Business Summary

BuildingLayer is a collaborative map of the indoor world. What Google Maps does for roads, we do for hallways. Our browser-based tools make it easy for anyone to create and share maps. Through BuildingLayer's API, we provide the cartography layer for indoor location-based services.

The Problem

• People get lost inside buildings, spend 80% of their lives indoors.
• Static (paper) maps become outdated quickly and are not searchable.
• Google Maps and other digital map providers only have outdoor cartography.
• Indoor Positioning technology (like GPS, but works indoors) will be widespread in next 1-2 years, driving growth in demand for indoor maps for mobile app use.

The Solution

• BuildingLayer – crowdsourced indoor map database.
• Community of volunteer cartographers create and share indoor map content.
   o Similar communities already power OpenStreetMap and Google 3D Warehouse.
• API allows software developers to create location-based applications on top of indoor map content.
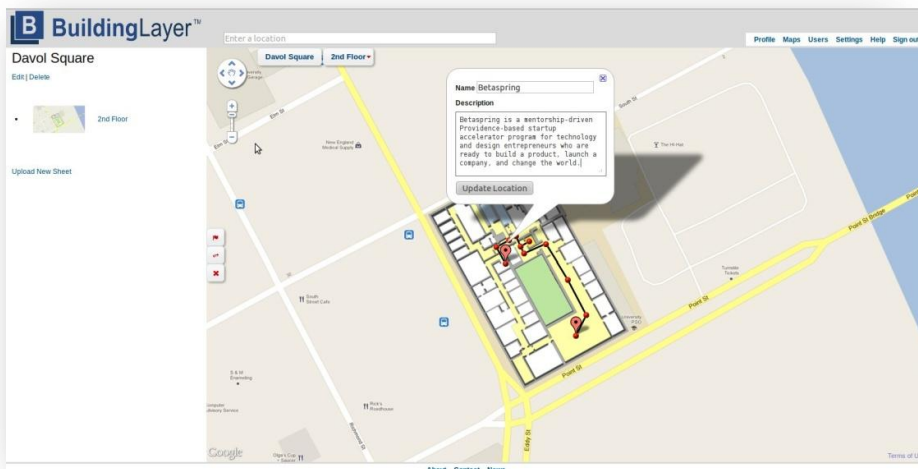   o Developers already use Google/Bing/OSM Map APIs for outdoor location-based apps.

The Opportunity

5 M commercial Buildings in US	<1% indoor spaces mapped so far	60% of smartphone owners rely on location-based apps	Money in maps: Navteq (outdoor maps) acq. by Nokia for $8B

• Navigation: spending on wayfinding aids will increase as funding is increasingly tied to Customer Experience scores.
• Mobile: more than 1/3 Americans have location-aware smartphone.
• Targeted advertising : for Over 200 million people use Google maps every month.
• Commerce: most retail purchases are made while consumers are indoors.

How we make money

• Service fees from Indoor Map API
        o Software developers pay monthly fee to use maps in their apps.
• Advertising revenue from self-branded mobile application.
        o Free to users.
• Enterprise sales of whitelabel applications to large venues & special events.
        • Hospitals, airports, college campuses, shopping malls, convention centers.

Indoor Map Apps

Investment Capital

Raising:
   $500,000
Previous funding sources:
   KSTC - $30K, KHIC – $6K,
   Betaspring - $20K, IDEA State U – $4K
Funding uses:
   Software development, Sales & Marketing

Map Creation Interface

Deliverables

 Within 18 months –
• Sell wayfinding applications to strategic enterprise customers to grow brand.
• Acquire over 1,000 map contributors for map creation community.
• Crowdsource 10,000 indoor maps.
• Acquire first 100 API customers.

Management Team

Nick Such, CEO – Human transportation & CAD guru. Led team that designed & raced solar-powered cars. Former GE, Toyota, VC intern. In 2011, Nick turned down admission to Stanford's MBA program to run BuildingLayer.

Brian Raney, COO – Founder & CEO, APAX Software. (web and mobile app development). Founder, Awesome Inc. Young Entrepreneur of the year, Lexington, KY. Brian brings C-level startup experience to drive the sales, marketing, and financial aspects of BuildingLayer.

Nolan Lancaster, Chief Technology Officer – Web framework and geo database expert. Nolan's responsibilities with BuildingLayer extend from code writing and version control to directing the development of our map creation interface.

John Kiffmeyer, Chief Scientist & Software Engineer - Computer graphics and multitouch interface specialist. Alum of Lexmark and Voltaic Commerce. With a background in CS and Computer Engineering, John always has his eyes on ways to port our maps to the latest platform.

Advisors

Randall Stevens – Founder, ArchVision, creator of RPC architectural CAD content standard.

Sean Moss-Pultz – Founder of OpenMoko, mobile device company built on top of open-source community.

Keith Ringer – Founder of MetroMojo, early location-based social network with 500k+ users, venture funding, ad revenue.

Financial Model

	2011	2012	2013	2014	2015	2016
Metrics						
API ($49/mo)	0	100	500	2,000	5,000	10,000
Ads ($0.20/mo/user)	0	2,000	50,000	250,000	1,000,000	2,500,000
Apps ($20k each)	2	5	10	0	0	0
Contributors	100	1,000	2,000	10,000	20,000	30,000
Mapped buildings	1,000	10,000	50,000	250,000	500,000	1,000,000
Financials						
Revenue	40,000	163,600	614,000	1,776,000	5,340,000	11,880,000
Expenses	65,000	294,000	904,000	1,332,000	1,866,000	2,300,000
Operating Income	(25,000)	(130,400)	(290,000)	444,000	3,474,000	9,580,000
Cash Flow						
Operating	(25,000)	(130,400)	(290,000)	444,000	3,474,000	9,580,000
Financing	60,000	500,000	2,000,000	0	0	0
Balance	35,000	404,600	2,114,600	2,558,600	6,032,600	15,612,600

Expected Earnings

Revenue By Sources

Assumptions
• API fees will vary based on usage levels, but will average $49/month/customer
• Targeted ads in free mobile app will yield $0.20/month/user on average
• Direct sales of apps to enterprises will cease after API and Ad revenue reach scale