



SENSORY

THE PROBLEM IS RELATED TO A UNIVERSAL NEED

WE ARE ALL CONNECTED 24/7 AND YET....

WE STILL DON'T KNOW WHERE OUR PEOPLE ARE.

WE ALL RECEIVE THESE OBSOLETE BEHAVIOURS
BY TEXT OR CALL MANY TIMES A DAY:

“WHERE ARE YOU?”

“WHAT ARE YOU DOING?”

“WHEN DO YOU JOIN ME?”

“WHY ARE YOU LATE?”

TODAY TO ANSWER THIS PATTERN WE HAVE 2 OPTIONS



Me
4th street
Santa Monica



Where are Ezio, Kelly
and Sheila right now?



Ezio
Brook St.
West Hollywood



Kelly
Hudson Ave
New York



Sheila
Fulhton ave
London UK



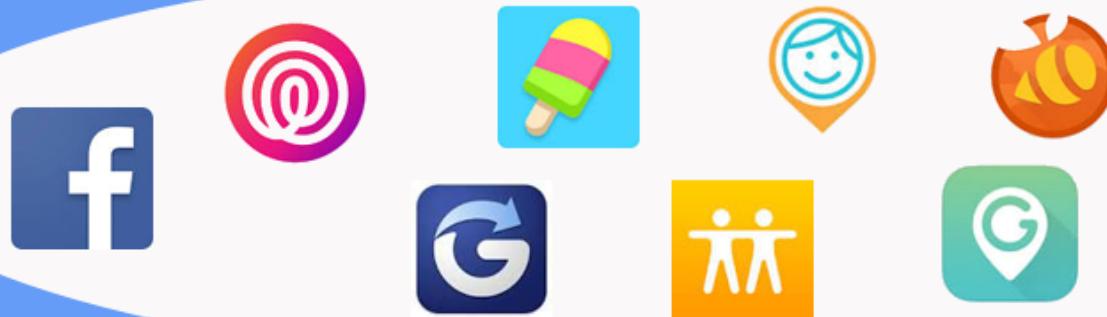
ANSWER IN
INDETERMINATE
FUTURE



ANSWER IN
REALTIME



LOCATOR APPS ECOSYSTEM



MAIN ISSUES

- **PRIVACY**
ONLY SPECIFIC TIMES I WANT TO LET PEOPLE KNOW WHERE I AM
- **USER ENGAGEMENT**
MY SESSION IS 15 SECONDS: WHAT ELSE DO I DO?
- **USER GROWTH**
MY FRIENDS ARE NOT ON IT: SHOULD I SHARE WITH STRANGERS?
- **NOT SOCIAL NETWORK LOOK-LIKE**
THEY LOOK LIKE NAVIGATION APPS
- **NOT FUN**
I'M USED TO COMMENTS AND LIKES, STORIES, PHOTOS
- **A FAMILY APP**
THEY ARE PERCEIVED AS PARENT CONTROL SPY APPS
- **UNFRIENDLY**
MAPS AND LOCATIONS ARE UNFRIENDLY AND UNPERSONAL
- **NOT IN REALTIME**
I HAVE TO UPDATE EACH FRIEND LOCATION EVERY TIME
- **UNPRECISE**
YOU ARE HOME BUT THE APP SAYS YOU ARE ELSE WHERE
- **DRAIN BATTERY**
BACKGROUND LOCATION TRACKING DRAIN BATTERY
- **TOO COMPLICATED**
GEOFENCE, GEOZONE, ALERT ZONE, HISTORIES...WHAT ?
- **TOO SIMPLE**
SO? WHAT ELSE CAN I DO? THAT'S IT?

HOW SENSORY IS SOLVING THESE ISSUES

NOT IN REAL TIME

SOCIAL NETWORK

ALL YOUR FRIENDS
IN TRUE REALTIME IN ONE EASY
TO READ SOCIAL NETWORK *LOOK LIKE*
STREAM OF FEEDS

UNPRECISE

UNFRIENDLY

ENGAGEMENT

LIVE NEWS

SPECIAL ALGORITHMS
CONTROL LOCATIONS, CONTENTS
AND TIMELAPSE AND ALWAYS DELIVER
A CONTEXT AWARE STREAM OF
LIVE NEWS

BORING

A FAMILY APP

TOO COMPLICATED

PRIVACY

ABSOLUTE PRIVACY CONTROL
SHARE STREETS, NEIGHBOURHOOD,
CITY, OR JUST TEMPORARILY.
GHOST MODE WITH A CLICK

NOT FUN

PASSIVE LOCATIONS SHARING
ARE CONSTANTLY TURNED INTO
NEW ENGAGEMENT OPPORTUNITIES

TOO SIMPLE

DRAIN BATTERY

INTERFACE IS SIMPLE
BUT HAS A VAST RANGE OF OPTIONS
CAN BE USED IN A SIMPLE WAY BY A
MOTHER IN A FUN WAY BY TEENS

HOW ARE USERS REACTING TO OUR SOLUTIONS ?

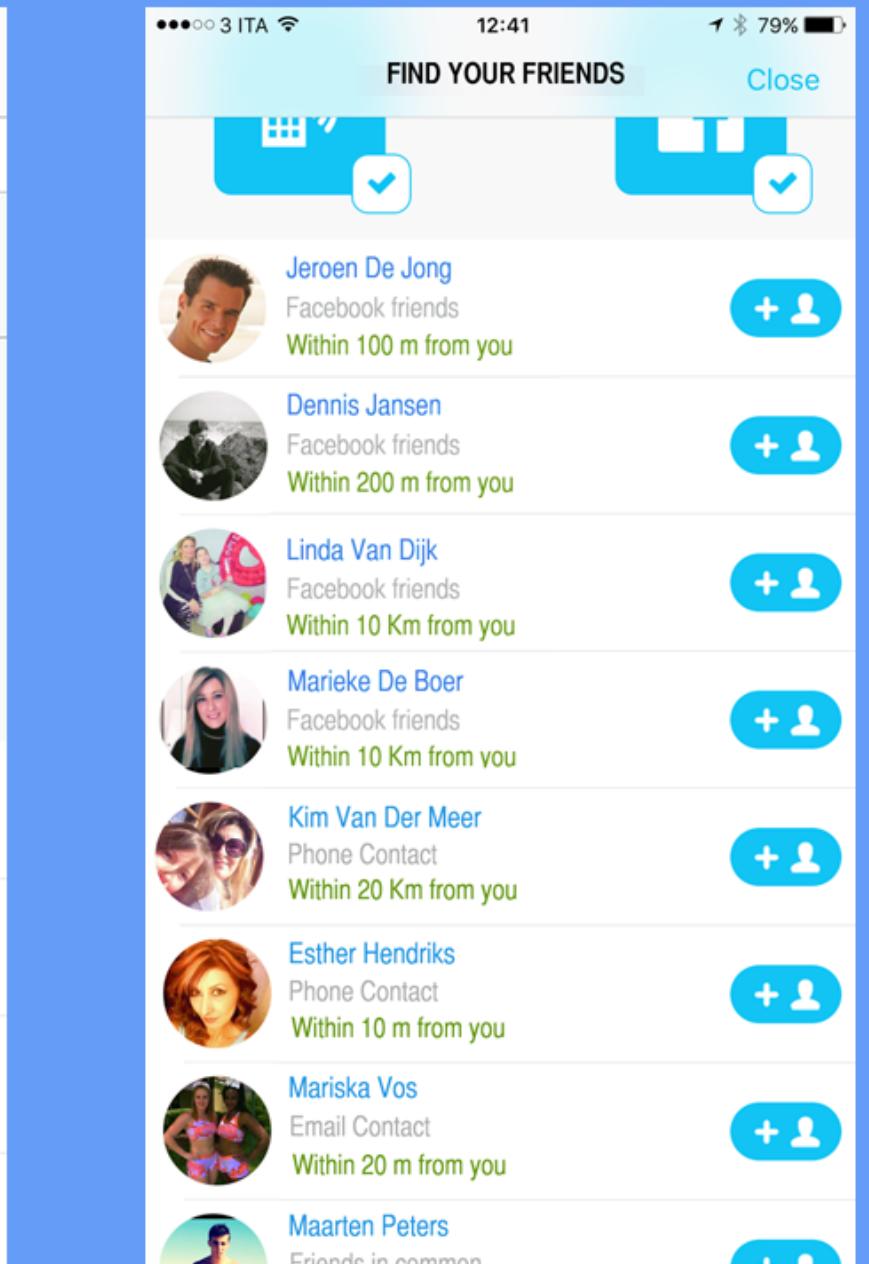
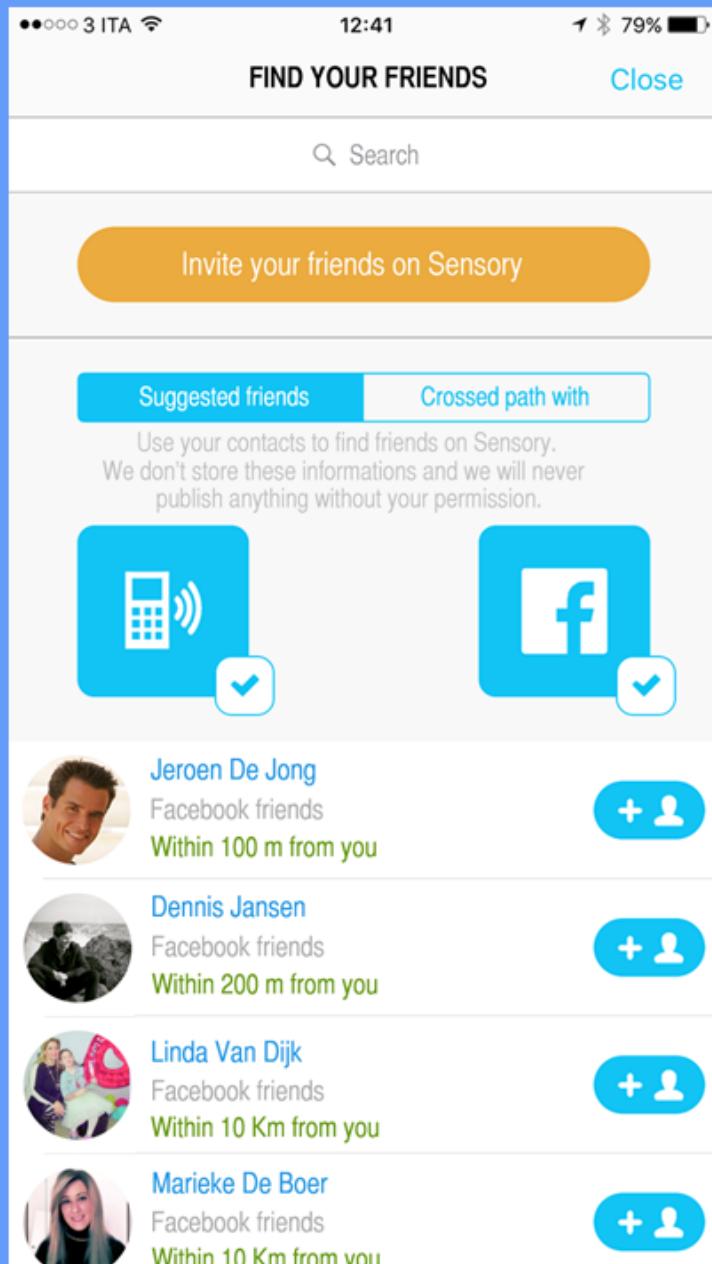
SENSORY IS THE FASTEST GROWING LOCATOR APP ON IOS

- First Alpha app released April 1st 2016
- After only 6 months Sensory users are growing at top players rate
- Only organic downloads: zero advertising, zero press coverage
- 140 countries covered and first location sharing app in 10 countries
- The current version has not yet gone under any significant upgrade
- 90% of downloads convert into new active users
- With the release 2.0 of the app we aim to become the fastest growing locator



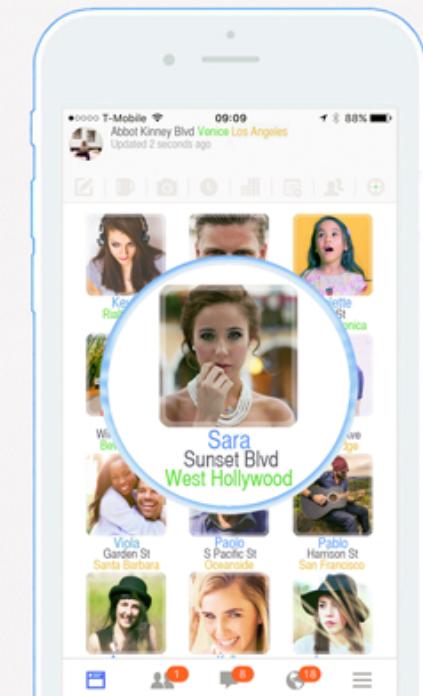
HOW IS SENSORY PROXIMITY SOCIAL GRAPH EVOLVING ?

DAY BY DAY THE FIND FRIENDS GRAPH GETS MORE AND MORE POPULATED BY FACEBOOK FRIENDS PHONE NUMBER CONTACTS, EMAIL CONTACTS AND FRIENDS IN COMMON SUGGESTION



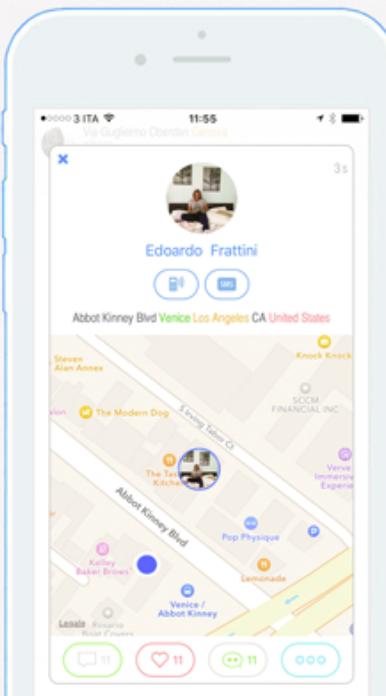
THOSE WHO MATTER MOST

24 HOURS A DAY
IN REAL-TIME



MAXIMUM LOCALIZATION ACCURACY

CALL, MESSAGE, COMMENT, LIKE
INTERACT



REINVENTED NEWS FEED

ONLY REAL-TIME STORIES
YOU CAN TRULY GET INVOLVED WITH

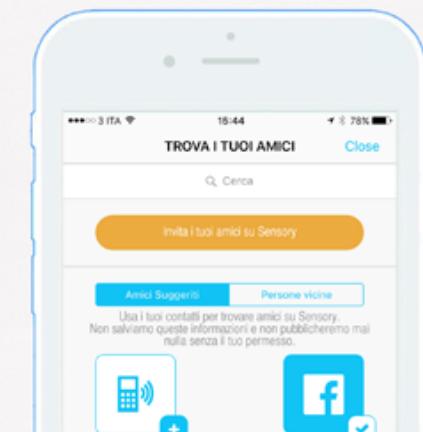


GET INVISIBLE WITH JUST ONE TOUCH

FULL OF SHARING OPTIONS
DYNAMIC STATUS UPDATE



EASILY FIND YOUR FRIENDS
FROM SOCIALS
AND PHONE



SOCIAL NOTIFICATIONS
THAT ENGAGE YOU
IN REAL-TIME



PUSH NOTIFICATIONS
THAT MAKE YOU
COME BACK



WELCOME TO YOUR NEW HOME
SENSORY



WHY SENSORY IS DIFFERENT

THE RIGHT
USER INTERFACE → THE LOGIC OF
PROXIMITY NETWORKING

Points in the map are unfriendly: people want interaction and contents, not simple informations. We use 54 variations of address strings comparing friends geolocation administrative levels to create the best immediate interface: that took us almost 1 year of worldwide testing to handle all formats and unexpected events. On top of that we have built the proximity networking engine.

Social networks have simple rules, proximity networks have others. We have been studying for years the right software that transform the social networking experience into a new realtime, geolocated dimension. Location and time lapse are keys. We have developed special algorithms that work background to relate location, time, and content shared. This unique concept allows us to create relevant realtime contents and a specific stream of proximity feeds.

WHY SENSORY CAN CRACK LOCATION SHARING

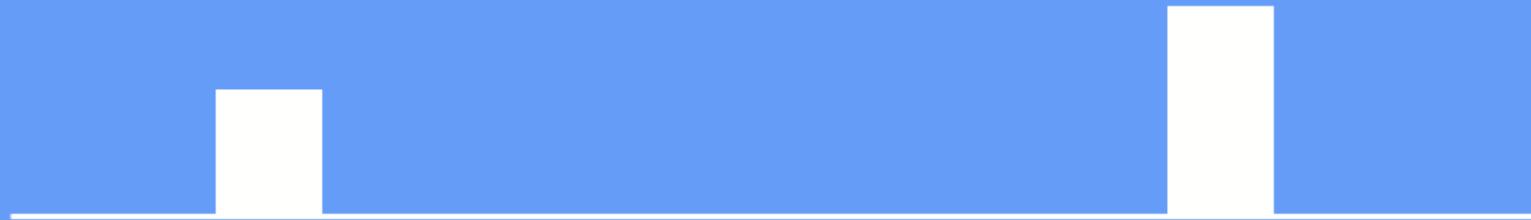
- THE PROXIMITY NETWORKING ENGINE IS ONLY THE FIRST LAYER
- ON TOP OF THAT WE ARE DEVELOPING NEW LAYERS OF USABILITY AND INTERACTION
- USERS WILL NO LONGER BE WORRIED ABOUT LOCATION SHARING BUT WILL BE FOCUSED ON THE PYRAMID OF LAYERS BUILT ON TOP
- THE QUESTION WILL CHANGE FROM “WHERE ARE YOU?” TO “WHAT IS MY GEOLOCATION CONTEXT PREDICTING **FOR ME** RIGHT NOW?”

CONSTANT LOCATION SHARING

- WHERE WE STAND NOW

BENEFITS

PRIVACY CONCERN

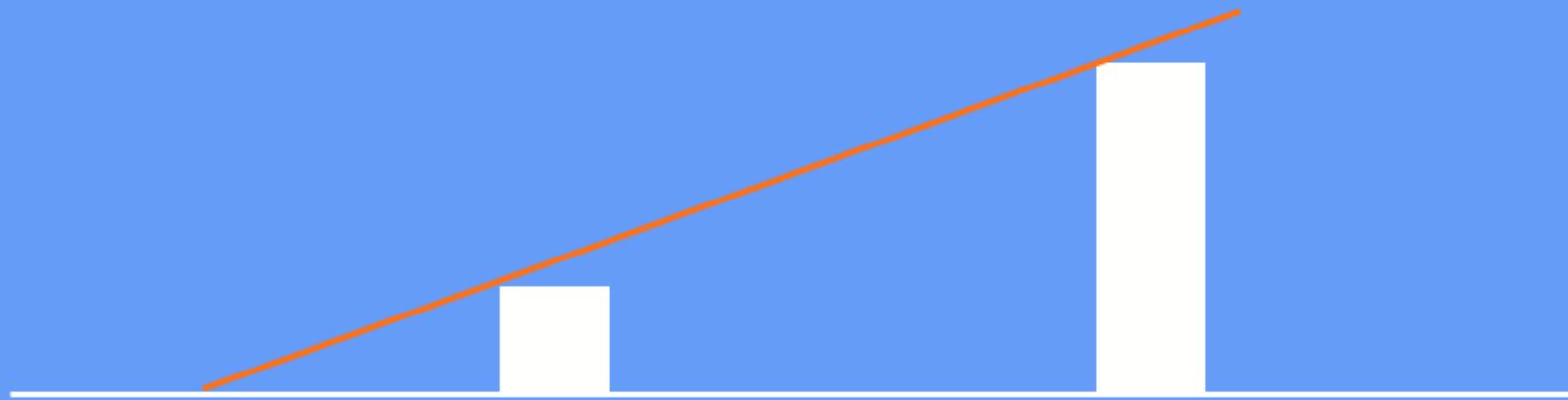


- WHERE ARE WE GOING



WHAT ARE WE DEVELOPING ?

LOCATION SHARING BENEFITS



- NEW LOCATION SHARING LAYERS

- PSYCHOLOGICAL LAYER: PERSONAL ASSISTANT

- THE APPLICATION TALKS DIRECTLY TO ME AND RESPOND TO MY CURRENT NEEDS AND PSYCHOLOGICAL STATES

- MEET NEW PEOPLE LAYER: A GAME

- THE GAMIFICATION OF PERSONAL RELATIONSHIPS PLAYED ALONG WITH LOCATIONS, TIME AND THE PSYCHOLIGICAL LAYER

- THE CONTEXT AWARE LAYER: CROWDS AND PLACES

- CROSSING THE REAL TIME LAYER DATAS WITH VENUES DATAS

- PROXIMITY ENABLED ACTION LAYER: UNLOCK FEATURES

- TECHNOLOGICAL IMPROVEMENTS

- BETTER FIND YOUR CONTACTS ON SENSORY

- LOWER BATTERY CONSUMPTION

- BETTER STREAM OF FRIENDS UPDATES

- NEWS GENERATED BY BEHAVIOUR PREDICTION

- BETTER 'CONTEXT FRIENDS' SUGGESTION

- REDEFINE 'FRIENDS' MEANING

CONTEXT AWARE FORMATS

THE REAL-TIME GEOLOCATION LAYER WILL BE THE FUNDAMENTAL GRAPH ON TOP OF WHICH WE WILL BUILD A SERIES OF CONTEXT AWARE INTERACTION FORMATS

THIS IS A ALL NEW CONCEPT THAT WILL EVENTUALLY REDEFINE THE FUNDAMENTAL USE AND NEED FOR SINGLE FEATURE APPS



WHAT NEXT ?

WHAT ABOUT YOUR FINANCIAL SUPPORT

BECAUSE

SURPRISINGLY....THERE ARE ONLY 3 PEOPLE BEHIND SENSORY



Pablo Palazzi
Founder
CEO



Stefano Lampis
Software engineer
API



Massimo Giordan
Software engineer
IOS



STARTING JANUARY 2017 RAWFISH VENTURES & ACCELERATOR HAS
JOINED SENSORY TO TEAM UP WITH ITS STRONG MOBILE TEAM.

SENSORY SIGNED A 6 MONTH SAFE AGREEMENT TO SUSTAIN GROWTH
BY ADDING 4 RAWFISH RESOURCES TO ITS TEAM:

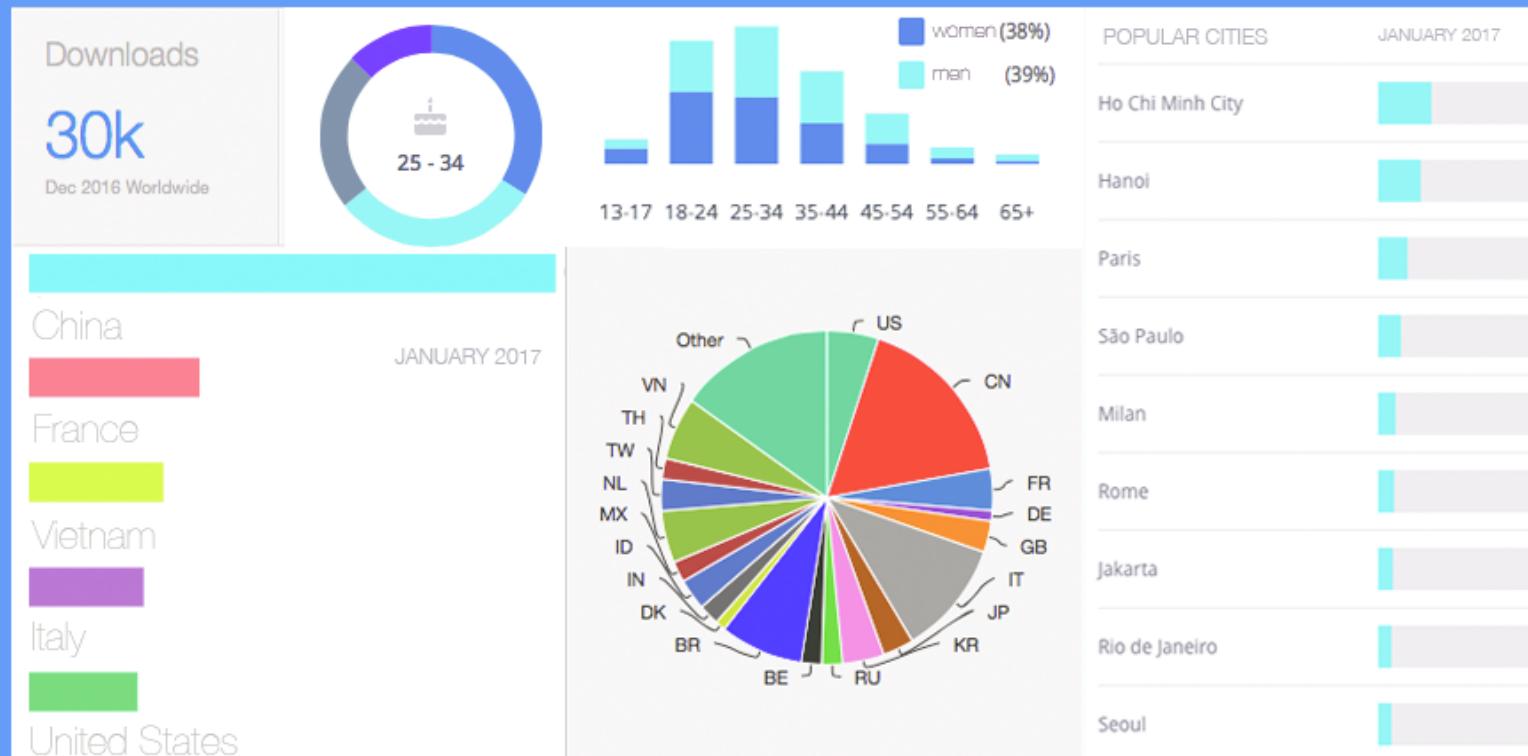
UX DESIGNER
BACKEND ENGINEER
SENIOR IOS DEVELOPER
ANDROID DEVELOPER

CURRENT CUSTOMERS

30.000 app install per month only on IOS, typical customer aging 18-34 with perfect balance between men and women.

Trusted connections: 92% of Sign up are via Facebook profile.

Looking to share location with family and friends.



CAPITAL REQUIRED

WHILE OUR COMPETITORS LIKE ZENLY AND LIFE360 ALREADY BENEFIT FROM MILLIONS IN FUNDING, RESPECTIVELY 30 AND 75 MILLIONS, SENSORY IS JUST STARTING NOW TO LOOK OUT FOR INVESTORS

IMAGINE WHAT WE COULD ACCOMPLISH WITH A SUBSTANTIAL INVESTMENT

WE ARE LOOKING FOR A 100-200 K SEED INVESTMENT TO BEGIN WITH
AND PLAN TO GO OUT FOR A 2-7 \$ SERIES A ROUND BY END OF 2017

USE OF INVESTMENT

COVER SANTA MONICA OFFICE OPERATIONS
TALENT RECRUITING: 6 MORE PEOPLE
PR & MARKETING COSTS
CONSOLIDATE AND PROTECT OUR LOCATION AWARE SOFTWARE

CAPITAL RAISED UP TO DATE

500.000 \$ PRIVATE FUNDING FROM CEO
150.000 \$ FROM RAWFISH INDUSTRIES

MOBILE ASSET

Sensory mobile asset includes the sister app Expreem



REACH OUT TO US

PABLO PALAZZI

PABLO.PALAZZI@EXPREEM.COM



Santa Monica
United States



Milan
Italy



Bali
Indonesia



<https://itunes.apple.com/app/id969104283>

www.getsensory.com/



<https://itunes.apple.com/app/id718334302>

www.expreem.com