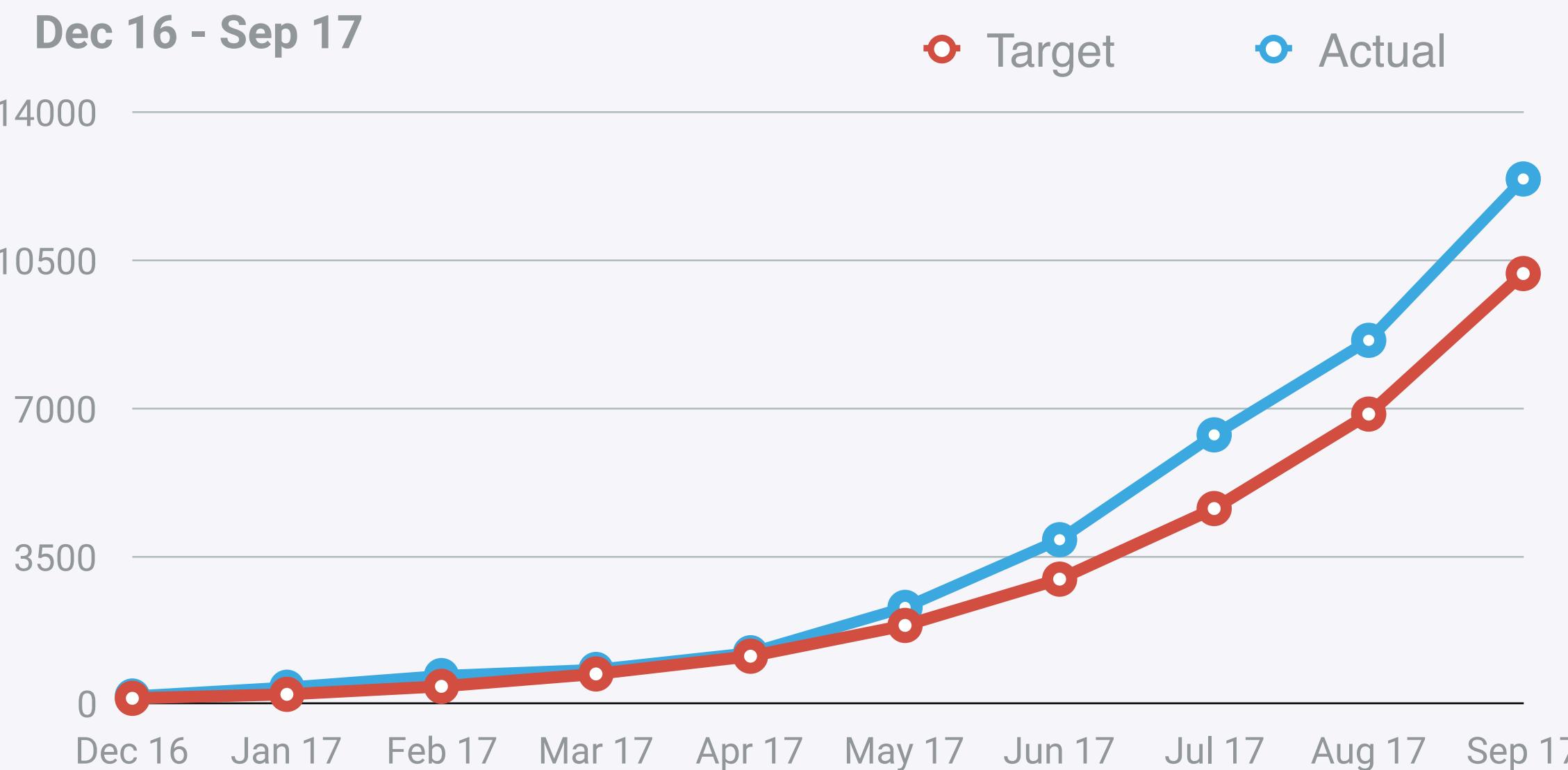
** Other Income is 2017 and 2018 is primarily generated through competitions and grants (see slide 19 for awards)

Growth Model (Including Series A Funding)				
P&L Summary	2017	2018	2019	2020
Revenue	£ 128,433	£ 1,123,035	£ 4,865,413	£ 10,180,332
%YoY Growth	-	774%	333%	109%
Corporate Partnerships	£ 57,944	£ 429,099	£ 1,399,712	£ 3,065,210
Affiliate Marketing	£ 0	£ 294,273	£ 1,622,830	£ 2,839,762
Proximity Marketing	£ 0	£ 321,257	£ 1,841,174	£ 3,226,433
Data Analysis	£ 0	£ 0	£ 0	£ 1,039,610
Other Income	£ 70,489**	£ 78,406	£ 1,697	£ 9,317
COGS	£ 361*	£ 20,882	£ 121,532	£ 473,313
Gross Margin	£ 128,072	£ 1,102,154	£ 4,743,881	£ 9,707,018
% Gross Margin	100%	98%	98%	95%
Employee	£ 214,312	£ 1,115,005	£ 2,542,677	£ 4,278,618
Infrastructure and Tech	£ 7,378	£ 54,700	£ 158,814	£ 367,417
Sales and Marketing	£ 64,803	£ 501,610	£ 2,156,510	£ 5,418,110
General Administration	£ 57,723	£ 175,718	£ 595,646	£ 1,255,976
Depreciation	£ 1,667	£ 15,600	£ 35,067	£ 29,600
Total Opex	£ 345,882	£ 1,862,633	£ 5,488,713	£ 11,349,721
EBITDA	£ (216,144)	£ (744,880)	£ (709,766)	£ (1,613,103)
% EBITDA Margin	-168%	-66%	-15%	-16%
FTE	17	42	95	158

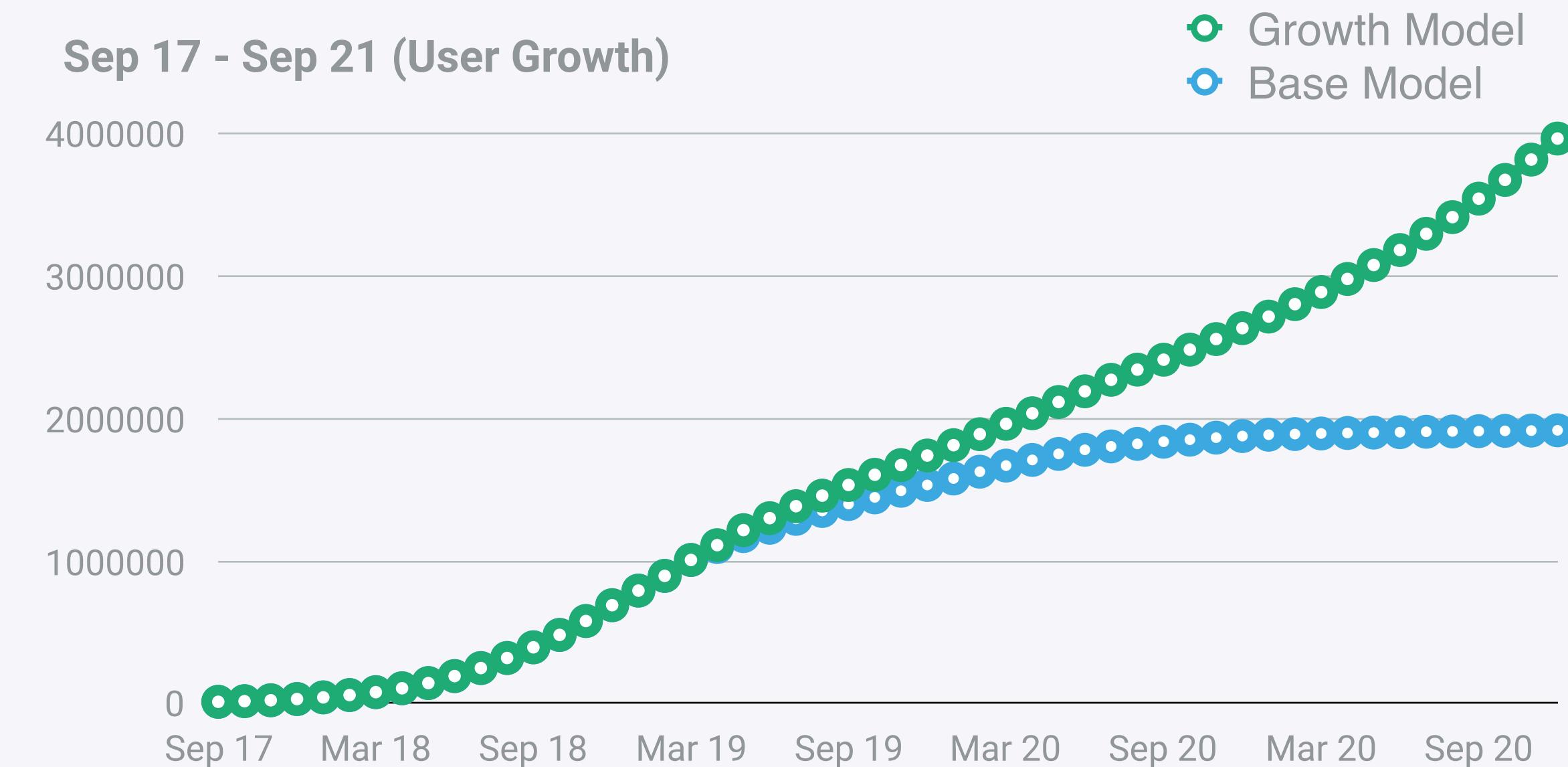


USER GROWTH

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Sep 17 - Sep 21 (User Growth)



Our Analysis

To date, we've consistently hit our growth targets for on-boarding new users, based on the targets that we set out prior to soft-launching the application. We're seeing consistent growth, without the need to rely on paid advertising. We would expect this to continue,



AWARDS

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Creative Destruction Labs

KOMPAS was one of the few teams selected to join a world-leading AI accelerator CDL in Toronto as the only B2C company ever



Visa Everywhere Initiative

KOMPAS was selected overall winner for the Everywhere Initiative from 300 applicants, winning €50K and a partnership



Hottest Travel Startup 2017

KOMPAS has been shortlisted as one of the hottest travel startups of 2017, and is nominated for a Europas Award.



Top 500 Deep Tech

KOMPAS has been selected as one of the top 500 deep-tech companies in the world for its use of AI in mobility



GSEA World Finalist

After successfully competing in Berlin, KOMPAS represented the UK in the world finals of the GSEA in Thailand, placing 6th.



USWC World Finalist

KOMPAS was one of the world finalists selected to compete in the world finals of the USWC. We placed 2nd in our category.



Digital Innovation Award

KOMPAS was one of the final 14 companies shortlisted to win the Accenture Digital Innovation Award in 2015. We competed against over 1000 entries.



World Finalist 2016 & 2017

KOMPAS represented the UK in the world finals of the Digital DNA competition in Belfast, and placed joint 2nd overall.



MEDIA

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20 Young Entrepreneurs 2017

"It won't be long before we all use KOMPAS as an essential travel companion"



Top 9 Travel Apps 2017

"KOMPAS learns about your interests and behavioural patterns to suggest places interesting to you"



Our New Favourite Travel App

The Evening Standard Magazine named us as their new favourite travel application to find hidden gems in cities



Top 7 Travel Startups To Watch

Tech World News named us as one of the top 7 UK travel startups to watch, due to the unrivalled personalisation that we offer to our users.

AND...



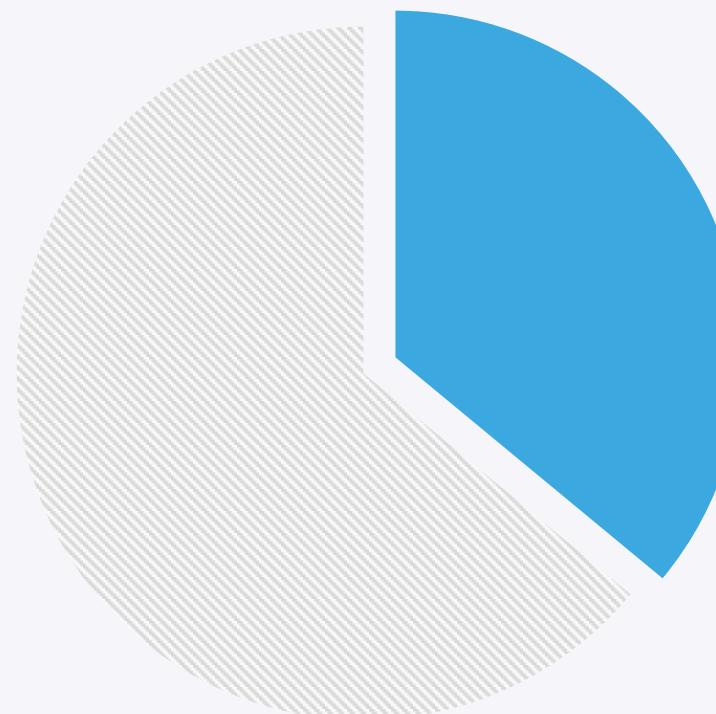
+ MORE ON WWW.KOMPASAPP.COM/PRESS



FUNDING REQUEST

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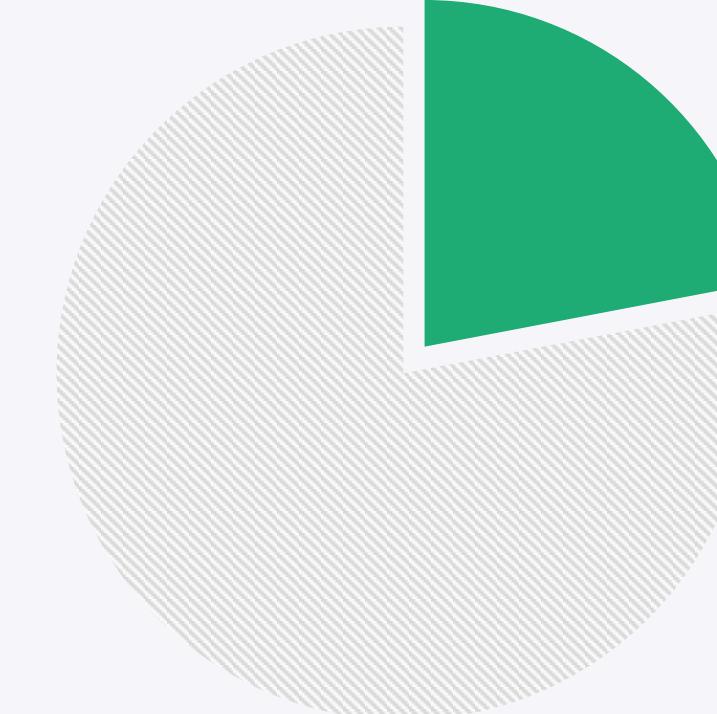
36%



SALES & MARKETING

User acquisition and some partnership development

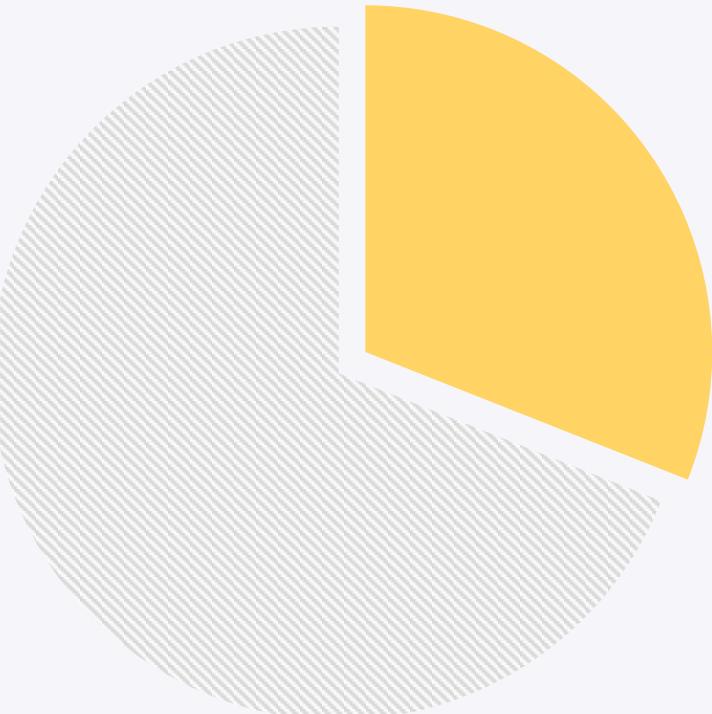
22%



OPERATIONS

Scaling the team, developing city ops

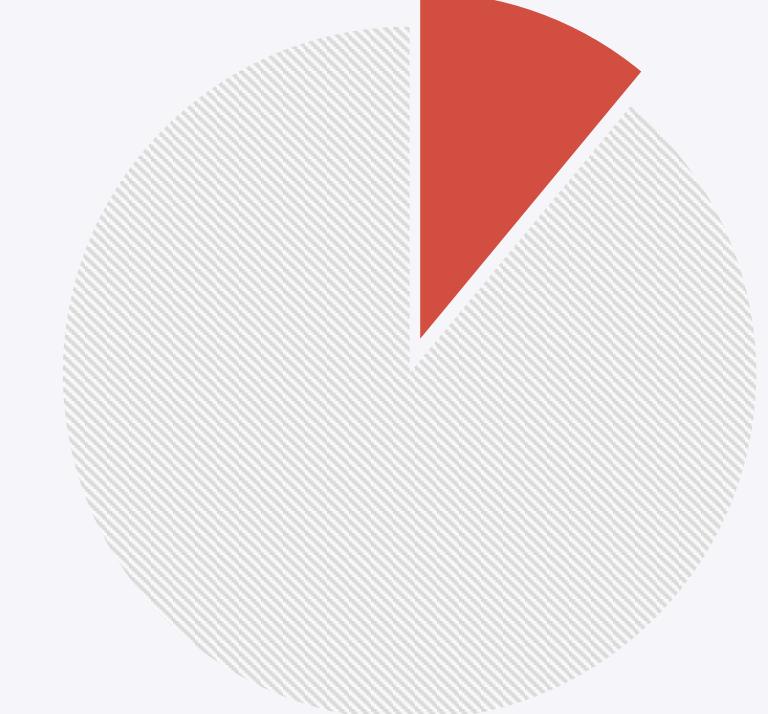
31%



PRODUCT

Tech improvement and retention increases

11%



GENERAL ADMIN

General operational costs and legal expense

ACTIVELY RAISING: £1,200,000



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COMPANY LONGEVITY



INITIAL PUBLIC OFFERING

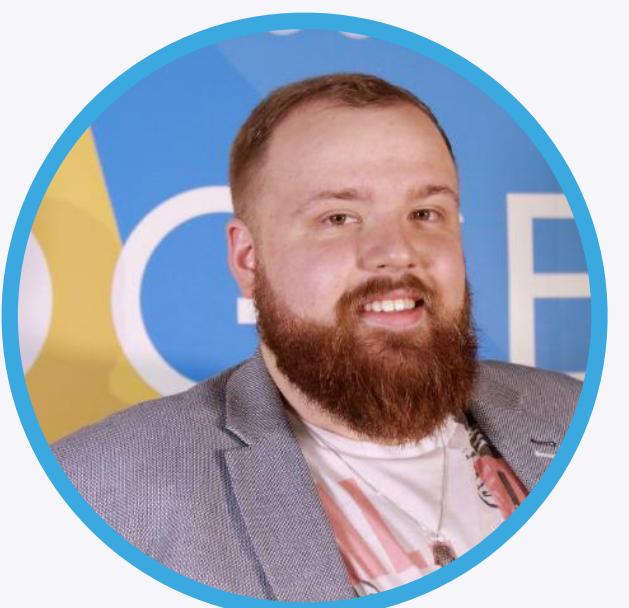
- Apply our algorithms to other industries, pivoting towards a data driven company that applies intelligence to a variety of problems including the personalisation of travel.
- Move towards providing a highly relevant, real-time display of information to companies, allowing them to target their customer in a new way.
- Continue to develop the technology behind the platform, considering markets such as healthcare, insurance and retail as a few examples ready for disruption.

STRATEGIC BUYOUT

- Should a travel company be interested in leveraging our technology within its own business, there may be the opportunity for acquisition from a larger company.
- With many companies seeking to build an unrivalled understanding of their user, our platform could be a perfect use case for companies such as Airbnb or SkyScanner.
- Customer Experience is set to become increasingly important for large organisations, so a larger partner may be interested in acquiring the company to benefit its own KPI's.



ACTIVELY RAISING: £1,200,000*



TOM CHARMAN

CO-FOUNDER & CEO

Microsoft Bloomberg



OLIVIA HIGGS

CO-FOUNDER & COO

ISP YOUNG enterprise



KURT HENDERSON

CO-FOUNDER & CPO

directlineholidays contiki



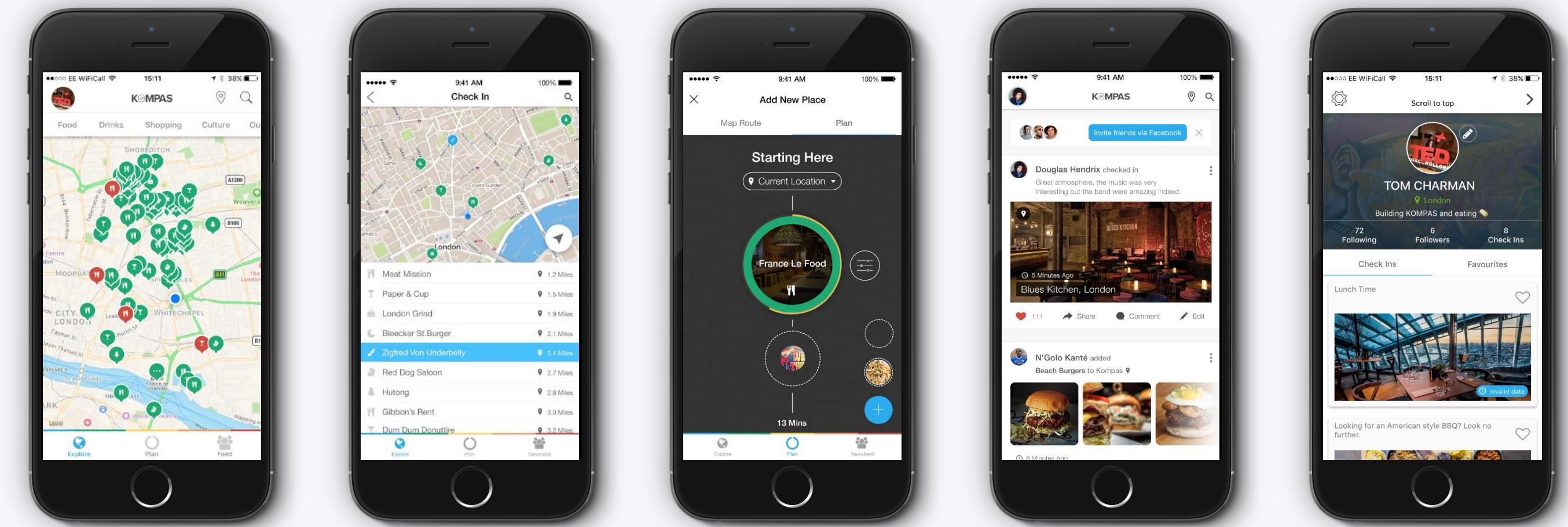
DOUG WALKER

CO-FOUNDER & CTO

NETSUITE GENERAL ASSEMBLY

KOMPAS is revolutionising city exploration and discovery, helping people pioneer ahead of the crowds, and find places based on their interests using smart algorithms.

startups ↗



KOMPAS is Uniquely Personalised, Hyper Local,
Social, Data Driven and Artificially Intelligent

GET IN TOUCH

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