

CityMob

Company Presentation

München, April 2007

Agenda

- Presentation of CityMob
- UnternehmerTUM
- CityMate Mobile
 - What it's all about
 - Operating platform CRM
 - Positioning and USP's
- Contact

The CityMob Project

About Us

What do we do?

- CityMob is a software provider for mobile applications, offering complete solutions tailored to customer needs.
- CityMob is an international publisher, developer and distributor of mobile applications.
- Our target group is the fast growing casual user market, with a focus on the mobile phone user aged 16-33.

What's our USP?

- We focus only on the specific niche market of city content providers, with high growth potentials.
- Our in-house developed applications guarantee top quality user experience and high involvement.
- We are also part of the advanced technology network at the Technical University of Munich and Norwegian University of Science and Technology



Main Partner UnternehmerTUM

Summary

- UnternehmerTUM GmbH is the centre for entrepreneurship at the TU München
- The company is an independent, non-profit making, private, limited company as well as an associated institute of the university.
- UnternehmerTUM consists of a professional team of over 30 members.



Collaboration Partners

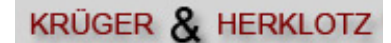
Universities:



Companies:



Others:

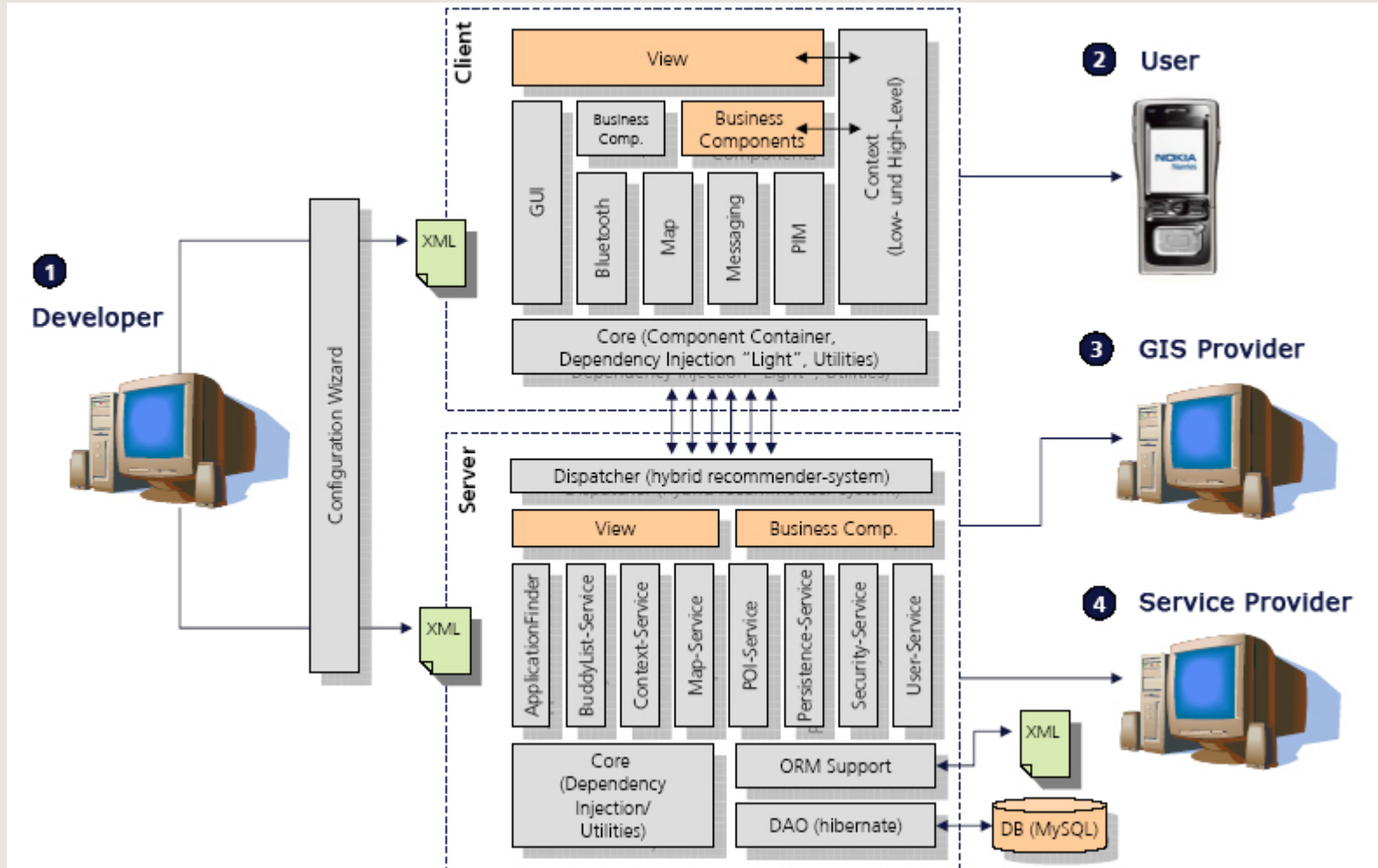


Our Technology

Our technology is based on a framework which consists of several modules that can be put together easily and quickly into a mobile application (J2ME program). Different modules could be: location based service, friend finder, buddy list, virtual post-it, weather forecast, but also classes such as GUI, Bluetooth and maps.

- The client - architecture is based on Java 2 Micro Edition
- The server- architecture is based on the Spring-Framework
- SOAP and HTTP are used as communication protocols between client and server

Our Technology



Today's Status

- We have already conducted four different types of market surveys:
 - Quantitative, a survey which appeared in paper form and on the Web, which asked questions that were to be ranked between 1 and 10.
 - Qualitative, a survey in which we had deeper talks with different users.
 - Lead Users, a survey involving experts mapping future trends.
 - Company survey to investigate the need for our technology and find a penetration market.
- Results:
 - We are aiming for the city content market as a first approach.
 - The second approach will be to aim for other high growth markets such as major soccer teams, cinemas, and product marketing, e.g. promotion of new cars.
 - We will always look at the possibility of making our own products.

First Approach – City information providers

Background

Bringing several services together in one service increases the value for the end users. The idea behind our first approach is to tie a map function (location, path finding, point of interest) together with user rating services (restaurants, pubs) and happenings notifications (concerts, festivals, culture events) on a mobile application. Different community functions will also be implemented.

Target

- Make a network of city information based on different content providers' high quality information about e.g. restaurants, events, concerts, cinemas, maps, transport information and bring this information on mobile phones to end users, so they can access city information in all of the world's major cities.
- Through active marketing and viral effects, integrate the application into the end user's habits and make it a part of their everyday life. This means that people will use the application if they are out in the city trying to find restaurants, clubs, events, concerts, if they need location-based information or if they need to find transport information.



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CityMate Mobile?

Traveling

Friedrich is an active user of the CityMate application. This weekend he wants to go to Berlin. CityMob has a deal with a content provider there, so Friedrich just switches from Munich to Berlin and checks out the main events.

Restaurant

Karin is out shopping with her friends, but after a long day's walk they want to find a decent place to eat. She opens the CityMate application and gets information of a suitable restaurant according to her current position. By pressing the telephone-link in the information field, she reserved a table.

Community

Axel is planning poker night with his friends. He opens his CityMate application and posts a virtual post-it in the application. Later that day he checks the applications and sees that seven of his friends have confirmed poker night, two couldn't make it and 2 haven't answered yet.

The CityMob Project CityMate Mobile?

Out partying

Lisa and her friend are out partying, but now they want to move on to a new club. They start the CityMate application to search for clubs in their vicinity and to get answers to the following questions:

- Where is the hottest place to go tonight?
- Any special events?
- What places are close by?
- How do we get there?
- What kind of person typically goes there?
- Do they serve food?
- Where have my friends planned to go out tonight?
- Post events and broadcast messages to all their friends



The CityMob Project CityMate Mobile

CityMob software products consist of a city guide for people living in larger cities and also for travellers. The software has a focus on ease of use, minimum data transfer and on being a fast working application. Our software product is developed in close relationship with city content providers, end-users and experts. The software will be customized by our customer in the form of the application design and additional services such as maps, transport information, community and commercial. The design is developed by professional designers.



The CityMob Project Business Model

Free Download:

The user can download the application free of charge and pay only for data transfer.

Free use:

The user can use a partial working version of the product free of charge. The free version will include information about restaurants, clubs, cinemas and events.



The CityMob Project Business Model

Premium user:

For an extra 4,99€ a year, the user would be able to access extra functions such as: transport information, maps, and a commercial free application.

Commercial:

Special places will be reserved for commercials in the application.

- When loading
- Banners

Promotion:

Pre-installed businesses on favourites and search results. Also special event promotion.



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The Viral Effect

Tell-A-Friend

- The user can use the “Tell-A-Friend” function to send an SMS message to friends and acquaintances, and to tell them about CityMate Mobile
- If you send the application to 5 friends who register, you will become a premium user for free in 3 months and be able to win some kind of prize.
- Each mobile phone number can only be registered once.

The Viral Effect

- The logic behind the application means it automatically spreads itself.
- This enables new and large user potentials to be generated, which could not be displayed in the target group analysis.
- Hence, the spread of the product ultimately depends on word of mouth publicity, i.e. the communication between the consumers.
- This reduces the amount of cost spent on communication.

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Positioning and USP's

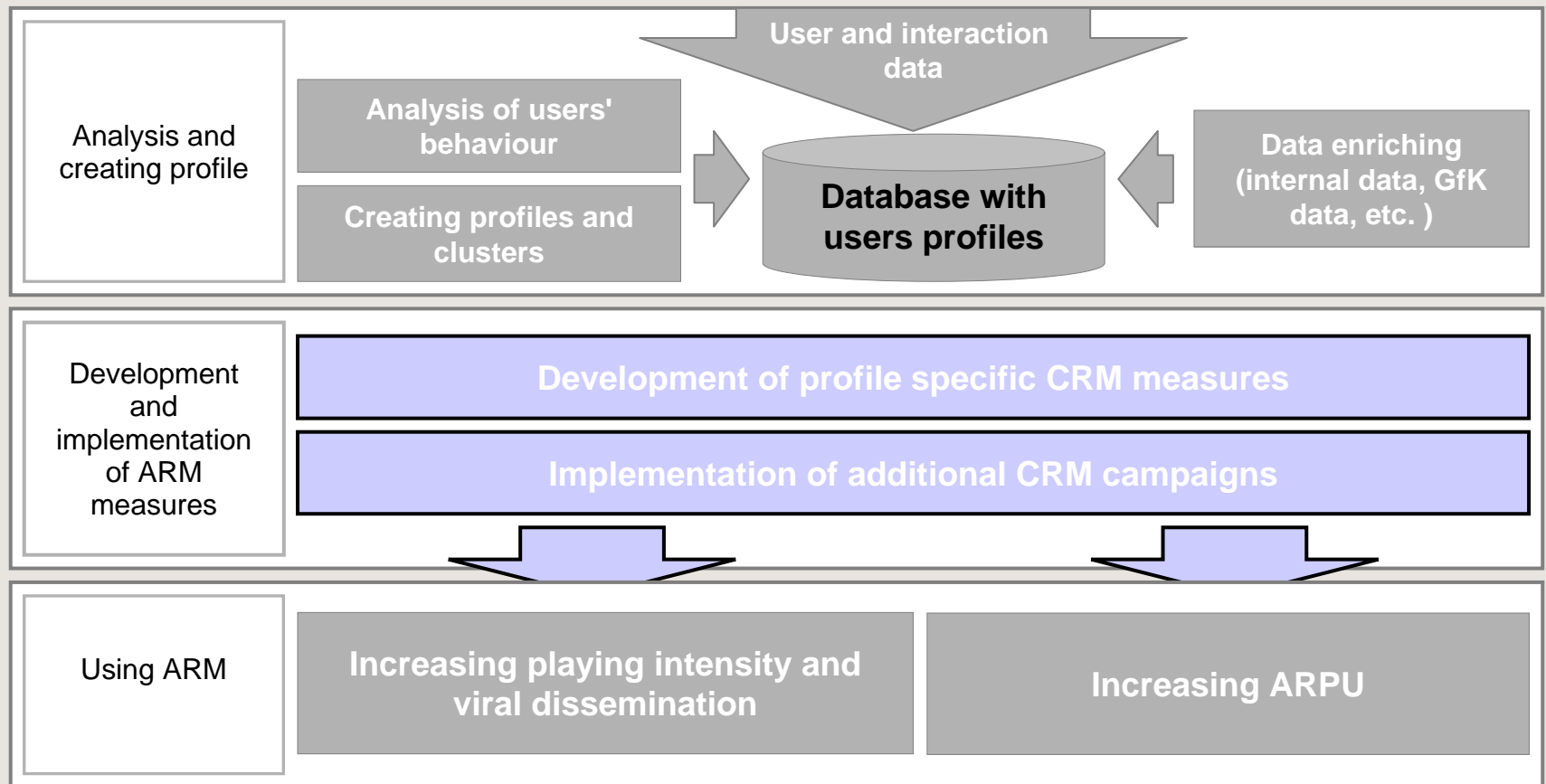
- CityMate is **NEW** as the first city guide for mobile phones for people living in larger cities
- CityMate is making it easier to **keep in touch** with your friend network and to make **new friends** with the same interests.
- **Simple, quick** and **intuitive** in use
- **Free of charge** but more useful with subscription
- **Transparent price model**
- **Low data transfer costs**



Operation/Platform/CRM

Customer Relationship Management

Implementation Strategy – Long-Term



The CityMob Project Examples Look & Feel



The CityMob Project Examples Look & Feel



Strategy/Vision

- Be a market leader in the development of mobile software applications
- Be ahead of new technology
- Have a international network of clients and partners
- Always be looking for new markets and ideas
- Have a strong collaboration with the technical network at NTNU and TUM
- Develop our own products

Innovative and Trustful



CityMob®

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