



Pitch Deck 2017 - SoftwareToGo



**VOICE COMPUTING TRIGGERS A
DRAMATIC SHIFT IN OUR USE
OF SMARTPHONES:**
Talk'n'Listen will successively replace the
Click'n'Read mode of use.

The Talk 'n Listen mode of use will ***dramatically increase demand for audio content.***

Just as augmented reality, audio content ***adds a momentum of interest & excitement to reality.*** This further increases demand.

Add the supply side to the equation: It's comparatively easy to ***create a professional audio tape.***



In order to capitalize on these opportunities here's the challenges:

How can we ***incentivize experts*** to transform their knowledge into high quality audio content?

How can we ***facilitate access*** to that content for users?

SPEAKING WORD

Create and share audiotapes to experience
the world around you with new eyes

... and earn money by doing so



HOW IT WORKS

INTRODUCTION



Experts upload Audio recordings and map them to a place of interest.

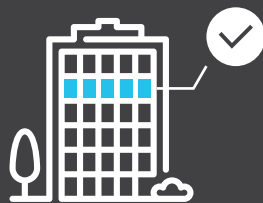


Users see available audiotapes depending on their location. They listen and pay.



HOW IT WORKS

MUSEUMS, ART GALLERIES, EVENTS,
SHOPS & MORE



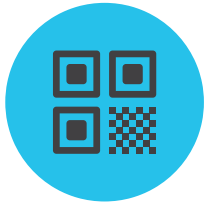
In museums, art galleries, business events,
shops, etc. the user can select a
floor/room/section in a first step ...



... in a second step he/she selects among
the available options (such as pictures of
sculptures in museums or pictures of
products in shops).

HOW IT WORKS

OTHER FEATURES



QR CODE

A QR Code can be generated, that facilitates audio file access / search.



RELATED LINKS

The content manager can also put links to related audio files, such as a non-location-specific audio file on Medieval Ages.



TOUR

Selected expert users (ambassadors) can create a tour by connecting several audio files on different places of interest.



OFFLINE FEATURES

Selected Audio Recordings or Complete Tours can be downloaded

HOW IT WORKS

WHAT THE USER INTERFACE LOOKS LIKE



Here the user can see for which places of interest there's audio files available

On selection of a place of interest, the user will see picture & information available on Google Maps (if any).

Available audio files per selected place of interested are displayed here. Per audio files user can see:

- Title & Description
- Author / Expert
- Duration of the audio file & Price
- Language
- Category (such as architecture or history)

WHERE THE CONTENT COMES FROM

HOW WE ENSURE GENERATION OF HIGH QUALITY CONTENT

On Go-LIVE initial content will be available: 120 audio minutes for the TOP cities of each country where we go Live.
From here the community of experts takes over ...



CHARTS: SOCIAL RECOGNITION

The APP contains TOP 10 Charts for *best-rated and most-listened Audio Tapes* for each City, for each Category, etc..



SOURCE OF INCOME

Users pay 3 *Dollarcent per audio minute**.
The author of audio content gets a *share of 60%*.

*Depending on Country



REPUTATION BUILDING

Each Content Author can create a *Profile*.
Each Audio Recording provides a link to the Author Profile.

A PROTOTYPE IS READY

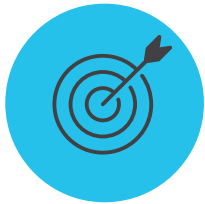
WHAT WE HAVE ACHIEVED SO FAR



- ✓ User Registration, Login
- ✓ Interface with Google Maps, location detection, retrieval of pictures available in Google Maps
- ✓ Taking pictures of places of interest, Upload
- ✓ Taking Audio Recordings, Upload
- ✓ Play / Download Audio Recordings
- ✓ Data is stored in AWS Cloud (S3, EC2)
- ✓ Technology: Java, Mongo DB, Tomcat, ...

SUCCESS FACTORS

WHY YOUR INVESTMENT WILL BRING GREAT RETURNS



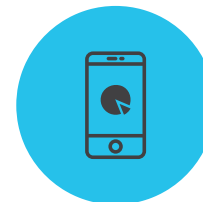
VISION: Completeness of vision for an Audio Content Platform, that considers Content Creation and covers use cases from city tourism to museums / nature trails / local heritage and more.



TEAM: StartUp Team with proven Track Record of success. Set-Up of IT Company with Development Centers in India, Portfolio of European Customers ranging from McDonalds to Dachser.
Check: www.softwaretogo.de



ROADMAP: Complete Roadmap including APP development, CONTENT creation and MARKETING campaigns.



MARKET: Huge growth opportunities with audio content in the upcoming era of audio-based use of smartphones

APPLICATION NAME

WE HAVE A FEW NAMES ON STOCK.
FINAL DECISION PENDING



SPEAKING

WORLD



MAP n' SHARE



Audio Buddy



Audixx



Audio Share



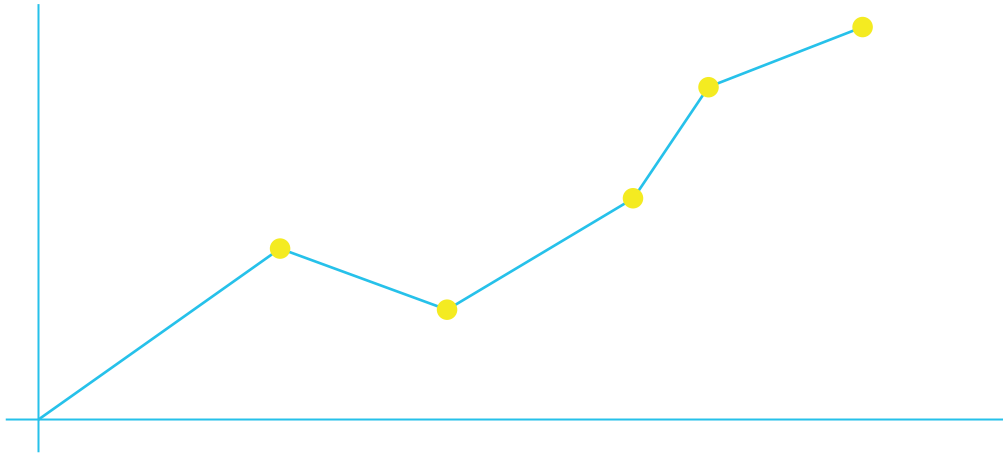
YouVoice

THE BUSINESS CASE



THE REVENUE MODEL

A WIN-WIN-SITUATION FOR ALL STAKEHOLDERS



Museums, Environment protection organizations, shop owners, etc. pay a yearly **Hosting Fee** for their audio files. This content is **FREE** for users.

The hosting fee is dependent on the number of audio files as well as the total of audio minutes.

By default a user will pay \$0.03 per audiomminute. 60% of this revenue goes to the content provider, 40% to the APP provider.

This revenue share provides the required incentivization for experts (tourist guides, historians, etc.) to make the platform attractive.

Local businesses can place audio ads for selected audio recordings: For the user the audio files with ads are **FREE**.

Local businesses such as hotels, restaurants, shops, etc. can select audio files for audio ad placement; the ad budget depends on length of audio ad. Revenue share between content provider / APP provider remains the same.

COMMERCIAL USE CASES (1/8)

CITY TOURISM, SIGHT SEEING

Tourists are willing to pay for Audio Guides.
It is common to purchase a downloadable
Audio Guide APP per City (all content offline).

***Relevance of City tourism: Hongkong (visitors
per year: 28m), London (17m), Bangkok (16m),
Berlin (12m), Hamburg (12m), Munich (7m)***

Willingness to Pay



Revenue Potential





COMMERCIAL USE CASES (2/8)

MUSEUMS, ART GALLERIES

Visitors of museums readily pay for audio guides in museums, which are basically hardware devices of their own (invest per single device for museums: ~ \$150).

The APP will have features that allows museums to sell audio guide LOGIN's at a price of their choice. The museums pay a rental fee / Hosting fee.

Willingness to Pay



Revenue Potential



COMMERCIAL USE CASES (3/8)

LOCAL HERITAGE

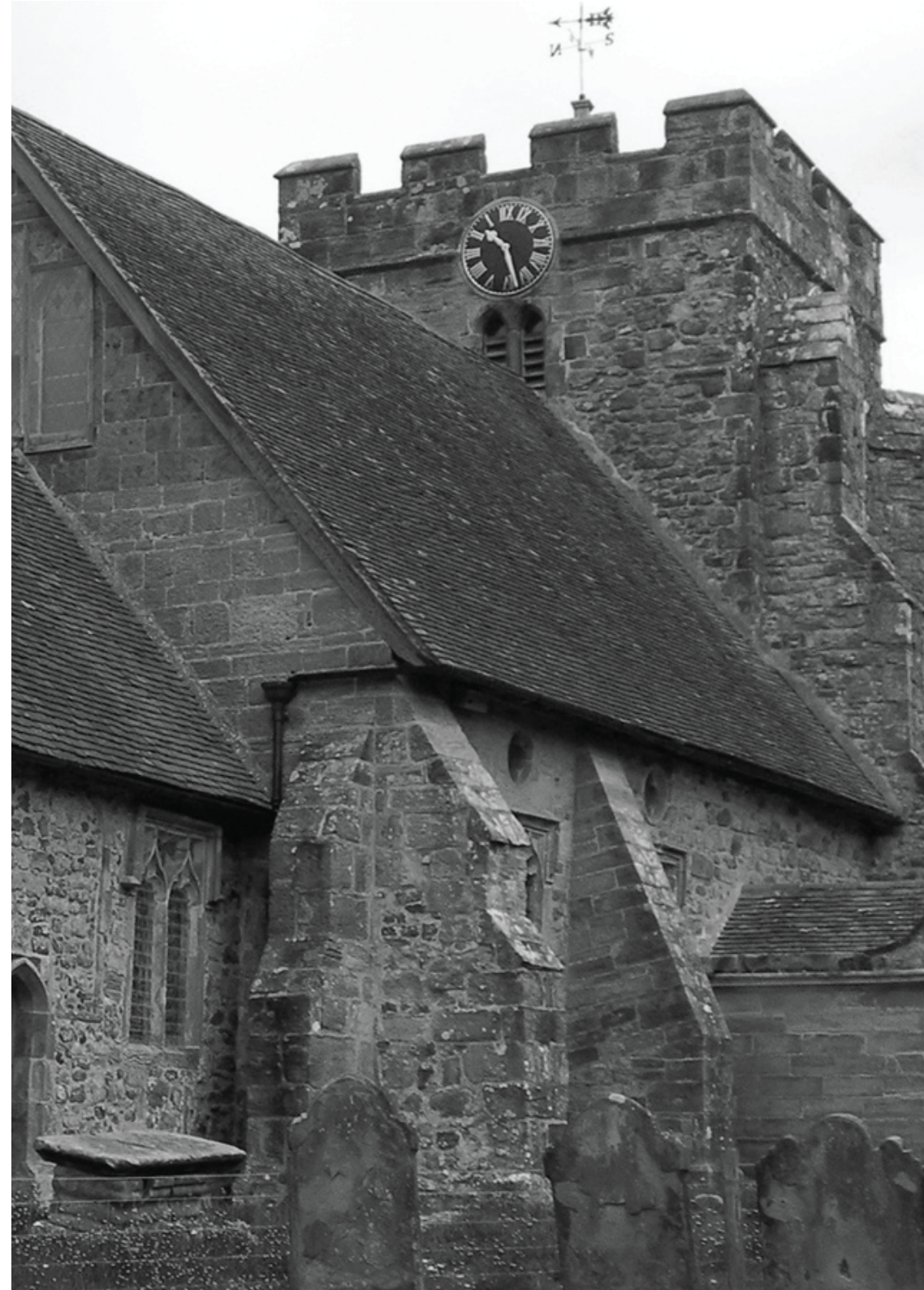
Easy-to-create Audio Tours can give local tourism in small and mid-sized cities a boost. Additionally, demand would come from proud local patriots:

Conveying knowhow on local heritage is a challenge by nature. Easy-to-produce and easy-to-consume Audio Tapes is a Game Changer.

Willingness to Pay



Revenue Potential





COMMERCIAL USE CASES (4/8)

NATURE WALKS, BOTANICAL GARDENS
AND ZOOS

Demand for Audio Guides in Botanical Gardens and Zoological Gardens follows the same logic as in Museums and Art Galleries.

Moreover, Environment Protection Agencies are interested in Audio Tapes that allow for a new kind of (technology-based) nature experience.

Willingness to Pay



Revenue Potential



COMMERCIAL USE CASES (5/8)

BUSINESS EVENTS, PRIVATE EVENTS

For the sake of convenience many newspapers offer articles in Audio format. This convenience can also be offered to visitors of business events:

Presentation of Conference Agenda, a read-out bio of key speakers, Welcome message by the organiser, etc.

Willingness to Pay



Revenue Potential





COMMERCIAL USE CASES (6/8) FABRICATORIES

Instructions related to specific machines are usually conveyed mouth-to-ear to workers. Here is where Audio Tapes prove to be efficient:

*Giving general instructions/advice in different languages (foreign workers).
Instructions specific to a day, that a manager can record and upload.*

Willingness to Pay



Revenue Potential



COMMERCIAL USE CASES (7/8)

SHOPPING

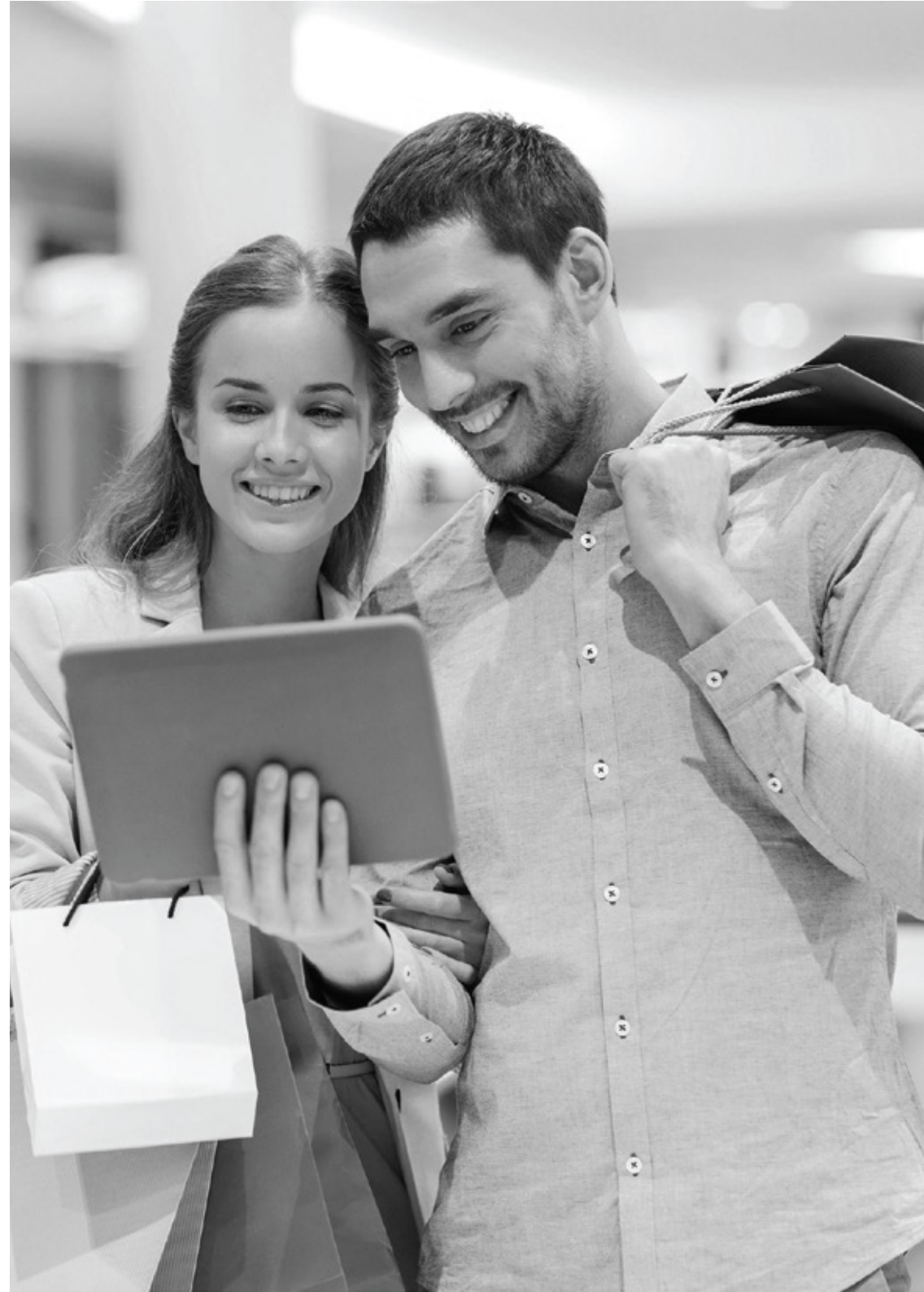
What if you could get a comfortable explanation for products such as cars, tablets, camcorders and more – while listening you can touch the product and play around with it?

Shop owners pay for hosting a library of audio files that shop visitors can browse easily.

Willingness to Pay



Revenue Potential



COMMERCIAL USE CASES (8/8)

AIRPORTS, HOSPITALS, MALLS

How does the registration procedure work in a hospital? What about a brief on doctors in a hospital? And for staff of a building: Instructions of A/C or similar devices can be provided via audio.

Operating companies pay for hosting a library of audio files that visitors / staff can browse easily.

Willingness to Pay



Revenue Potential



ROADMAP

DEVELOPMENT & MARKETING

COMPLETED			
3 MONTHS	PHASE I	PROTOTYPING & PROOF OF CONCEPT <ul style="list-style-type: none"> • Prototype Development • Refinement of Concept, Talks with Target Group 	
5 MONTHS	PHASE II	APP DEVELOPMENT – MODULE CITY TOURISM <ul style="list-style-type: none"> • Mobile Devices: Android, iOS • Web Page Development • Capital injection required: \$130.000 	MARKETING & CONTENT CREATION <ul style="list-style-type: none"> • Initial Content: 120 Audio minutes for TOP 10 German Cities [in English, German, French] • Required budget: \$11.000
3 MONTHS	PHASE III	App Development – Indoor Module <ul style="list-style-type: none"> • Mobile Devices: Android, iOS • Capital injection required: \$60.000 	Marketing, Content Creation, Pilot Projects <ul style="list-style-type: none"> • Marketing Campaign, German • Required budget: \$30.000 • Pilot Projects with Cities, Environment Protection Agencies
3 MONTHS	PHASE IV		MARKETING & PILOT PROJECTS <ul style="list-style-type: none"> • Pilot Projects with Museums, Art Galleries, Event Management Agencies, Shops, etc.
	PHASE V	APP DEVELOPMENT <ul style="list-style-type: none"> • Adjustment to new language requirements 	ROLL-OUT TO FRANCE, US, UK, ITALY <ul style="list-style-type: none"> • Generation of Initial Content • Marketing Campaign

REVENUE GENERATION

EXAMPLE: CITY TOURISM, TOP 5 CITIES IN GERMANY

With more than 30m tourists Germany is one of the TOP tourist destinations. It's a high-income country. It is a market well-known to us. Germany is our Best Choice for Go-Live of the APP.

CITIES	VISITORS/YEAR	AUDIO MINS	PENETRATION RATE: X VISITORS OUT OF 1000			REVENUE in US-DOLLARS		
			YEAR 1	YEAR 2	YEAR 3	YEAR 1	YEAR 2	YEAR 3
Berlin	11,900,000	90	0.10	1.50	10.00	1,285	19,278	128,520
Hamburg	12,000,000	90	0.10	1.50	10.00	1,296	19,440	129,600
Munich	7,000,000	90	0.10	1.50	10.00	756	11,340	75,600
Frankfurt	4,800,000	90	0.10	1.50	10.00	518	7,776	51,840
Cologne	3,300,000	90	0.10	1.50	10.00	356	5,346	35,640
						4,212	63,180	421,200

EXPLANATION TO THE DATA TABLE

- Total bill @ 90 consumed audio minutes: \$2.70 [Cost per audio minute: \$ 0.03]
For comparison: a single Starbucks Latte in Berlin is \$5.28
- Assumption for year 1: One out of 10.000 visitors use the APP; year 3: One out of 100 visitors
- In Year 3 revenue in the TOP 5 cities in Germany ALONE is \$420,000

REVENUE GENERATION

EXAMPLE: MUSEUMS, GERMANY

There is a total of 6.400 museums in Germany with more than 112 million visitors per year.

	YEAR 1	YEAR 2	YEAR 3
Estimated share of museums without Audio Guide	70%	70%	70%
Absolute number of museums without audio guide	4,460	4,460	4,460
Penetration rate for institutions w/o Audio Guide	0.50%	0.75%	5.00%
Number of museums using the APP FEATURES for Museum	22	33	223
Hosting Fee for Audio Guide	750	1,500	1,500
Revenue in US-Dollars	16,727	50,180	334,530

EXPLANATION TO THE DATA TABLE

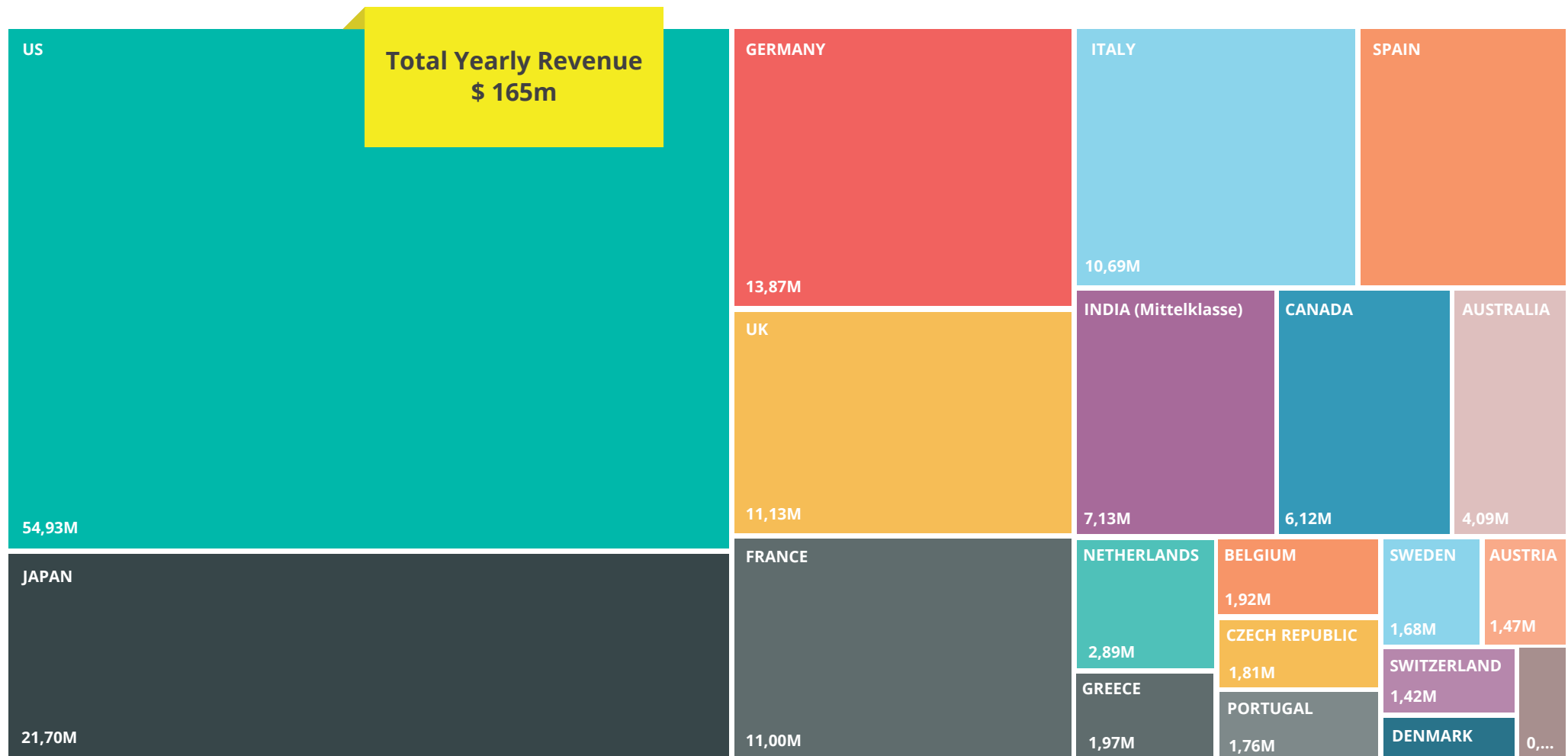
- Conventional Audio Guides are costly: Incurred personal costs include recharging, maintenance management and the process of lending out. Hardware investment amounts to \$150 for a single Audio Guide including maintenance costs.
- The MUSEUM FEATURE of the APP doesn't require hardware investments.
- The business case considers only museums that don't have an Audio Guide today. The yearly Hosting Fee for Museums is \$ 1,500 in year 3.
- By selling tickets for museums museums can generate extra revenue.

BUSINESS PLAN

THE REVENUES IN YEAR 5 ...

We've picked 20 countries, made the following assumptions:

- 10% of the population aged 15-60 consumes 20 audio minutes per month (monthly cost: \$ 0.6)
- Assumptions for India: Middle class only (250m, of which 10% users), Cost / minute: \$ 0.005)

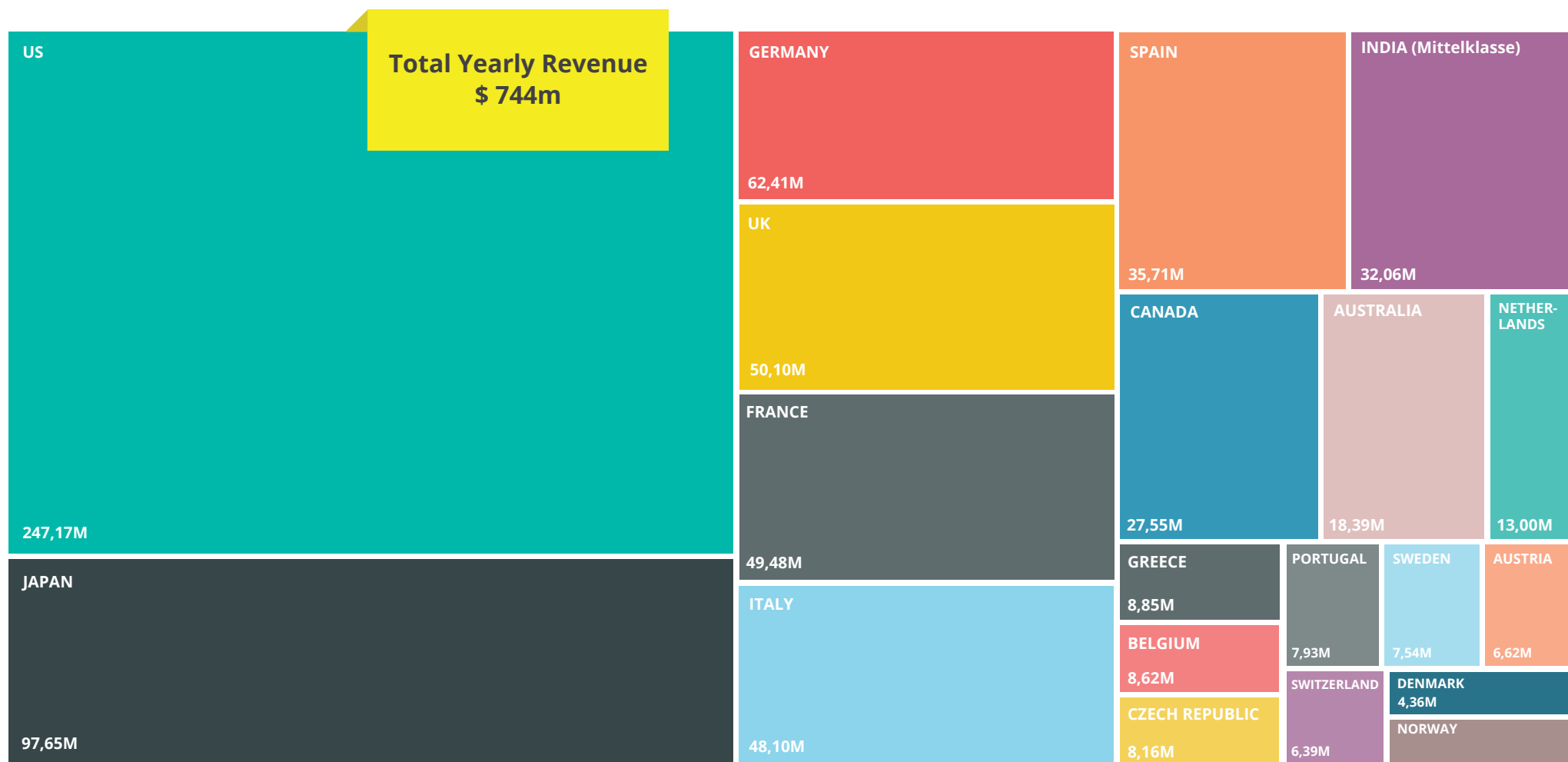


BUSINESS PLAN

THE REVENUES IN YEAR 5 ...

... with a few adjustments of the assumptions:

20% of population consumes 45 audio minutes per month (monthly cost: \$ 1.35)



THE COMPETITIVE LANDSCAPE



COMPETITIVE LANDSCAPE

AVAILABLE APPS WITH A
SIMILAR TARGET MARKET

www.detour.com

- + Feature „location awareness“
- + Upload by Individuals & Professionals
- No Upload via APP (only Website)
- Very poor coverage, only a single audio recording available for Berlin. General audio file on Berlin, not location-specific
- APP is focused on lengthy audio files of reportage character (single audio file on Berlin: 45 minutes)

www.geotourist.com

- + Feature „location awareness“
- + Upload by Individuals & Professionals
- No (financial) incentive for experts to transform knowhow into audio content. No reward, except „brand building“
- Very poor coverage, not a single recording for Paris, only 3 audio recordings available for Berlin, only few available for London (which is head office location of the APP developer).

COMPETITIVE LANDSCAPE

AVAILABLE APPS WITH A
SIMILAR TARGET MARKET

www.izi.travel.com

- + Good design, many features
- + Upload by Individuals & Professionals
- No incentivization of Content providers to transform expert knowledge into audio content (weak content strategy).

www.citiestalking.com

- + „Location awareness”: audio is triggered when you approach each point of interest
- No upload by individuals. APP content is prepared by professionals. APP content will be downloaded on purchase of APP (Offline Content).
- APP's available only for TOP tourist destinations: London, Paris, Pragues, Istanbul, etc.

COMPETITIVE LANDSCAPE

ANALYSIS OF OUR STRENGTHS & OPPORTUNITIES



COVERAGE OF USE CASES & SPILL-OVER EFFECTS

Existing APPs have a focus on City Tourism & Museums. That's niche markets of location-specific audio content.

We are convinced that users want ONE app for all location-specific audio content, for simple convenience. Additionally, from a Marketing point of view, there are Spill-Over effects from one area of use to another.



CONTENT STRATEGY & INCENTIVIZATION

The provider with the richest content offering will prevail. Existing APP's fail to provide sufficient incentive for experts to create such content.

We consider it a major advantage over existing APPs that content providers get the lions share of earnings – while at the same time keeping costs for users low and in sync with their paying willingness



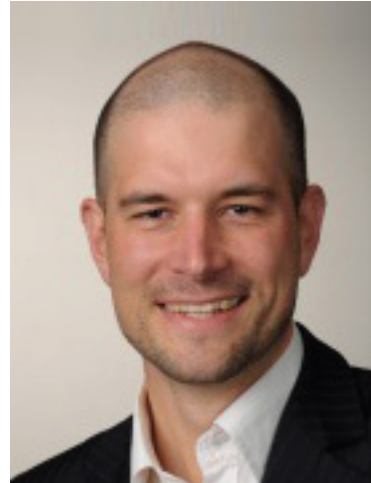
MARKET SIZE & GROWTH OPPORTUNITIES

For the reasons provided before the market for audio content will undergo exponential growth dynamics. It is safe to assume that such big market will provide room for growth of several players.

OUR VISION

BECOMING THE YOUTUBE
FOR LOCATION-SPECIFIC
AUDIO CONTENT





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