

Associated Apps

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WHO WE ARE AND WHY WE DO THIS

Associated Apps designs and creates mobile applications based on the CSR assumptions.



MISSION

LIFE IS HAPPENING NOW

At Associated Apps, we believe that technology should help to overcome weaknesses those who need it the most. We trust that its development will make everyone feel equal, without any limitations, enjoying life to the full, because what the world needs most is people full of life.

Our goal is to create new opportunities for everyone, using functionalities offered by new technologies. We want our socially responsible applications to help people throughout the world to achieve their small, individual goals every day. We want our products to contribute to the building of a better and more responsible world, which after all is home to all of us.

Associated Apps was created by people for people. Thus people are the heart of this organization and they will always be. People – customers, people – consumers, people – employees, people – business partners, people as the epicentre of action and every business decision. Therefore, our goal is to create products by people for people, products that will constantly surprise the users with the extent to which they match their needs and the technological solutions used in them, as well as the new quality, previously unknown, created by them. We want to cross technological and business barriers, and thus enter those areas of consumer needs that have not yet been explored.

As part of this vision, we have drawn up a detailed plan to join the group of ten leading European brands that create socially responsible applications. To this end, we have also developed four strategic directions of process management, which are: permanent development, creativity, partnership and talent.

We believe that our potential, knowledge and commitment will allow us to successfully implement all our plans.

WE BELIVE IN THE FUTURE



VISION



WHAT WE WANT TO CHANGE?

The world is not equally appealing to everyone, and despite the many programmes for equalizing opportunities, people with various disabilities are still struggling with the simplest things.

What attracted our particular attention was blind and visually impaired people. They cannot use shopping facilities or public places in the same way as people with other disabilities, because such places are virtually not adapted to this.





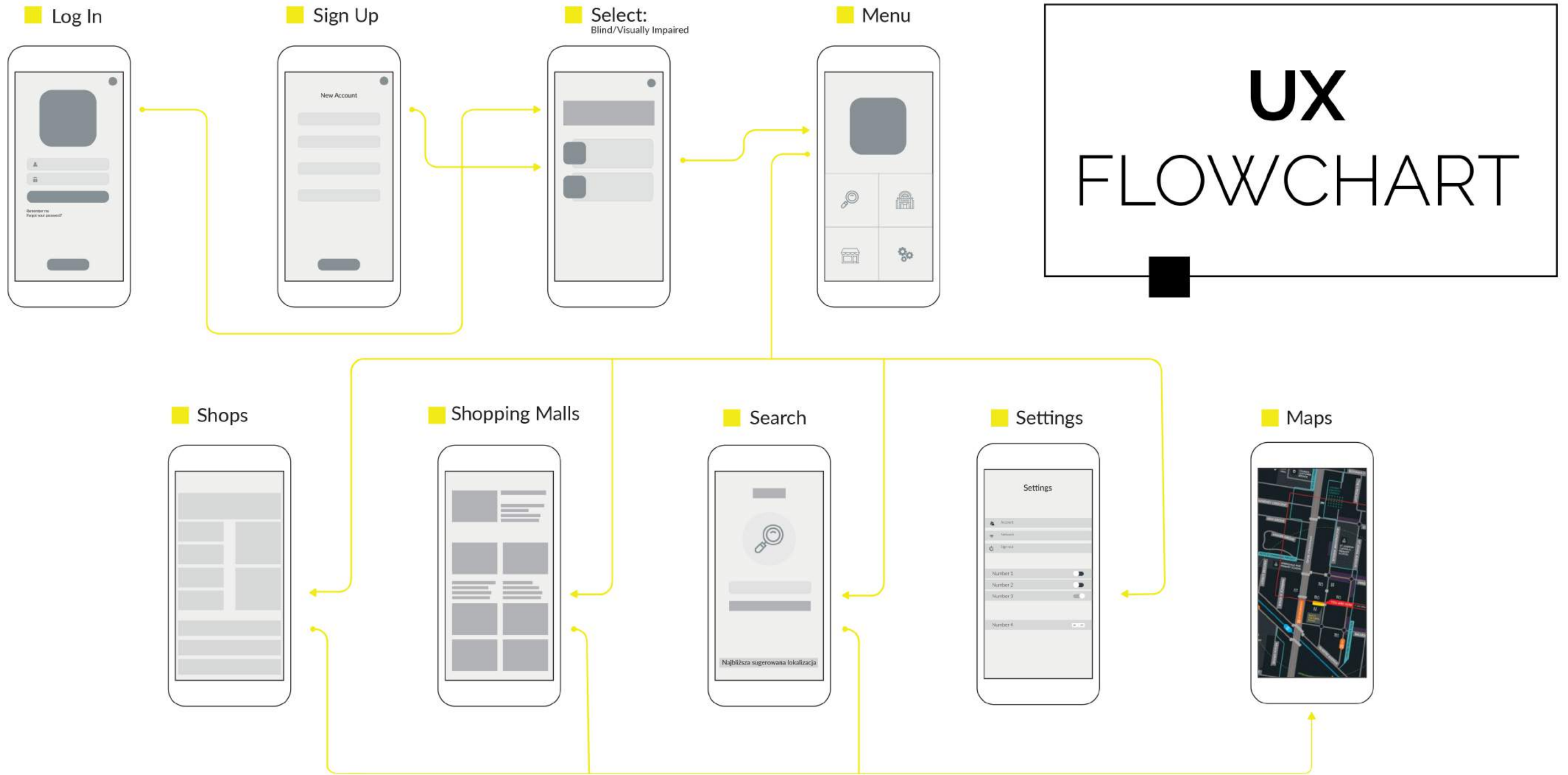
SOLUTION

A mobile application that will enable blind and visually impaired people to easily move around the facility:
a shopping centre, a museum, a railway station
or an airport.

PRODUCT

The Compass - the world's first app navigating blind and visually impaired people all available places in shopping facilities (each selected store) and public facilities (exhibitions in museums, etc.)

- it will guide the user to any available space in the building – a selected shop, an information desk, an exhibition, a platform or a terminal
- it will enable the user to plan the entire route/trip in advance
- it is fully voice-controlled
- it will send to the shop/information desk information about the user's presence at the facility so that assistance can be offered to him/her
- it will call for help
- it will call a taxi
- it is compatible with a smartwatch and smartglasses (design phase)



THE COMPASS DEVELOPMENT STEPS



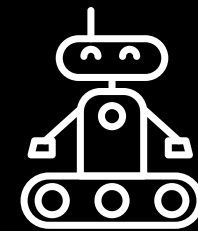
Launching the app
on the market
– by March 2019



Launching the smartwatch
on the market
– by December 2019



Launching the smartglasses
on the market
– by March 2020



Launching the autonomous
robot on the market, which
will transport people inside
the facilities according to
their wishes and needs
– by 2021 - 2023

THE COMPASS DEVELOPMENT

BUILDING A COMMUNITY

Ultimately, The Compass, apart from its main function, that is, bringing blind and visually impaired people to the goal, also has a social function. With this option, users will be able to notify other users staying close to their presence, they will also receive discounts and special offers for meals or cultural events. We want to motivate these people to an active life, without fear. This is our goal!



MARKET POTENTIAL

USERS

An estimated 253 million people live with vision impairment: 36 million are blind and 217 million have moderate to severe vision impairment. * However it is estimated that the number of people with vision impairment could triple due to population growth and ageing. For example, by 2050 there could be 115 million people who are blind, up from 38.5 million in 2020.*

Around the world, 3/4 blind and visually impaired people under 50 use smartphones, what gives a big potential for our mobile app.

*World Health Organization, 2017

CUSTOMERS

We have a huge number of shopping centers, department stores, museums, airports, railway stations and many other public buildings all over the world, each of which is potentially our client.

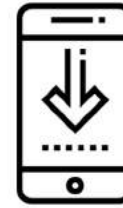
BUSINESS MODEL



A flat-rate monthly fee for each shopping facility and institution – a contract signed for at least one year.



The customer pays nothing, because all costs are borne by the owner of the facility, who benefits mainly from the promotion of the service, which greatly improves the image of the facility.



After implementation, the application will be available to users free of charge on App Store.



An order for the facility to be available in the application, the owner of the facility must purchase a subscription.

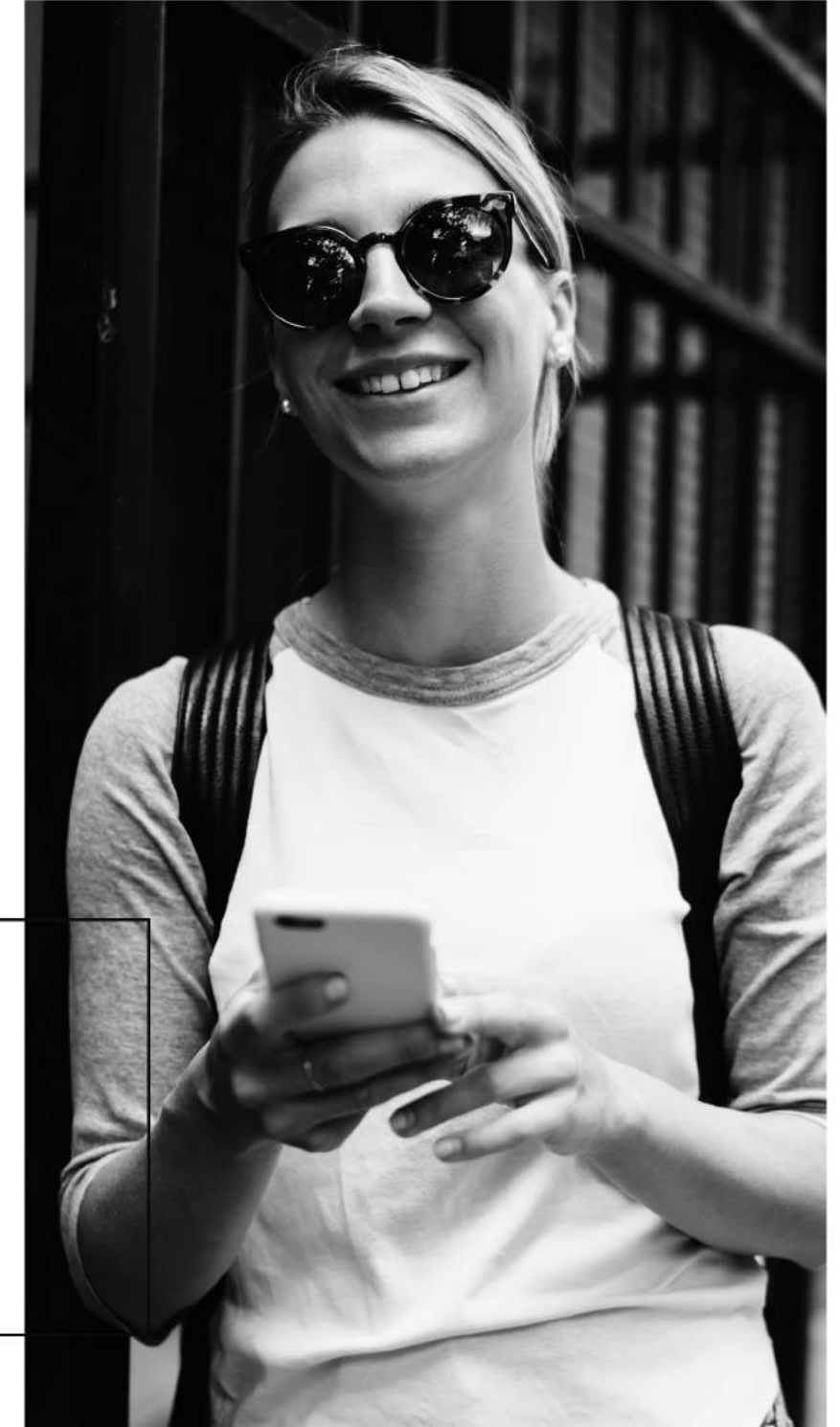
COMPANY'S STRATEGY – MAIN GOALS

SHORT – TERM GOALS (first year)

- launching the product on the Polish market
- appearance of the brand in the minds of Polish recipients - reaching the main owners / property managers of shopping centers and state authorities
- acquiring customers among the largest real estate in Poland - 15-20 facilities

LONG – TERM GOALS (2-3 years)

- a stable company that is profitable and well-rooted in the audience's awareness
- launching the product on the other markets in Europe and United States
- appearance of the brand in the minds of European and American recipients - reaching the main owners / property managers of shopping centers and state authorities



A festive outdoor scene with people celebrating, confetti falling, and a man in a pirate costume pushing a shopping cart.

COMPETITION

RIGHT-HEAR

A free (for the user) Israeli application that is currently available and used in Israel and the United States. The application guides the customer to selected landmarks within the facility. However, it does not enable you to reach wherever you want on your own (e.g. a selected shop in a shopping centre). To get there, you need to ask an assistant (member of the personnel) for help.

BLINDSQUARE

A paid (PLN 189.99) Finnish application, which is available in many countries, but due to the price it is not popular at all in less economically developed countries.

Like Right-Hear, the application brings the customer to selected landmarks within the facility. However, it does not enable you to reach wherever you want on your own (e.g. a selected shop in a shopping centre). To get there, you need to ask an assistant (member of the personnel) for help.

MILESTONES

01	02	03	04	05	06	07
By October 2018 obtaining funds to finance the company's development and advanced research on the final product	By November 2018 official registration of the company	By January 2019 completing work on the final product	By February 2019 launching a teaser campaign	By March 2019 launching the product on the Polish market	By September 2019 launching the product on the German, Czech and British markets	By November 2019 launching the product on other (yet unspecified) markets



MARKETING STRATEGY

MARKETING STRATEGY:

- a two-path, targeted communication strategy directed at and tailored for the b2b client and the b2c client
- b2b activities – based mainly on business relationships that have been built so far, participation in trade fairs (SCF, REDI, MAPIC, MIPIM, etc.), cooperation with PRCH, as well as cooperation with sector media
- b2c activities – based mainly on cooperation with associations and foundations (e.g. the Polish Association of the Blind, Opportunity for the Blind, etc.), as well as cooperation with local government units and managers of shopping centres or other facilities, who will also promote the services available on their premises

THE TEAM



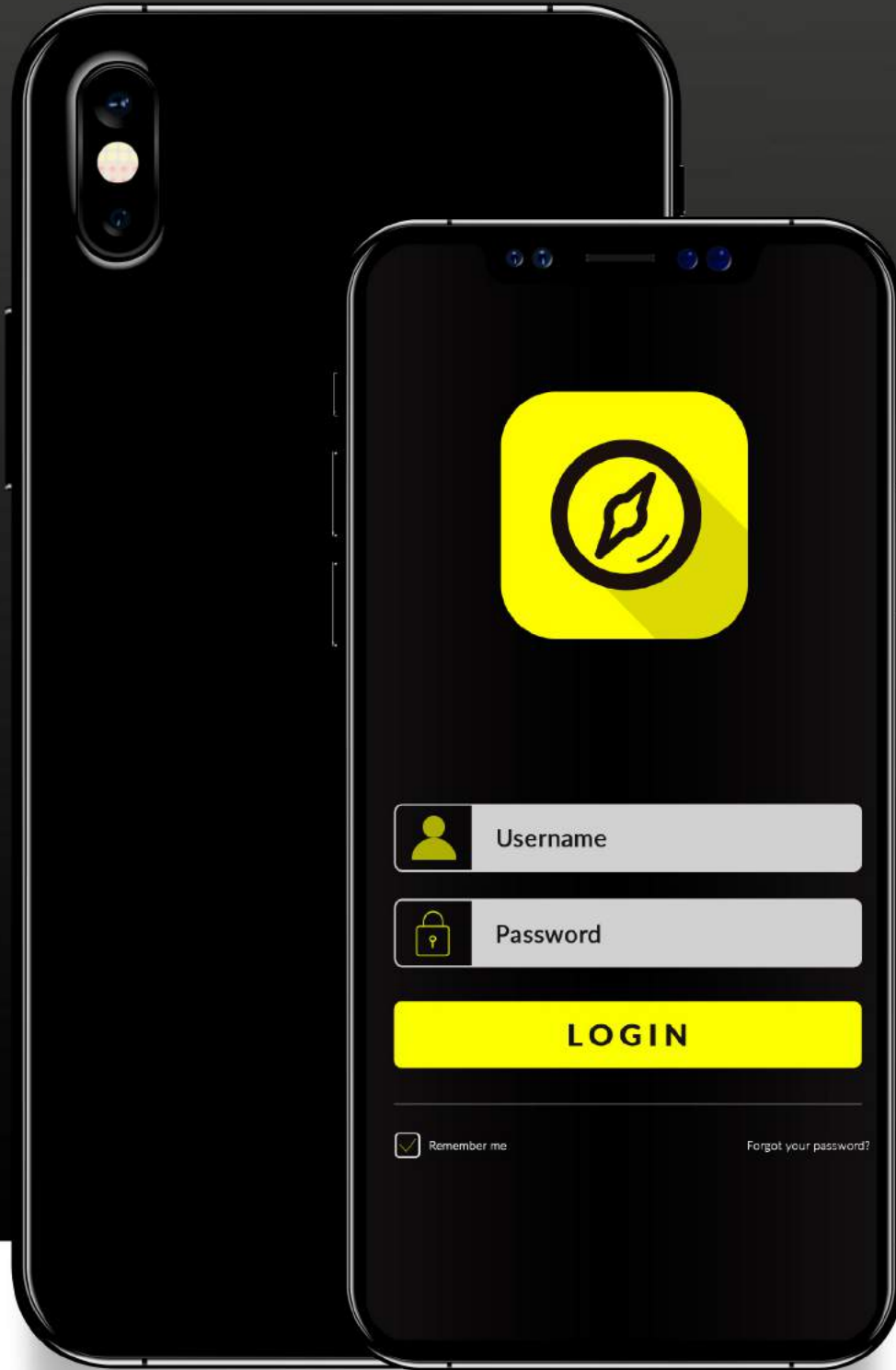
Magdalena Wawrzyniak
*Co-founder / Head of Marketing
and Business Development*

Experienced marketer, strategist, fan of artificial intelligence and promoter of business development. For seven years, has been associated with the commercial real estate industry, has worked for global leaders in the industry, being responsible for the strategy and marketing activities of top shopping centres in Poland.



Rafał Polaszek
*Co-founder / Head of Sales
and Project Management*

Passionate sales manager and enthusiast for the practical side of new technologies. For a decade, has been responsible for the development of sales departments. Has built his experience mainly in the automotive industry, successively developing his knowledge in the field of project management and sales process.



THANK YOU

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