

Brief Introduction to Maplio



Company Vision

Maplio's vision for leisure is to mobilise gaming with augmented Reality maps to allow users to rediscover their locales and Interact with other users in new and exciting ways.

Maplio aims to rediscover and redefine how we use our mobile phones to engage with the people And things around us in our everyday lives both real and virtual.

Maplio presents an opportunity to reorientate digital identities and activities and reconnect with our local immediate communities.



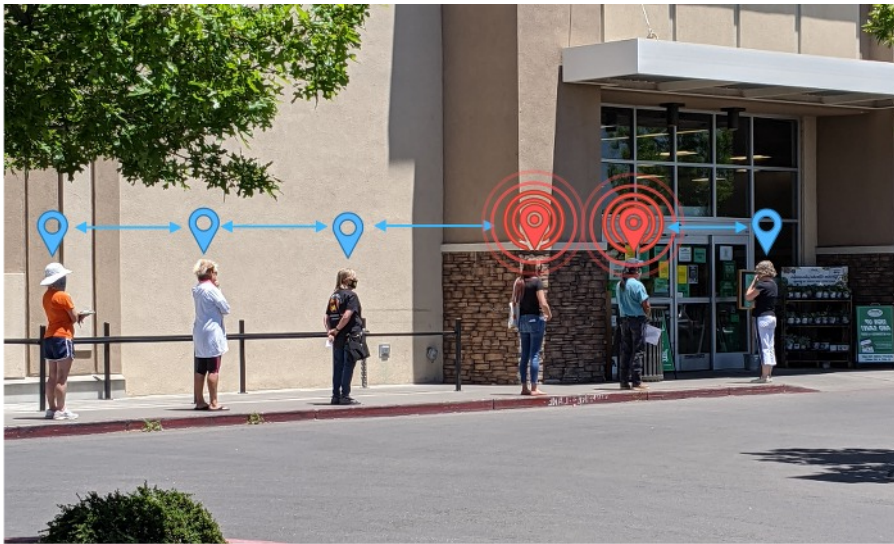
Presentation Overview



- Company Overview
- Company Vision
- The Team
- The Problem
- The Solution
- Market Opportunity
- The Product
- The Customers
- The Technology
- The Competition
- Traction
- Business Model
- The Marketing Plan
- Development
- Funding

Development Objectives

Real-time Location as a Service



We aim to integrate modern social networking features with real-time location data to create a wide variety of new online activities create an exciting new space for new ideas and new narratives.

Maplio aims to combine a reusable augmented reality library for location aware with mobile maps for new kinds of business, artistic and leisure applications.

To create a fully customisable workspace for non-technical and semi-technical content creators to create online digital activities to focus attention on the users immediate environment

To enable institutions, companies and individuals to augment their services and their surroundings with digital content.

To create a feature complete API enabling easy integration of real-time proximity detection, social chat, message broadcasts, business workflows and gaming scenarios.

Existing barriers to LAAS adoption

Maplio aims to redefine and realign
Our online digital identities with our
Immediate and local area

Children are not spending enough
time outdoors.

Attractions are becoming increasingly
expensive for families to attend

Covid virus is likely to remain in society
For the foreseeable future.

Decent multi-player gaming tends
to be limited to static devices

Limited ways to augment
reality and turn everyday
into a new adventure for free.

Google navigator is still single
player only.

Online digital identities are distracted
from our local environments

New wave of augmented reality mobile
games are single player only

Limited ways for startups to compete
with established monoliths like uber
and Pokemon Go

The Solution



Maplio facilitates a wide variety of interactions and content delivery to enable easy creation of location based tours and games for fitness and leisure use, business logistics for anything involving real-time map location updates, and analytical applications for science, government and industry.

Maplio is a hybrid mapping and social network platform and content management system that enables mobile phone users to communicate and interact with each-other and their surroundings.

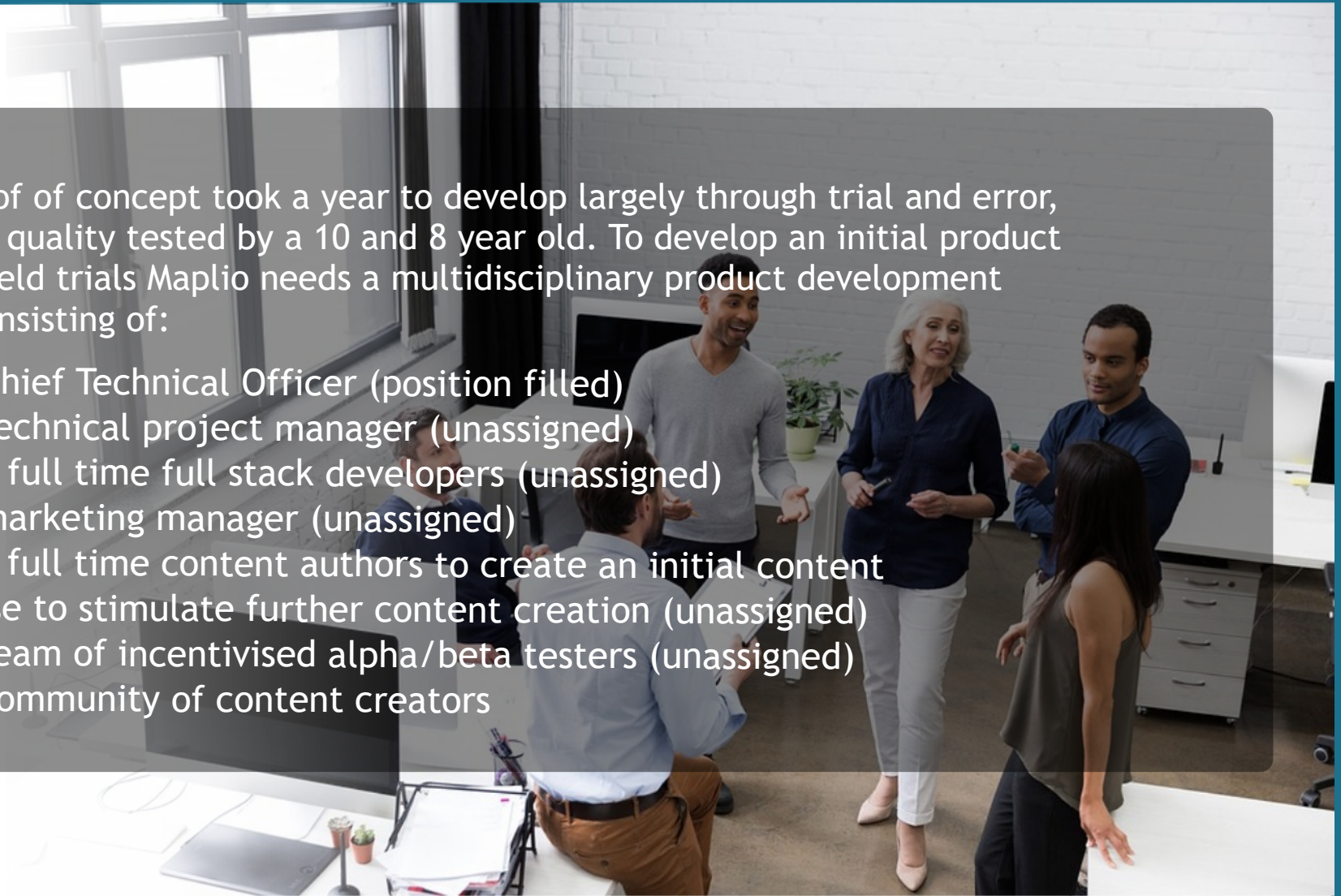
Maplio combines a high performance mobile app with a powerful content management and an active market place and artefact library to create new markets from location related data.



The Team

The proof of concept took a year to develop largely through trial and error, and was quality tested by a 10 and 8 year old. To develop an initial product fit for field trials Maplio needs a multidisciplinary product development team consisting of:

- A Chief Technical Officer (position filled)
- A technical project manager (unassigned)
- 2 x full time full stack developers (unassigned)
- A marketing manager (unassigned)
- 2 x full time content authors to create an initial content base to stimulate further content creation (unassigned)
- A team of incentivised alpha/beta testers (unassigned)
- A community of content creators



Market Opportunities (1)



The big one: AR gaming

The augmented mobile gaming industry is in its infancy and represents a huge untapped market

In 2020 the computer game industry was bigger than the movie and music industries worldwide, now surpassing revenues by over 400% and 300% respectively. There is a constant stream of new devices and new games demanding more power, higher screen resolutions, more expensive headsets to view the latest VR content. These games whilst technologically outstanding require the user to be stationary and generally played in an indoor scenario.

The underlying ethos of Maplio is to support new types of 2D and 3D augmented mobile engagement - with the emphasis on 'mobile' - requiring users To walk, run and jump their way to success!

Market Opportunities (2)

Realtime location as a service platform could facilitate a lot of novel applications:

- City wide digitally augmented Art Exhibitions
- Talking Trees & Treasure Trails
- Self-guided City Tours and Adventures
- Attendee management system
- Multi-user gaming platform
- Multi-personnel field and security applications
- Educational tours, guides and activities
- Blockchain integration for online payments from digital wallets.



The Product

Browser based works-anywhere mobile client with real-time LAAS

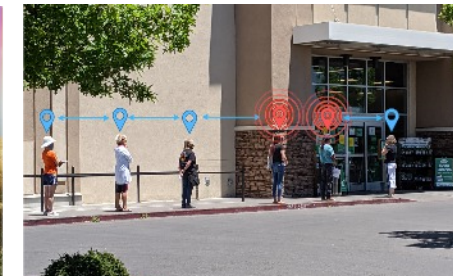
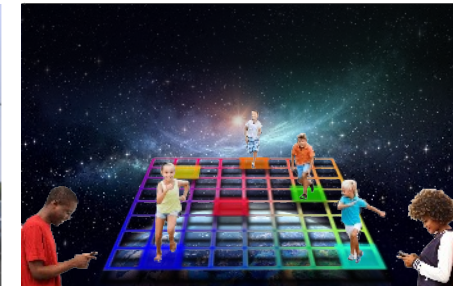


Interactive artefact library and first class market place for location based digital activities and services.

The Customers

For Business Users

Site managers, event organisers, fleet managers, couriers, geodata harvesters, local businesses, festival planners



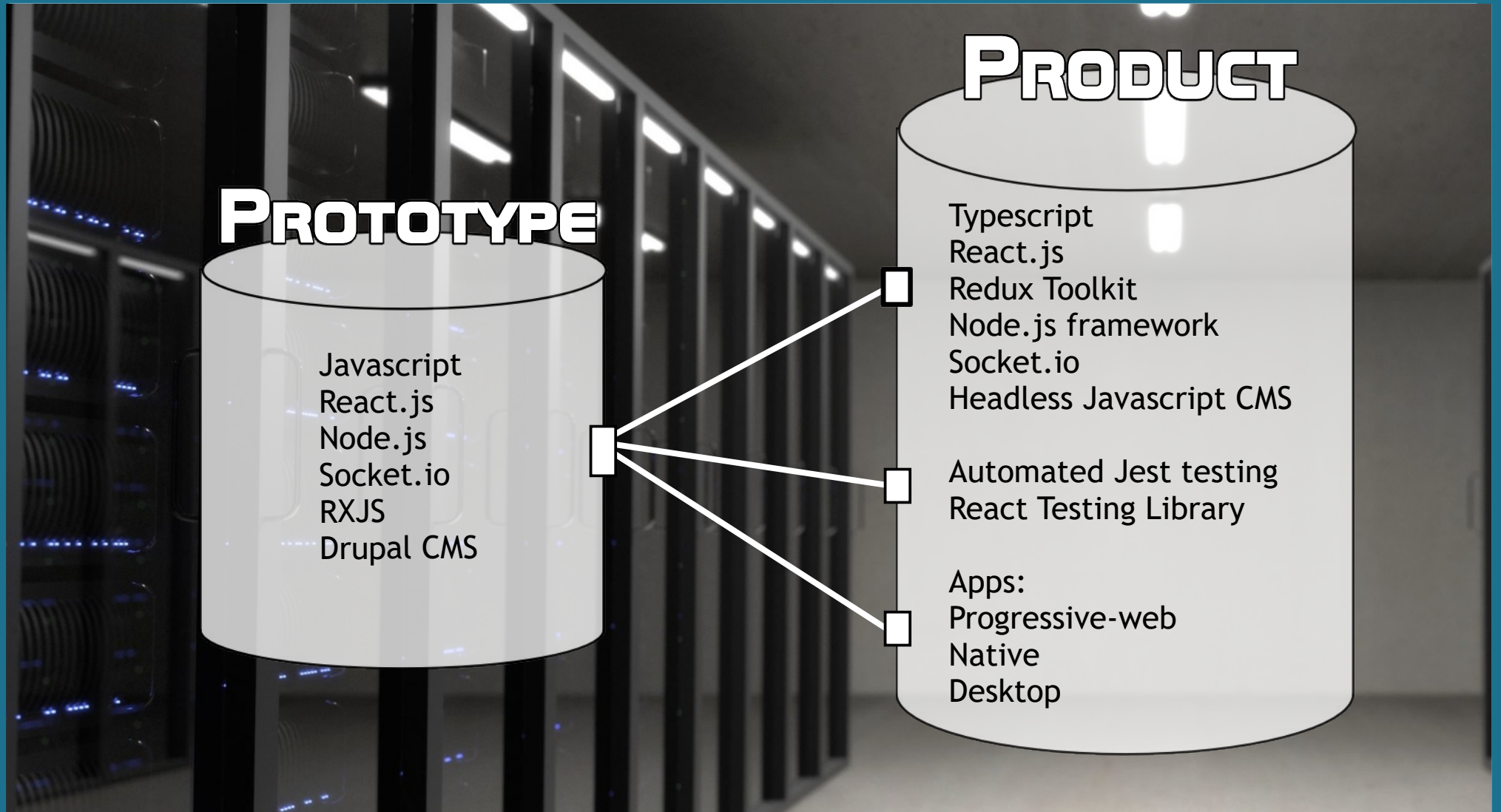
Leisure Users

Gamers, Ramblers, Cyclers, Adventure and Treasure Seekers, Drivers, Divers, Runners, Jumpers, Flyers

Content creators

First class route recording and creation paired with a familiar content management system and social networking services

THE TECHNOLOGY



Existing products

Not necessarily competition, but this is the scale of use we aim to reach.



Bespoke apps



Uber



Roblox



Minecraft



Pokemon Go



Google



Traction

A working proof of concept demonstrates that anyone can make interactive maps and realtime LAAS!



A clear and well defined roadmap to bring the product to market.

First class technical expertise to manage product development effectively and economically.

Business Model



Software engineers not the most qualified to
Create detailed spec for business models!

Seeking to recruit qualified mentor to create and
deliver a working business to guide Maplio
through product development to beta testing.

Development funding

Maplio needs to create a development pool
to create a working alpha, to research market
opportunities more thoroughly, and to incentivize
participation in testing and the first wave of use.

Institutional and companies

Larger organisations will be offered tiered and
discounted subscription to content creation services
and LAAS API's

Users

General users can access large amounts of content
Based on freemium use with individually priced content
promotions and subscriptions for access to higher quality
content or enhanced interactivity. LAAS can also be used
for location and interacting with digital tokens.

Creators

Content creators will have limited exposure and capped
use for both content editing facilities and service API's
LAAS access.

Pre-product marketing Plan

Maplio. Market maker. Community builder.

Connect location specific content with users in the local area.

Establish potential market sizes and future revenues

Establish a global presence and brand offering a range of mobile activities.

Incentives

- Offer content creation bounties.
- Incentivize locale specific actions.
- Content sales through the market place.
- Offer real prizes hidden in explorable maps.
- Offer real discounts and vouchers for tasks completion.

Promotion

- General Concept and myriad of use-cases.
- Progress of product development
- Development of the product.
- Freemium advertising
- Local TV and media advertising

Product Development

Realtime Location as a Service

Pure Typescript stack

Full client and server test coverage

Agile user-centric product development cycles

Continuous integration of market research into software deliverables

Business partners

Manage all non-technical aspects of the business.

Manage technical development milestones.

Generate pre and post development accounting models

Prepare maplio for further seed funding

Software stack

Typescript
React.js
Redux Toolkit
Node.js framework
Socket.io
Headless Javascript CMS

Software Development

Continuous integration
Automated Jest testing
React Testing Library
Progressive web app
Cloud micro-service architecture

Marketing

Determine market size and scope at variety of scales.
Manage development marketing.
Create detailed marketing plan

Development Funding

Development funding will be used to achieve the following:

- Use the existing proof-of-concept and outstanding tasks outlined at <https://Maplio.co.uk/tasks> to create a design document to clearly specify the parameters and operations of Maplio to serve as the primary source of communication with other contributors, agencies and stakeholders.
- Contact organisations around the UK notifying them of the project and the potential applications that can be built with it, to create a network of development partners and affiliates.
- Expand research into possible use-cases and applications to extend the current list and further shape the project.
- Begin work on documentation outlining phase 2 seed funding to roll out the application to a wider UK audience and attract commissioned work from a broader spectrum of UK businesses.
- Document discussions with game development companies to better understand how conventional mobile gaming could be incorporated into the physical space of Maplio scenarios.
- Appoint an application developer with a proven history using our preferred technologies to rewrite the proof of concept into a working prototype with an extendible, reusable, scalable code base capable of supporting a limited roll-out to multiple test groups and affiliates across the UK using a proven software release methodology.
- Appoint a web design agency to create and host a robust multi-user permission based content management to facilitate creation of content from multiple categories of users.
- Appoint a UK focussed marketing company to create branding to appeal to a broad UK user base.
- Appoint a UK based business consultant to refine the scope, source and pricing models for services across the UK.
- Appoint a UK accountant to refine the business plan and project growth across the UK market.

We made it!

Thanks for your interest



Visit maplio.co.uk website for more info.
Email admin@maplio.co.uk to arrange a demonstration