

Cartogram - Problems and Opportunities

Businesses

Problem	Problem Description	Validation	Relevant Cartogram Patent
Retail - Lost Sales	Stores experience lost sales because customers can't find what they are looking for and can't find an employee to help them. If you read reviews for Lowe's on Yelp, you will see endless complaints because the other products out there aren't getting the job done.	<p>Link to Paper here</p> <p>Link to paper here</p> <p>Link to Article here</p> <p>Great validation from Walmart - here</p> <p>In-store kiosks, retail app integration, and the native Cartogram app will improve sales. Even a 1% improvement is worth billions. Cartogram can help with out of stock situations by enabling user to find same item in nearby stores</p>	
Enterprise - Employee Productivity	<p>Finding Conference Rooms and resources indoors in an office /campus complex is too often time consuming</p> <p><i>Consider Google (54k employees) and assume that the average meeting size is 5, with an average of 1 meeting per month, per employee, located in a conference room that has never been visited by that employee. If 20% of those meetings are delayed due to the employee being unable to find the conference room quickly, then that means there are about 130,000 delayed meetings. Assume the average delay is 4 minutes and you come up with 8,640 hours of lost productivity. At a median of \$67/hr, you get \$585,692 of wasted productivity per year, or over \$2.5M every 5 years.</i></p>	<p>BlackRock</p> <p>Eric Larsen – AoA member validated that it's an annoying problem whenever people from other campuses or workplaces visit Blackrock Princeton Campus to find conference rooms or campus resources.</p> <p><i>Beacons placed in conference rooms and other meeting spaces can be used to track occupation in real time. As soon as an employee walks into a designated workspace, their presence can be noted signaling the area is currently being occupied. Along the same lines, employees can easily check if any workspaces are currently unoccupied, allowing them to proceed to the nearest available workspace for a meeting</i></p>	

<p>Retail + Venues Limited Engagement Strategies (Indoor marketing)</p>	<p>Businesses haven't figured out how to best engage their visitors while they are in their premises. This limits loyalty, sales and capture of customer mind while the customer is in premise.</p>	<p>See this survey by Opus Research here Link to article Link to paper here</p> <p>Cartogram will be the first app to allow businesses to share indoor location of products on an indoor map with their users. This strategy aligns with the Costco story I mentioned during my pitch.</p>	<p>We have a patent filed on generic indoor location sharing between users which we will convert to a non-provisional this July.</p>
<p>All - Lack of Analytics</p>	<p>Businesses lack detailed data about how customers are finding things in their venue or moving in their venue.</p>	<p>See this survey -here</p> <p>With our indoor analytics feature, Cartogram could let the retail store know that those customers are walking through the front door and making a bee line to the pretzel shop, since it is also visible from the front door. Simply blocking the pretzel shop from view gets the store back on track. This is a totally made up scenario, but things like this really happen and you can see that there is no way to discover all of these scenarios without indoor analytics. Of course, you have to have a good app for your customer to get them to allow you onto their device. <i>Based on feedback from Marek and Rick at the Thursday meeting, I do think there is consensus that Cartogram is the best indoor maps app around by a fair margin</i></p>	<p>We have filed a non-provisional patent around indoor analytics which is very strong (and VERY broad).</p>
<p>Staffing Costs</p>	<p>This is high because many stores, events, and concierge services in hotels/gyms/casinos/hospitals exist primarily to help people find things</p>	<p>Pro Club Frys See Provena Medical Center's web site talking</p>	

	indoors. We can substantially lower the staffing costs simply by placing a few Cartogram tablet kiosks in any venue	about difficulty of finding way around hospitals - here	
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End Users

Problem	Description	Validation	Cartogram Patent
Find things quickly indoors	This is challenging in a new place, particularly when the events inside change over time or when the building/campus/floorplan is too large to be memorized. People also want to know what is around them to make sure they are making the best use of their time and money. For instance, Cartogram would allow users to search a mall for “Ralph Lauren sweater” and view an indoor map with all of the matching products in the mall, including their indoor location, price, and store name.		Cartogram has a 1 year grace period to file this particular patent which started in January of this year.
Around me	Show me what’s going on around me, so I can engage with the venue and find things to do.		We have a 1 year grace period (from August 2014) to file a patent on our Live Indoor Maps feature, which shows people what is going on inside a venue in real-time based on a user’s preferences. (see http://tinyurl.com/m9t9q96 for grace period info.)
Find other people indoors	This is particularly painful when the other person or the final destination is unknown prior to the meetup. This is something we have all witnessed when we attend conferences with colleagues/friends and need to meet up in a location.	With our indoormaps.com site, users will be able to share their indoor location with a web link – no app required. This feature will help us with distribution of our app	Cartogram’s indoor location sharing feature has a patent filed