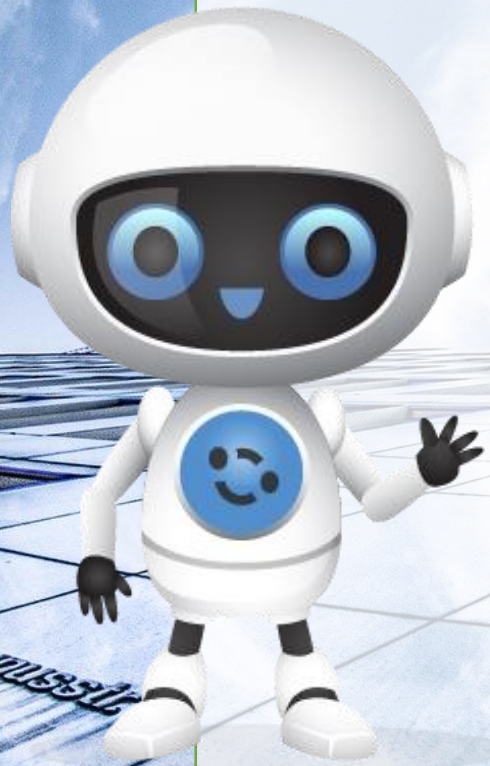
AISPOT



YOUR LOCAL ASSISTANT

WORKING FOR YOUR BENEFITS

The Next Generation Immersive Platform
for **Travel**, **Retail** & **Mobility** using
AI, IOT and Big Data for Personalized & Augmented
Explorations and Transactions

March 2019

AISPOT

EXPERIENCED ENTREPRENEURS

Per Arne Friestad
CEO

- 25 years of IT and management within retail, logistic, finance and software
- Founded Bwise Commerce (B2B/EDI Provider for the sporting industry)
- Build business in Asia with over 100 persons

Harald Jellum
Founder & Chairman

- 25 years as serial Entrepreneur within Internet, Mobile and Big Data.
- Founder of Your.MD, Companybook, Intellisearch, Cyberwatcher and PCTVnet
- Employed more than 400 persons

Morten Rynning
Founder & CMO,
Board member

- 25 years as CEO within digitalization and marketing
- Founder & CEO of Cyberwatcher
- CEO in Solid Media Group
- Angel investor in start ups such as e-commerce, VVSkupp.no

Nicolai Prytz
CEO Mobility
Board member

- More than 20 years as serial Entrepreneur
- Founder of Deltaker.no, Co-Shopper
- Director in Media Invest and Global Stock Games SA
- Large business network

AISPOT

EXPERIENCED COUNTRY MANAGERS

Inger Anne Vik

Country Manager Norway

- More than 30 years of experience
- Expert in strategic communication and project management
- Large network within destinations, culture, travel…

Cristina Bruno Garin

Country Manager Spain

- Contract Lawyer, expertise in International Business Law.
- More than 15 years of experience in retail as Entrepreneur
- Expert in Strategic Communication and Project Development

AISPOT

EXPERIENCED PRODUCT TEAM

Alexander Bernhard
CPO

- 20 years of experience in retail and marketing
- Expert in Project Development and digital deployment
- Several years as project manager and advisor for companies like Sportmann, Europris, Koenigsegg Automotive and Stockholm Vodka

Sergei Savenko
CTO

- 17 years of IT experience
- Expert in highly scalable distributed architectures and big data
- Experience with running distributed tech teams
- Former CTO of Your.MD
- Former CTO of Companybook

Pavel Kurnosov
Chief Architect

- 10 years of IT experience.
- Expert in building complex, scalable modern architecture.
- Broad experience in mobile, frontend and backend development.
- Former Head of Development in Your.MD
- Developer in Companybook

Plus:
Outsourced Developer Teams in

- Belarus
- Siberia
- Mallorca

AISPOT

PREVIOUS STARTUP MAKING THE HEADLINES

"The Smart Health Assistant using AI and Big Health Data"

- Harald Jellum - founder of Your.MD in 2013
- The first Smart Health Assistant App using AI combined with Big Data and natural language
- Partnership with the worlds most trusted health databases with clinical data - NHS
- Selected by Samsung for global partnership with "pre installment" of up to 400m devices
- Selected by TechCrunch among the top 21 exiting starts up
- Sent on UK Television Gadget show where the app is better than a doctor
- Natural language understanding - with real time advices

Norwegian Health App to 100M USD

AISPOT

OUR VISION

AISPOT`s vision is to **empower** and **enable individuals** to **own** manage, share and earn benefits from **their personal data** in order to **receive relevant services** and information that matches their interests and optimizes their experiences, time and money in their lives

AISPOT

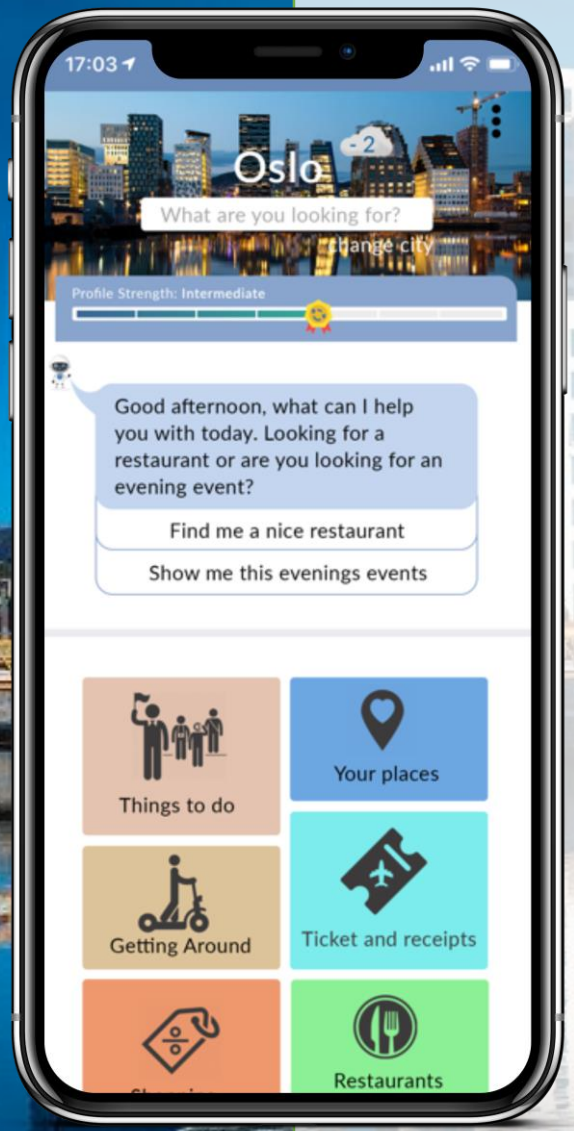
I'M YOUR LOCAL ASSISTANT

- I KNOW YOU
- AND YOUR SURROUNDINGS
- I'M ALWAYS WITH YOU
- AND I LIVE ON YOUR PHONE
- I'M SMART…LEARNING USING AI
- AND I'M YOUR FRIEND
- AND I CAN HELP YOU WITH
  - TRAVEL
  - SHOPPING
  - MOBILITY

AND I WILL LEARN MORE…

SEE SOME EXAMPLES OF HOW I CAN HELP YOU

AISPOT



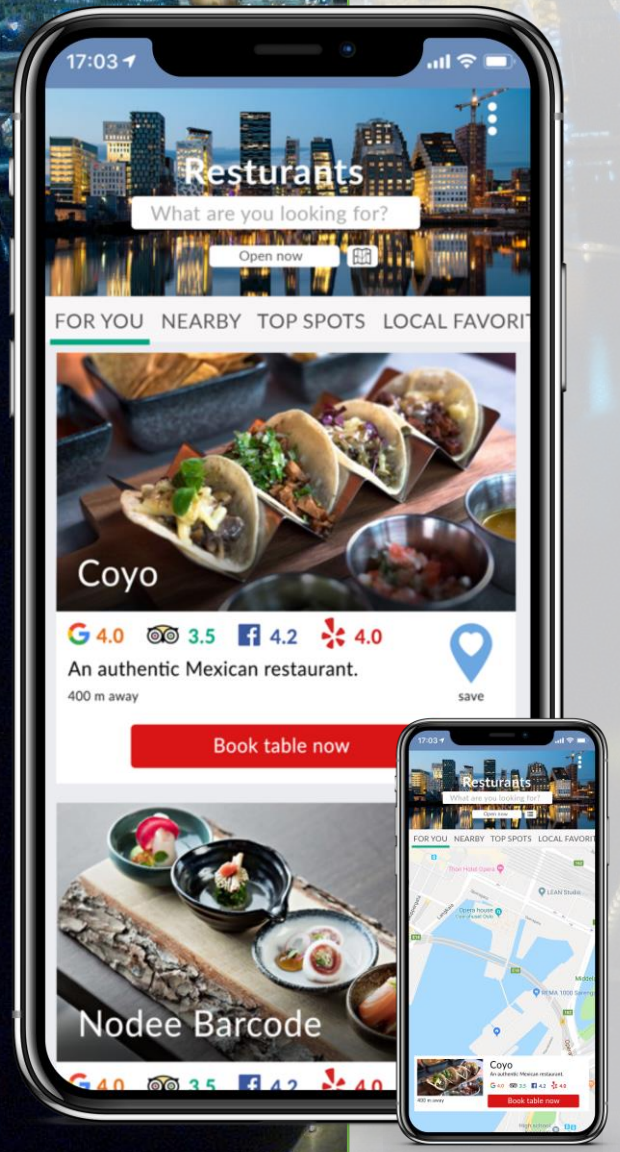
YOUR LOCAL ASSISTANT AT YOUR SERVICE

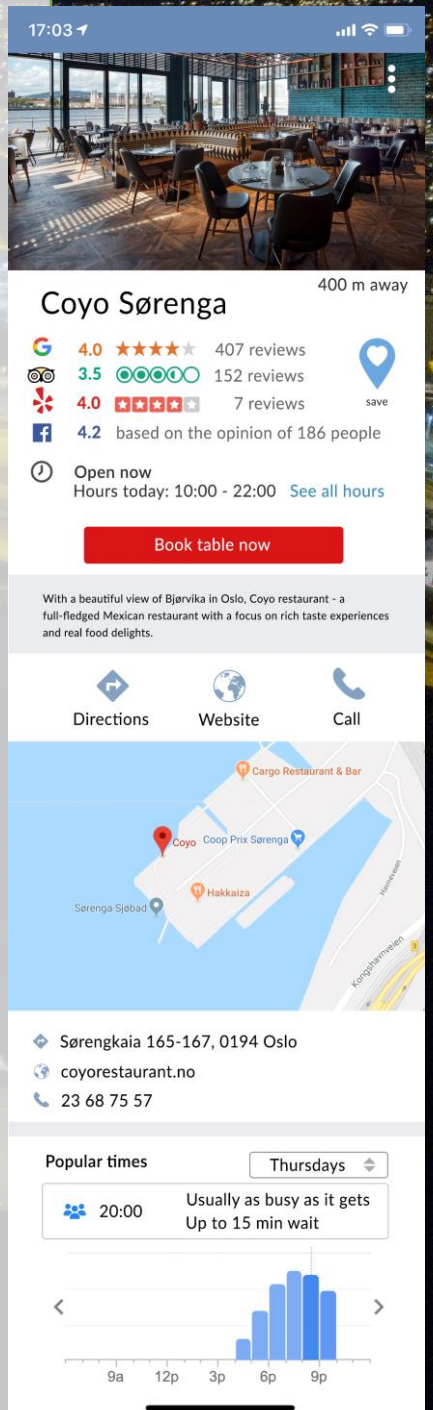
- Automatically detects new opportunities at **Right Time & Place matching your interests** at your Location
- Always at your service – 24/7 **in background**
- Provides you with **smart services** based on your behaviour
- Smart **dynamic menu** showing most relevant services for you

AISPOT

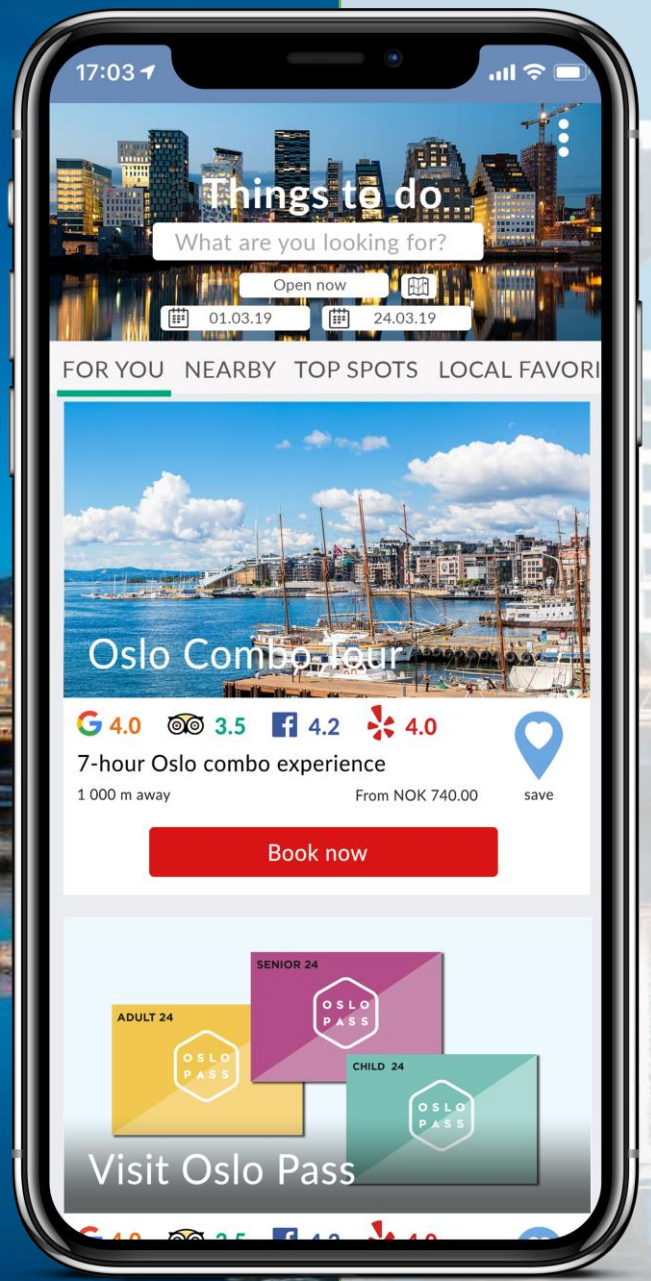
LEARNING FROM YOUR BEHAVIOUR & GIVING LOCAL QUALITY INFORMATION

- Comes up with the most relevant services for you
- Integrated with relevant booking services
- Navigation
- View findings in list or map view
- Showing reviews & popular times
- Local quality information



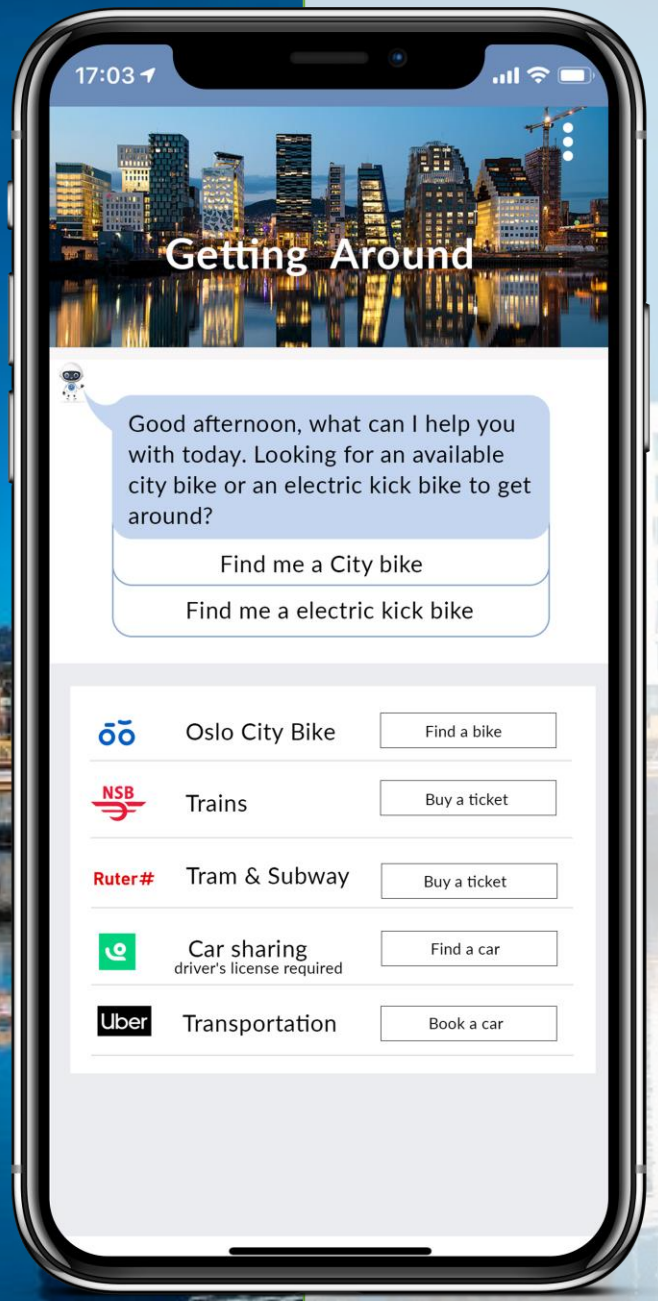


AISPOT



SHOWING THINGS TO DO

- Show local events & reviews
- Before travelling or at the destination
- Matching your interests
- Integrated with booking
- Options to buy travel pass etc



AISPOT

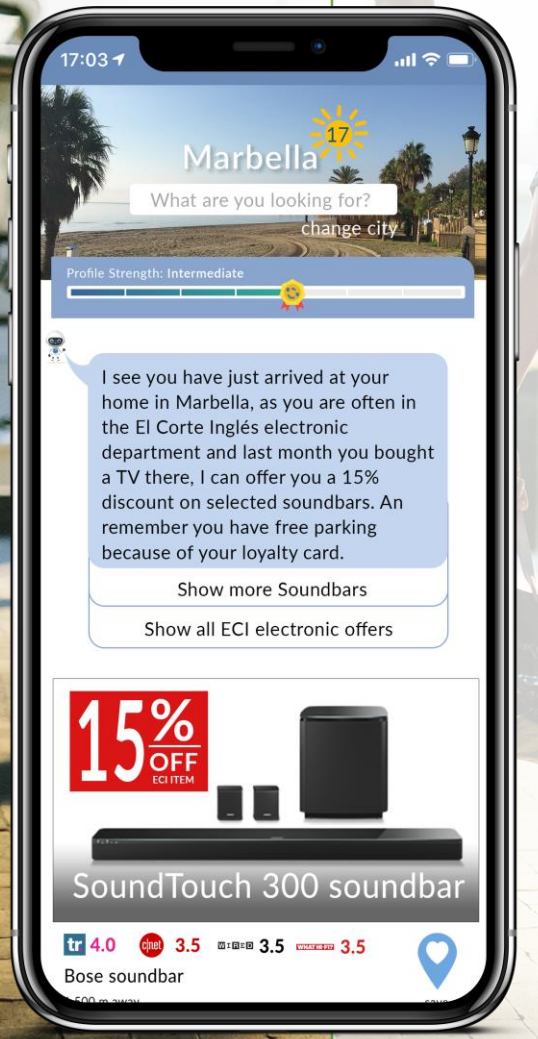
GETTING AROUND

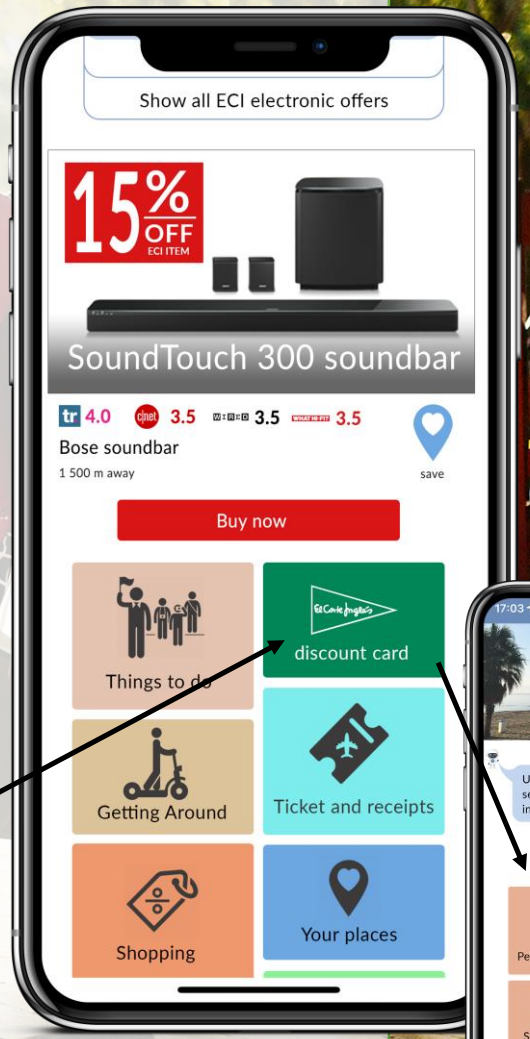
- Show local transport and connect with local services
- Show micro mobility options as bikes, electric bikes & scooters
- Show carpool options
- Inform about local apps & services

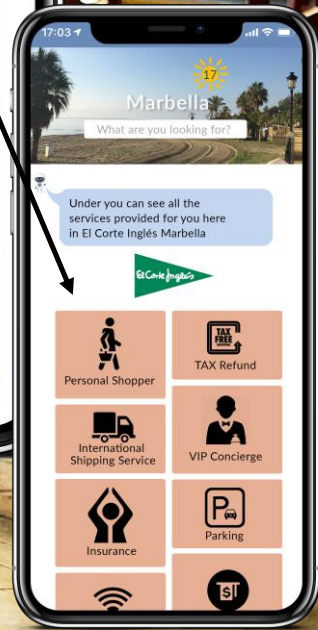
AISPOT

PERFECT SHOPPING EXPERIENCE ENHANCING YOUR BENEFITS

- Shows local offers only of your interest while walking around
- Reminds you about benefits on your loyalty card
- Integrates with local shopping services



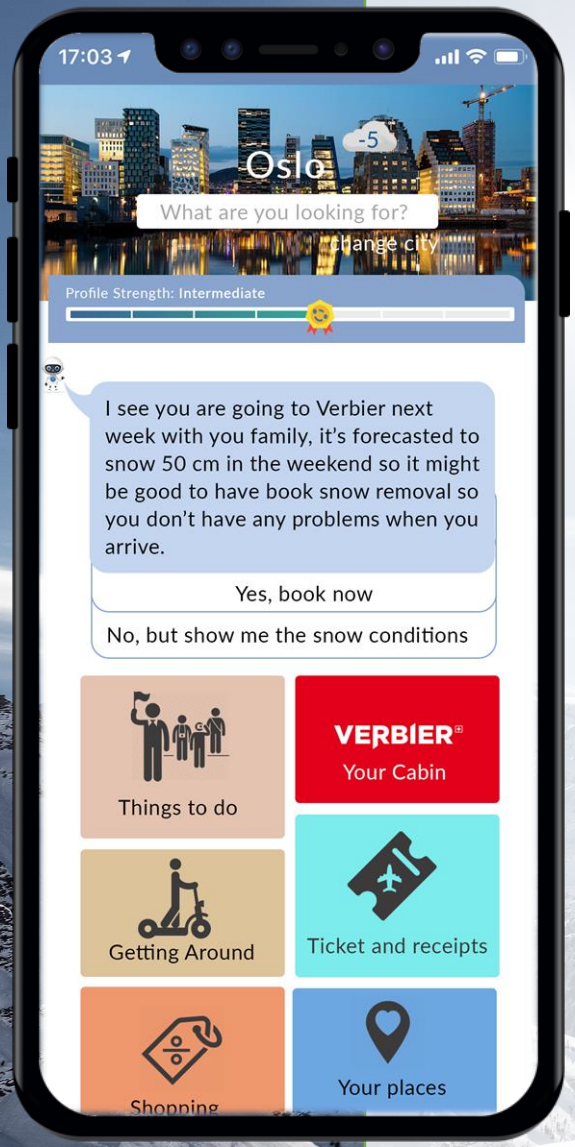


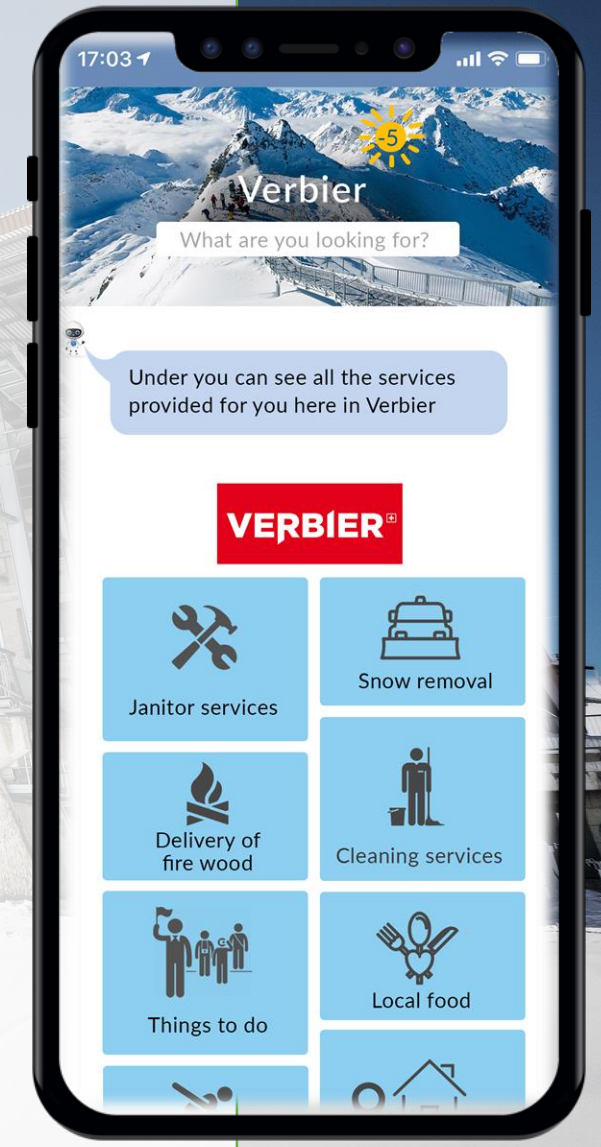


AISPOT

EVERYTHING ARRANGED BEFORE TRAVELLING

- Integrated with your calendar
- Reminds you of booking services in advance
- Integrating local services at destination



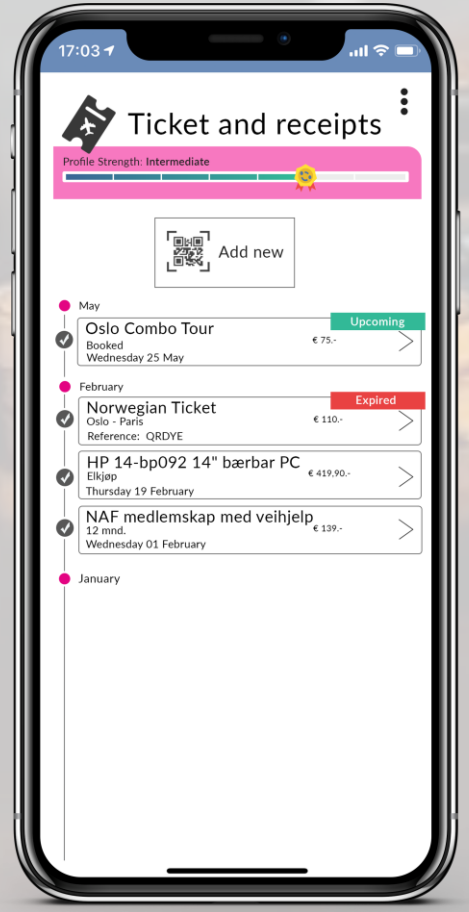


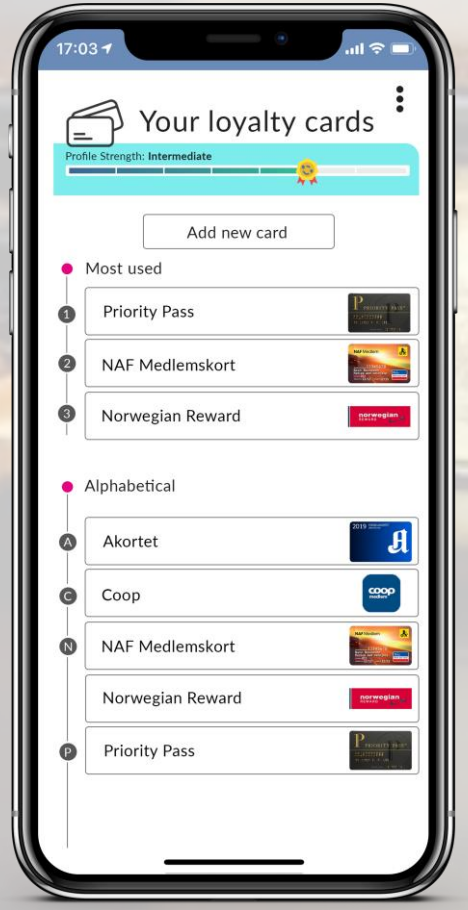
ENHANCED EXPERIENCE WITH AUGMENTED REALITY

AISPOT

AISPOT

I'M CARRYING YOUR WALLET

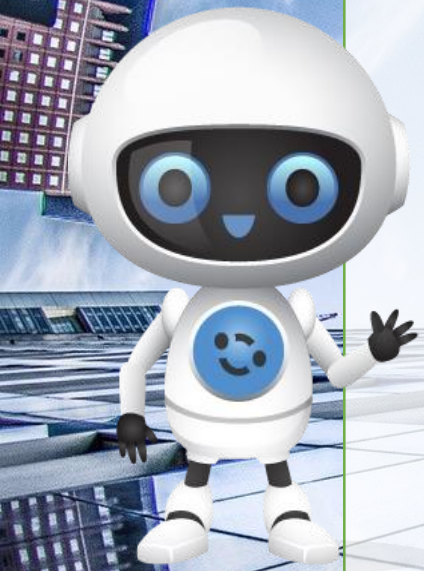


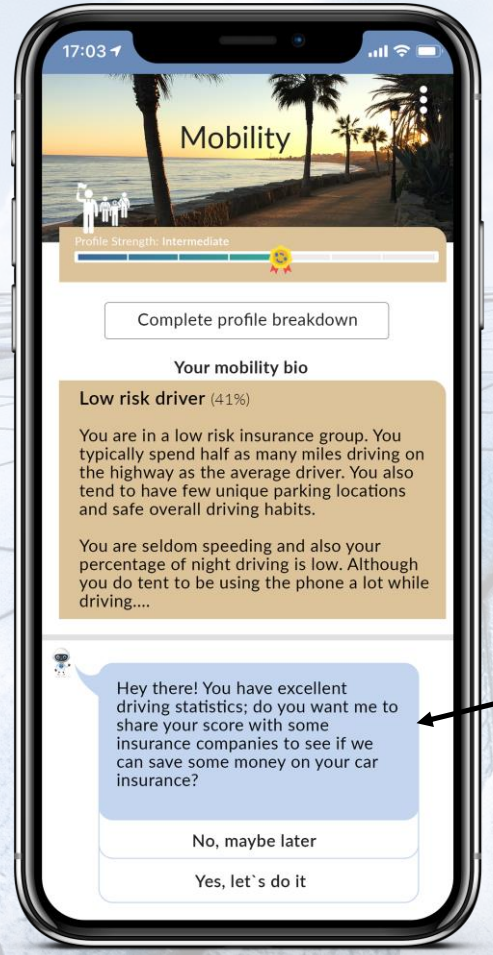


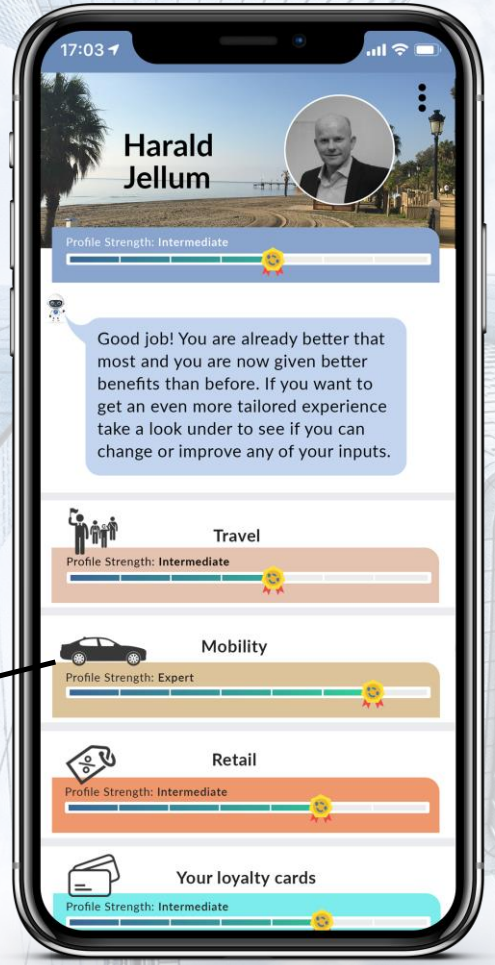
- Ticket & Receipts
- Smart Loyalty cards
- Integrated with local payment solutions
- Points, Score, Loyalty and Gaming

AISPOT

SHARE YOUR PROFILE AND GET BENEFITS







SHARE

- Anonymously
- Secure
- Receive benefits

AISPOT

SOCIAL IMPACT

- Smart promoting of sustainable activities
- Smart promoting of local products
- Mobility / Driving with more care…
- Communication for local government
- Enabling people to help each other

INTEGRATION WITH RELEVANT SMARTCITY SERVICES

Smart City Drammen

Enhance City Experience

Use AI, IoT and Big Data for Personalized & Augmented Explorations & Transactions to enhance services for city residents, visitors and employees

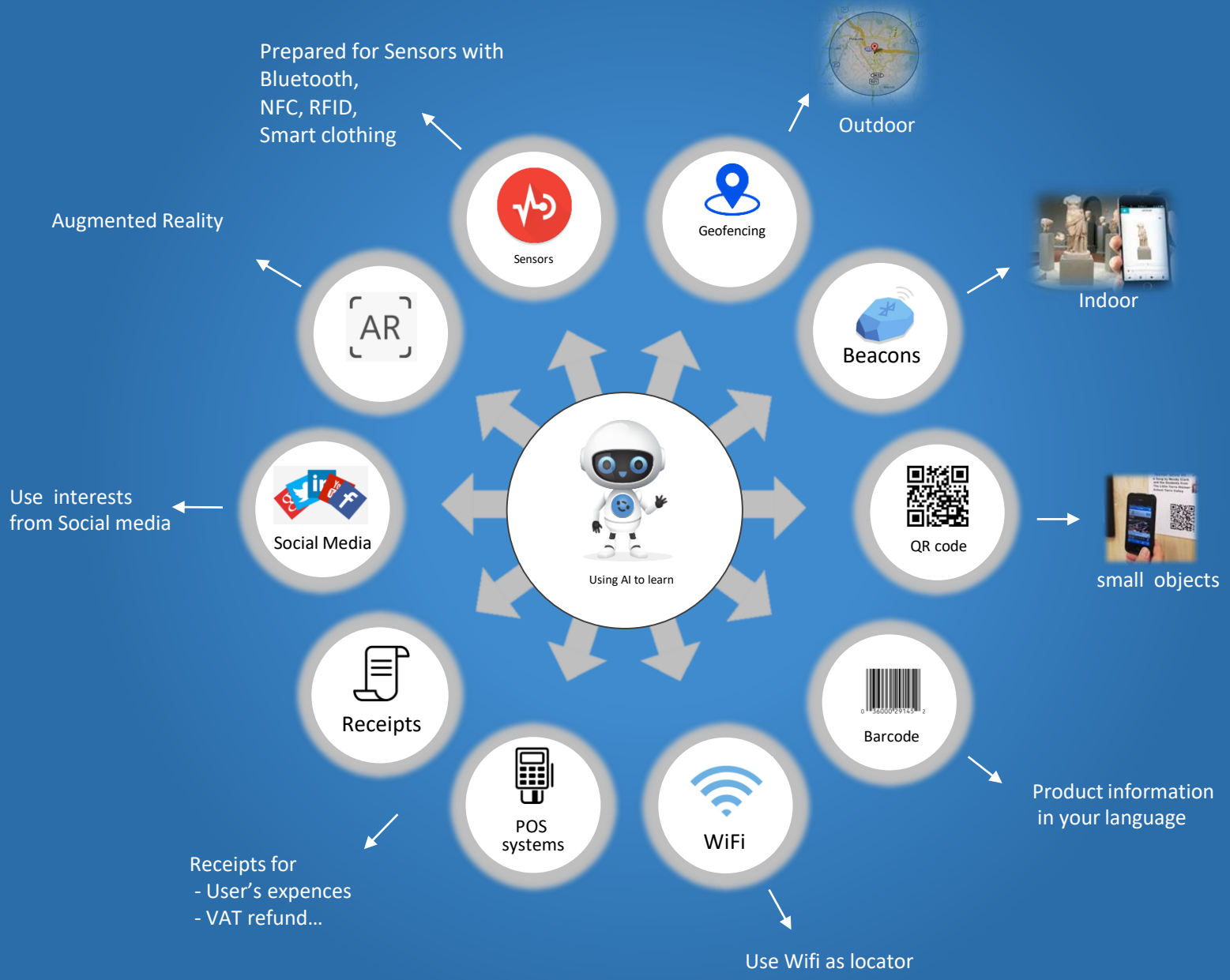
Valuable Insights

It generated a very detailed and valuable information from end-users behaviour allowing clients and smart cities to provide better services and get bigger return in their marketing strategies

Some examples:

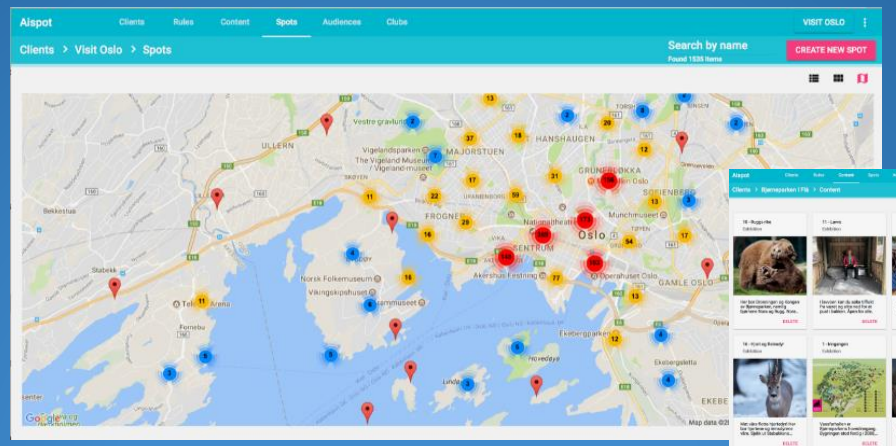
- Inform about building projects in your language
- Show AR experience of building project when finished
- Communication channels towards citizens
- Find nearest available parking places
- Find bikes, scooters or car pooling services for sustainable mobility
- Show density of people in city to optimize for traffic, events, activities…
- Smart buildings (beacons, wifi…)
- Integration with existing Smart City Infrastructure

ALL-IN-ONE MOBILE SERVICE TO FULLY CONNECT AND REUSE IOT++

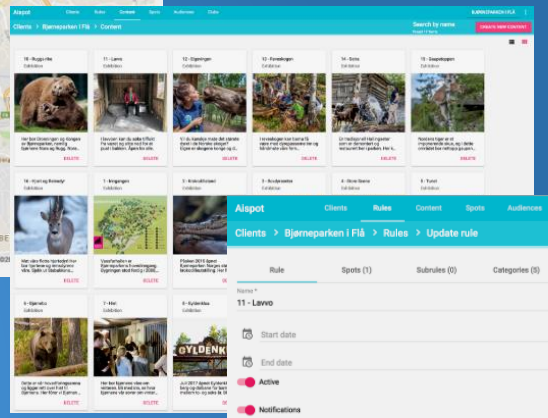


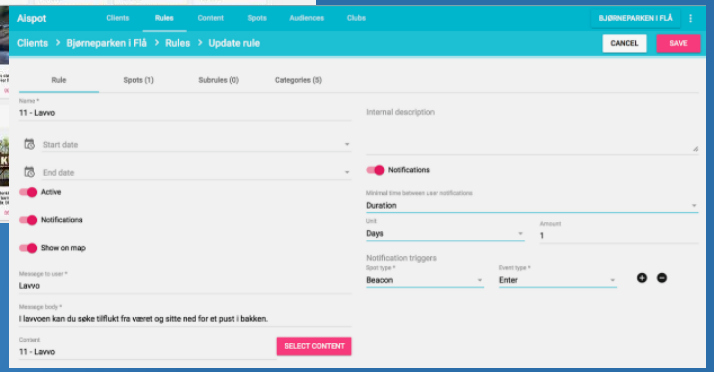
FLEXIBLE CONTENT MANAGEMENT SYSTEM FOR PARTNERS IN ECO SYSTEM

AISPOT´s
Content Management System (CMS)

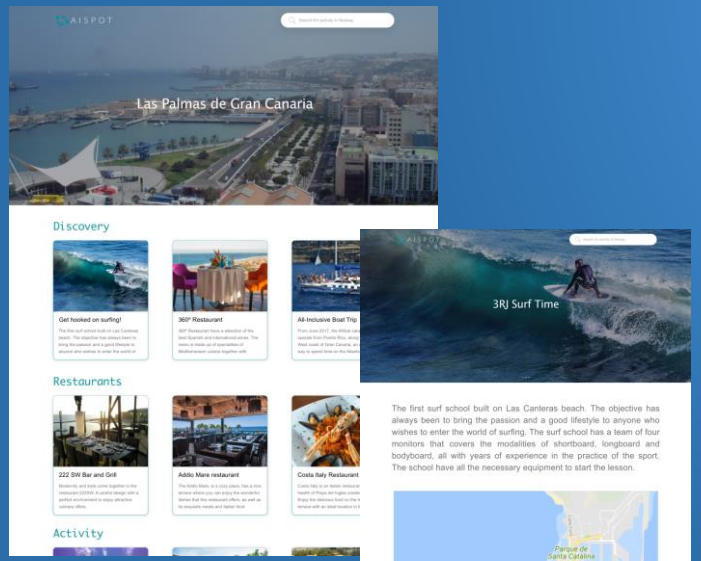


Automatic content from External sources or manual





WEB PAGE

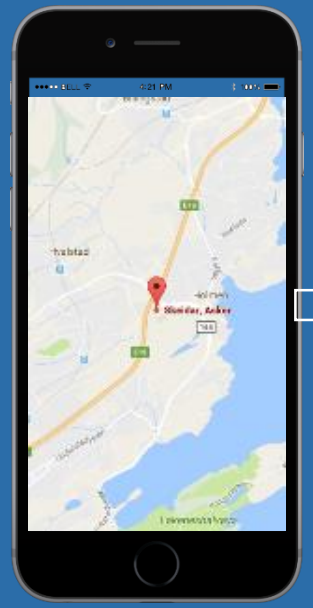


[Example]

MOBILE APP

FULL INSIGHT FOR PARTNERS IN THE ECO SYSTEM

Downtown / Destination



Outside at destinations or inside at local businesses

Frequency of visit

Pass by a location

Walk into a store

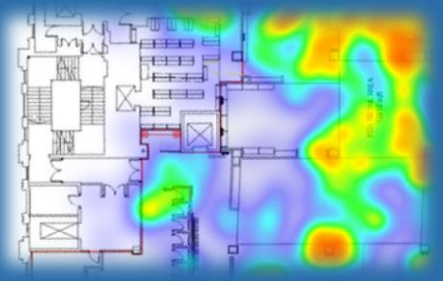
Engage and likely to buy

Time spent in store

Leave the store too soon

First time vs. repeat visitors

Travel through a zone



Measure and insight through:

Geofence, Beacons, QR, Wifi, Laser and movement tracking Social media

Efficient marketing
Location, mobile
ROI

MAKING THE HEADLINES

AISPOT signs partnership contract with the city of Malaga

Spansk napp for norsk app

TEKNOLOGI: Norske Aispot har landet en avtale med reiselivsmyndighetene i Malaga, som skal markedsføre deres reiselivsapp mot millioner av tilreisende turister.

OLIVER ORSKAUG
oliver.orskaug@finansavisen.no

I dag åpner en av verdens største reiselivsmesser, Fitur, i Madrid. Der er ledelsen i Aispot på plass for å signere en avtale med ordføreren i Malaga, som vil gjøre det norske selskapets egenutviklede mobilapp til den spanske byens offisielle turistapp.

Og det er ingen liten avtale.

– Malaga har rundt 18 millioner turister årlig, så å få innpass hos byens turistmyndigheter er stort for oss, sier styreleder i Aispot, Harald Jellum.

Han grunnla selskapet i 2015, og siden den gang har Aispot, foruten å utvikle mobilapplikasjonen sin, bygget opp en enorm database med informasjon om turistopplevelser, først og fremst i Norge.

Gjennom et samarbeid med Innovasjon Norge har selskapet tilgang på over 20.000 turistopplevelser her i landet. Nå får selskapet også tilgang til alle opplevelser fra reiselivsnæringen i Malaga.

> Vi har et mål om at appen er lastet ned 100 millioner ganger innen fem år
> HARALD JELLUM, AISPOT

Reiseliv og handel

Det finnes mange apper som retter seg mot turister, men Aispot mener de har et produkt som skiller seg fra resten av konkurrentene.

Applikasjonen benytter seg av ulike kjente teknologier for å gi et så målrettet og skreddersydd tilbud som mulig til hver enkelt bruker av appen.

Den surrer og går i bakgrunnen på mobilen din, og om du kommer inn i et område hvor man kan oppleve en turistattrakjon, så får man en melding om dette.

Appen lærer konstant mer om brukeren, slik at man får opplysninger om det man er interessert i, og ikke nødvendigvis alt mulig annet på en destinasjon. Mobilprogrammet kobler også Aispots samarbeidspartnere mot brukerne. Da kan de gi tilbud på varer og tjenester i området man befinner seg i. Tilbudene kan også komme i tiden før og etter at man har besøkt en destinasjon.

Planlegger man også spesifikke kjøp, for eksempel en bukse eller besøke en restaurant med et bestemt kjøkken, kan man legge informasjonen inn i appen og motta tilbud når man er i et bestemt geografisk område hvor tilbudene finnes.

Appen gjør det også mulig å samle bonuspoeng som kan veksles inn i varer og tjenester, og man kan bruke den som en elektronisk lommebok hvor også ulike fordelskort kan registreres.

To inntektskilder

Aispot har foreløpig jobbet med å gjøre teknologien brukervennlig og bygge opp database med informasjon, samt inngå avtaler med samarbeidspartnere. Nå er planen å hanke inn brukere som vil finne appen relevant, samtidig som man knytter til seg flere samarbeidspartnere og dermed kan utvide distribusjonen.

– Vi har et mål om at appen er lastet ned 100 millioner ganger innen fem år. Om en viss prosentandel bruker den aktivt, har vi estimert at det vil generere inntekter som på sikt kan bli veldig hyggelige, sier Jellum.

Foreløpig har ikke den store inntektsstrømmen materialisert seg i regnskapene til selskapet.

Jellum vil ikke si noe om hva slags økonomiske målsetninger selskapet har, men opplyser at det i fjor hadde rundt 1 million kroner i lisensinntekter og et sted mellom 5.000 og 10.000 brukere.

– I løpet av 2019 vil vi lansere flere nyheter som vil gi oss flere inntektsstrømmer, sier han.

En av dem er provisjon ved salg av produkter gjennom appen. Gjennom samarbeid med en større internasjonal partner, skal brukerne kunne bestille flybilletter, hotell, leiebil og reiseopplevelser.

En annen inntektskilde er aktører som betaler ekstra for å bli synlig for brukerne.

Jobber med flere partnere

Det er destinasjonsselskapet i Malaga som skal markedsføre og distribuere appen til turistene, og så kan Aispot få inntekter fra reiselivsbedrifter i den spanske byen, som vil være ekstra synlig for brukerne.

– Dere er nå i Norge og Malaga. Det er vel ikke nok for å bli store?

– Nå er teknologien på plass, og vi har hatt møter med en rekke potensielle kunder i Norge og utlandet som synes teknologien vi har utviklet er interessant. Jeg er sikker på at vi derfor kommer til å inngå flere avtaler som den med Malaga fremover, sier salg- og prosjektleder Inger Anne Vik i Aispot.

Hun bekrefter at selskapet er i samtaler med flere nasjonale og regionale reiselivsselskaper, som vil sørge for at mobilappen til Aispot vil få bred distribusjon internasjonalt om samtalene fører til avtaler.

AISPOT

- Etablert i 2015.
- Utvikler en mobilapp som benytter seg av ulike kjente teknologier.
- Eies av ansatte og styremedlemmer, Harald Jellum (29 prosent), Morten Rynning (28), Per Arne Friestad (10), Inger Anne Vik (1,3) og 11 andre investorer.
- Har en målsetning om 100 millioner nedlastinger innen fem år.

Mål om 100 millioner nedlastinger

SIGNERERER MED NORDMENN: Den spanske byen Malaga velger norsk mobilteknologi til byens offisielle turistapp. FOTO: ORSKAUG/FINANS

SATSER INTERNASJONALT: Aispot har landet sin første store avtale utenfor Norge. Fra venstre daglig leder Per Arne Friestad, styreleder Harald Jellum og Inger Anne Vik som er salg- og prosjektleder. FOTO: AISPOT

AISPOT TAKES SPAIN…

- Second round of negotiations with Spanish major cities: Barcelona, Madrid, Bilbao, Valencia, Murcia, Almeria, Granada, Cadiz, Santiago de Compostela among others
- Very high interest, positive response and support from higher governmental institutions like Junta de Andalucía, Basque Government, Xunta de Galicia, Costa Salida and Costa del Sol
- In close contact with Cluster Turismo de Galicia including 68 members with more than 7000 companies
- In process to get to an agreement with RACE (Royal Drivers Association in Spain) with more than 8 million members
- In contact with two of the most important museums: Guggenheim (Bilbao) and Thyssen Bornemisza (Málaga and Madrid)
- Starting phase II contacting major retail players like hotel chains, tour operators, commercial centres and member associations…

AISPOT SIGN STRATEGIC PARTNERSHIP WITH ATOLL

From left:
Harald Jellum, Founder & Chairman, AISPOT
Oleg Boiaryn, Chairman, Atoll Holding
Volodymyr Groysman, Priminister, Ukraine
Erna Solberg, Priminister Norway
Per Arne Friestad, CEO, AISPOT

AISPOT

THIS IS WORKING TODAY IN NORWAY & GRAN CANARIA, PILOTS IN MALAGA & LONDON

IN PROCESS WITH 15 COUNTRIES SOON WORLDWIDE

AISPOT

BUSINESS MODEL
SOFTWARE AS A SERVICE

FOR THE END USER

- Free

FOR THE LOCAL ATTRACTIONS / SHOPS/ SERVICES

- Subscriptions / Transactions

WE HAVE AN OPPORTUNITY…

THROUGH A SMART LOCAL ASSISTANT
GIVING YOU PERSONALIZED EXPERIENCES
USING AI & IoT

BEFORE, DURING AND AFTER EXPERIENCES

TO BE THE NEXT SEEMLESS EXPERIENCE SYSTEM

WITHIN TRAVEL, SHOPPING AND MOBILITY

Contact information

International:
Harald Jellum
harald@aispot.no
+47 91543432

Per Arne Friestad
paf@aispot.no
+47 92280130

Norway:
Inger Anne Vik
inger.anne@aispot.no
+47 99244918

Spain:
Cristina Bruno Garin
cristina@aispot.es
+34 672322040

www.aispot.no

THANK YOU FOR YOUR ATTENTION!