NAVO

Problem

Shopping in malls is complicated:

Easy to lose directions

Hard to find products

Overwhelming advertisements

Our Solution

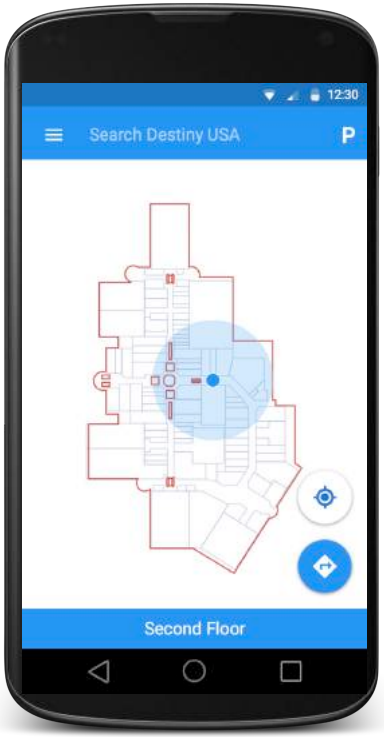
Simplify shopping:

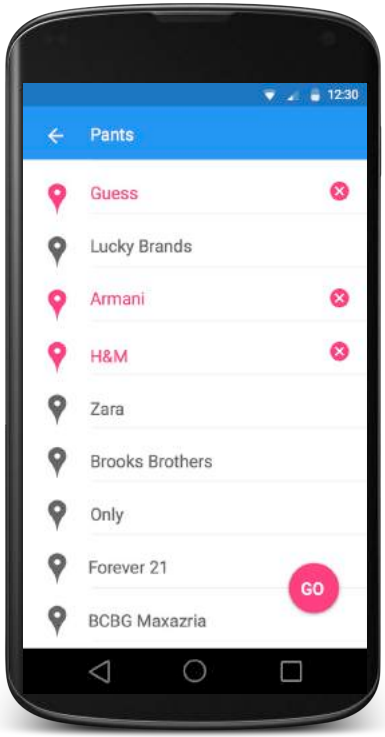
Search for anything

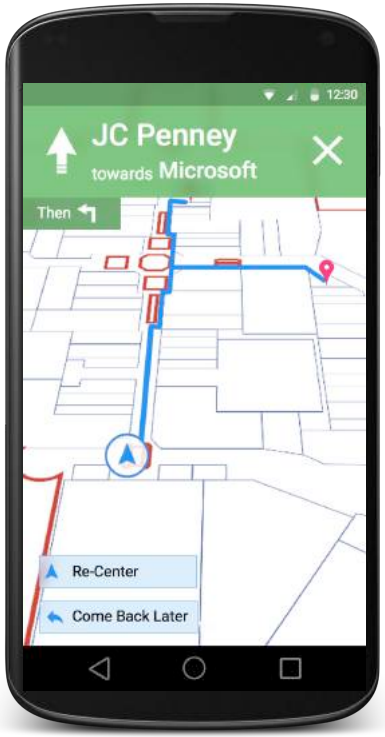
Navigate there turn-by-turn

Data-driven shopping experience

Our Solution







Technology

Wifi + GPS + Motion Sensors = 1.5m accuracy

Competitors

	No Additional Infrastructure	Affordability	<2m Accuracy	One app as a platform	Easy to update
Navo	✔	✔	✔	✔	✔
SenionLab			✔		✔
Meridian	✔				✔
Spreo	✔		✔		
IndoorAtlas	✔	✔			

Business Model

Malls

License Fee: by square footage

+

Advertisement: by volume

+

Data Analysis: by feature

Tenants

NAVO

Market Size

ICTS: Information and Communication Technology Equipment and Software

Team

Renchu Song, CTO
2 x 1st, China National Informatics Olympiad; 2nd, International ACM SIGSPATIAL Competition

Google

Landice Gao, CEO
Previously: Tunetap - tech startup; DOBE - commercial real estate; ICBC - banking

Tunetap

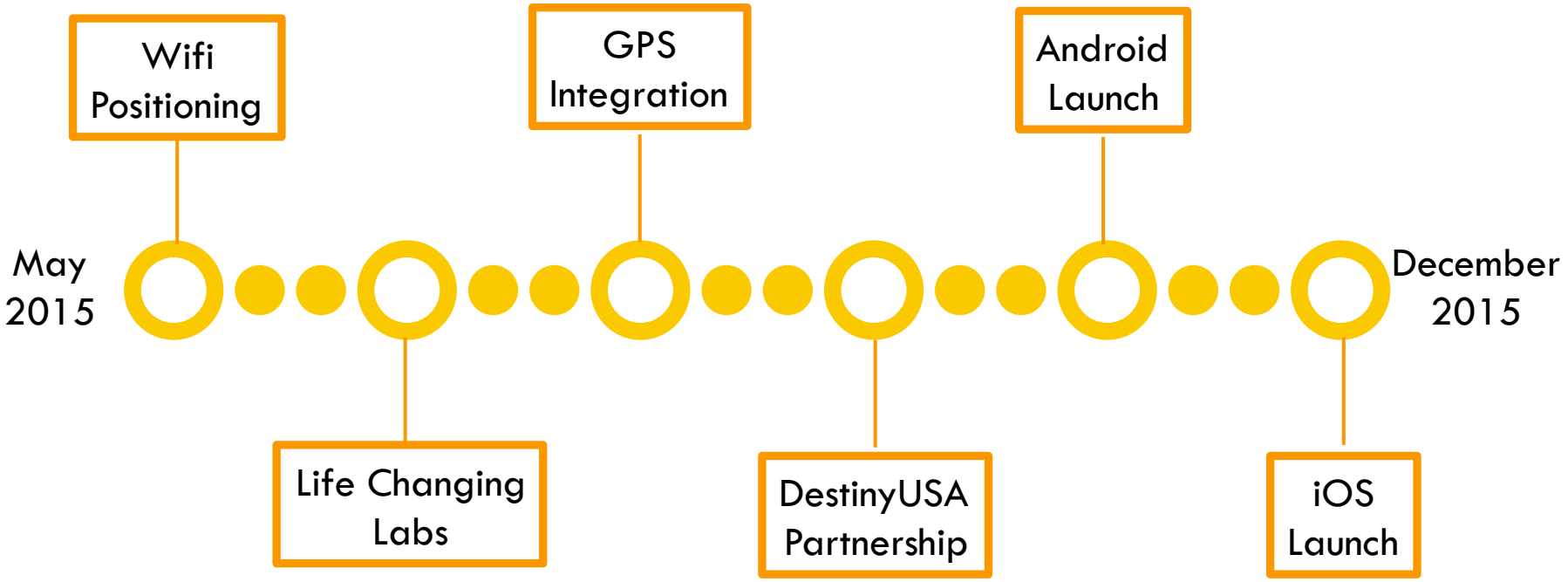
Kejia Tao: Algorithm, Android
First Prize, China National Physics Olympiad

Xiaoyan Wu: Web, Android, iOS
Meritorious Winner, International ACM 2014

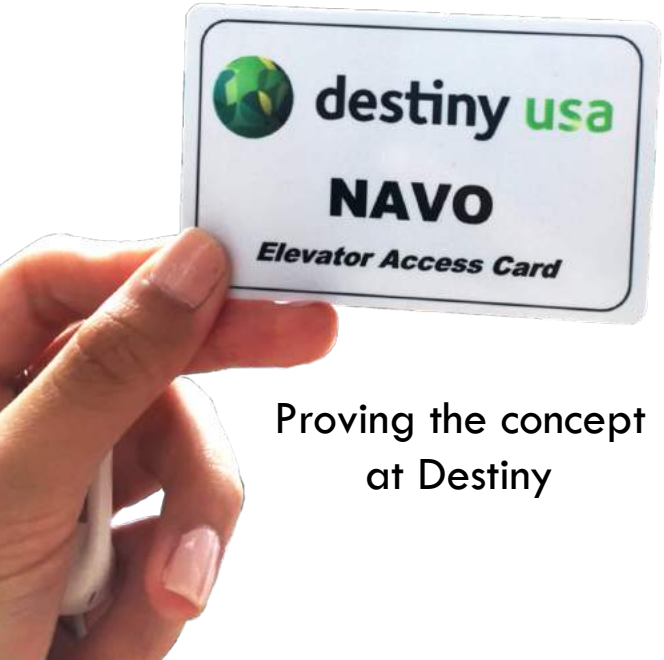
Jiaqi Su: Algorithm, Database, Android

Andrew Prosikhin:
iOS, Inertial Navigation

Timeline


Wifi Positioning
GPS Integration
Android Launch
May 2015
December 2015
Life Changing Labs
DestinyUSA Partnership
iOS Launch

Next Steps



Proving the concept at Destiny

Raise

16 Sister Malls

Other Malls in NY State

We're looking for:

Frontend Developers; UI/UX Designers;
Data Scientists

All welcome: Android; iOS; Web; Biz Dev; Legal

www.navo.co | landice@navo.co |6073795084