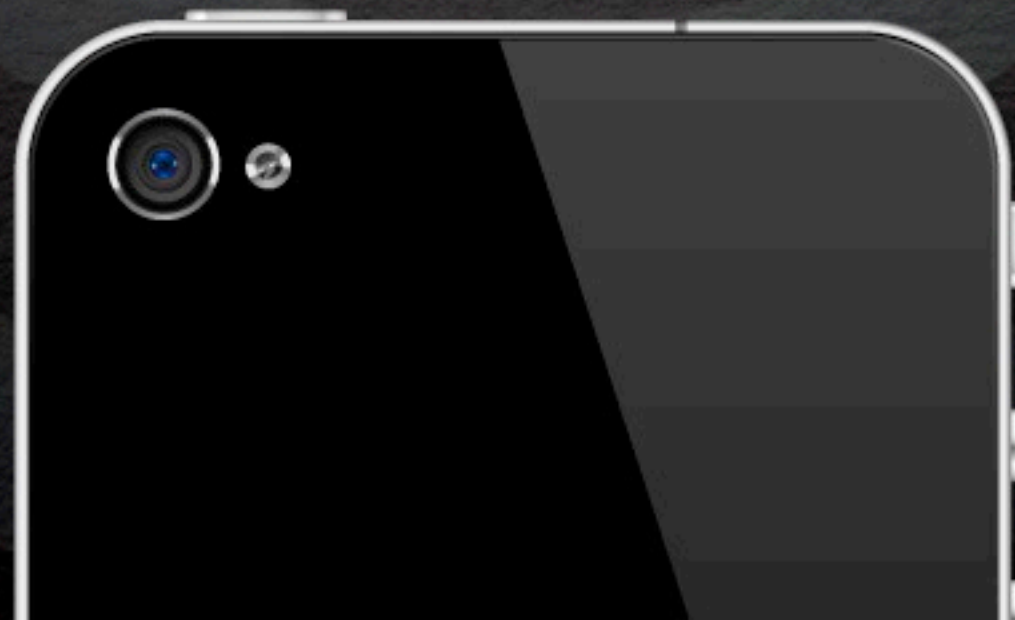




Sell more through
photo recognition





Summary

Product

Build **photo recognition mobile** app
(call to action) with www.recognize.im

Usage

To sell products through **photo recognition**

Markets

TV, Publishers, Retailers, Marketing Agencies,
Pharmaceutical, eCommerce

Traction

9 000 000 pictures, 125 000 scans / monthly

Team

People with exits and IPOs experience,
former IBM engineers

Offices

Poland (Warsaw), USA (Dallas)

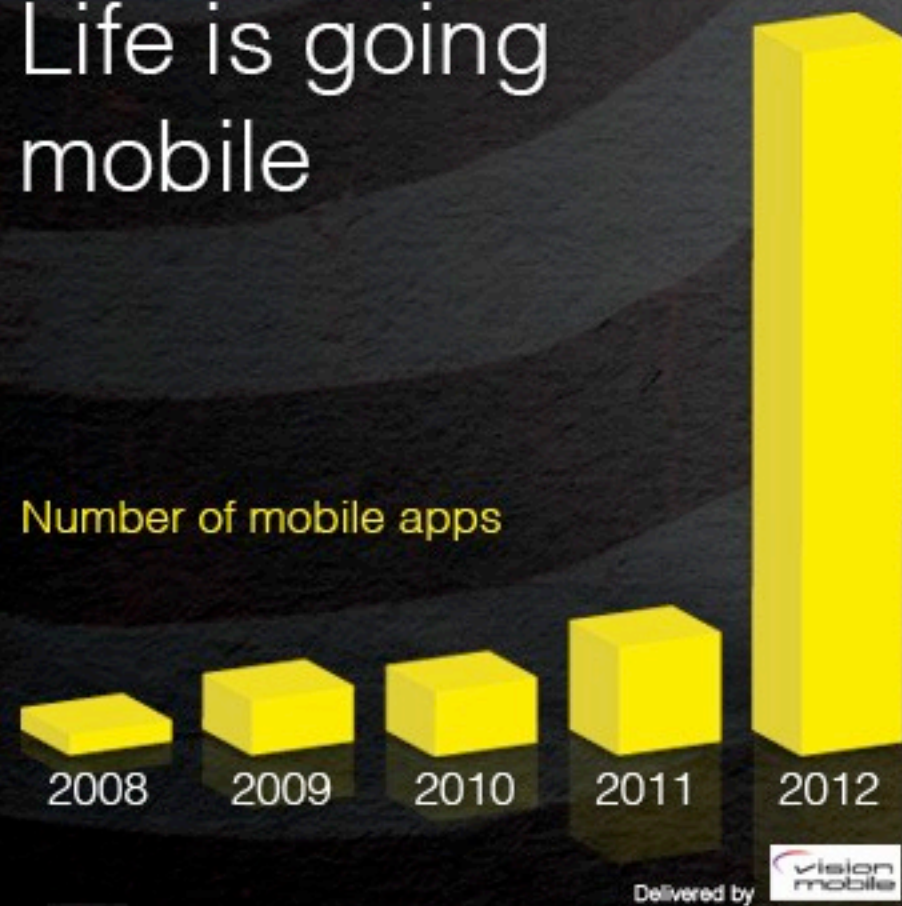


trend

The trend:

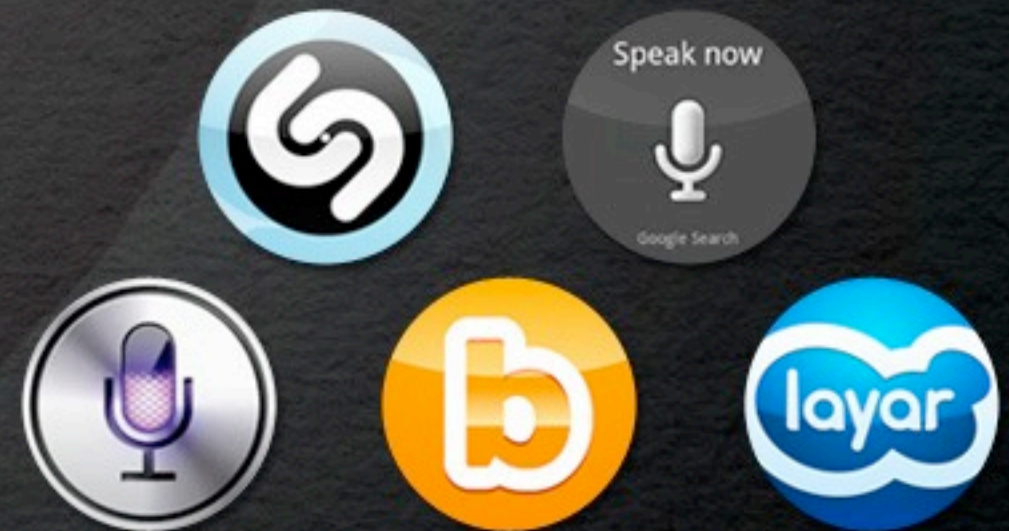
Life is going mobile

Number of mobile apps



The trend:

No keyboard required





trend proofs



Don't type,
talk to me



Don't search,
**I will recognize
music for you**

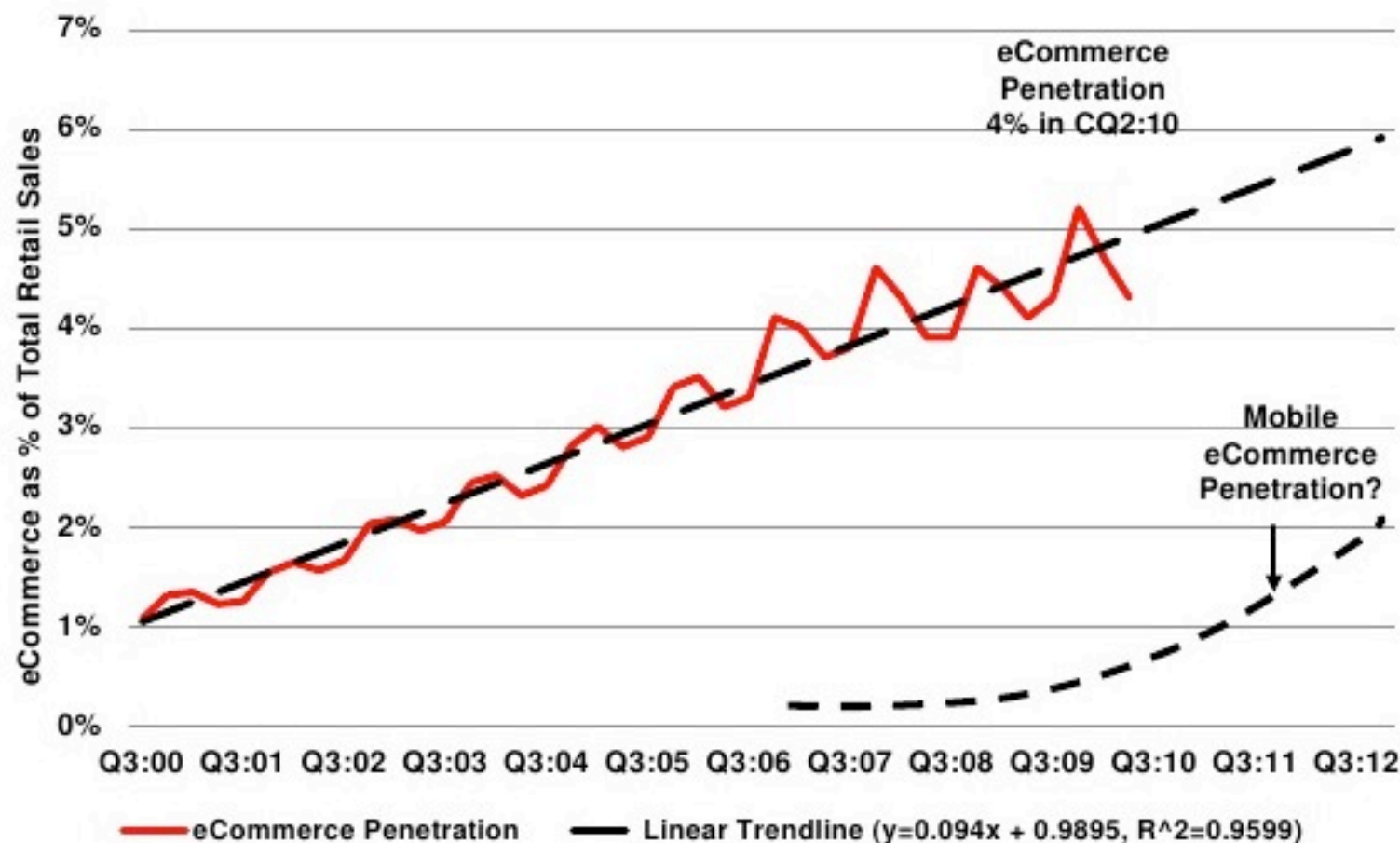


Don't search,
**I will recognize
image for you**



mobile commerce

USA eCommerce % Share⁽¹⁾ of Total Retail Sales, CQ3:00-CQ4:12E



mCommerce grows faster than eCommerce used to



problem



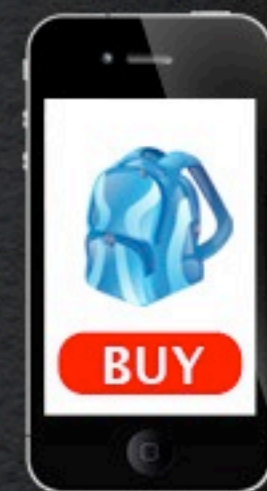
Today companies have to abandon their own mobile apps and join Layar, Blippar, Aurasma (or other) to **use photo recognition to increase sale.**

Joining Layar, Blippar, Aurasma (or other) doesn't promote your own application.

Downloads don't go to you. They go to Layar, Blippar and Aurasma.



solution



You don't have to join Blippar, Layar or other.
You can have **photo recognition** in your own app.

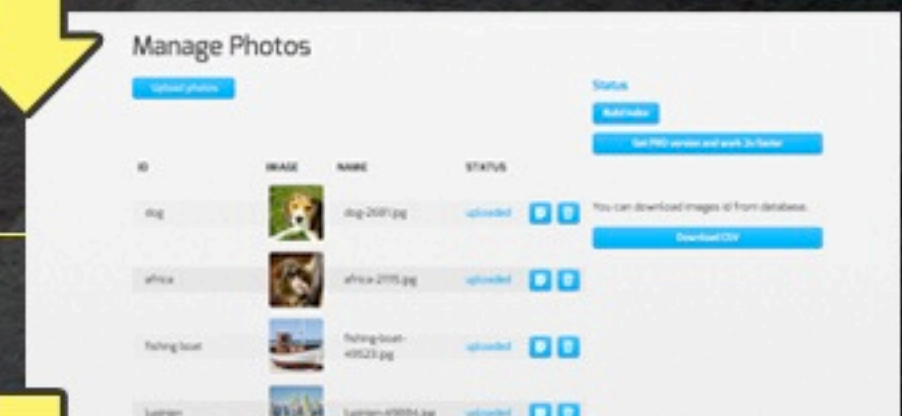
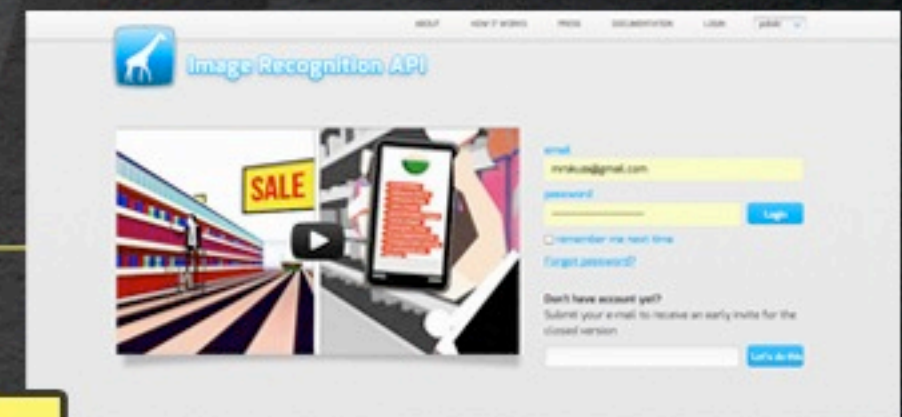
Use recognize.im



solution

WWW.RECOGNIZE.IM

- 1 **log in**
- 2 **upload** photos
- 3 **download** ready to go **photo recognition** app





awareness strategy



blogs for mobile
developers



direct communication
- mobile softwarehouses



internet forums



facebook, twitter
(social media)



meetups, barcamps,
conferences

WWW.RECOGNIZE.IM



saveup, art4note
mobile developers
communication



hackathon
online



advertising:
adwords,
sevicees for
developers



Q&A services:
stackoverflow,
quora



go to market

MOBILE DEVELOPERS working for the following markets:





go to market

CMOs working for the following markets:

TV

marketing
agencies

publishers

1 600 000

chief marketing officers

eCommerce

retailers

pharma-
ceutical



market size

● every printed magazine

every printed logo
every printed billboard
every TV commercial
every TV show
every retailer leaflet

● every person watching TV

every person looking at billboard
every person looking at logo
every person reading magazine
every retailer customer



market size

1 900 234 000

pictures / monthly

600 000 000

scans / monthly



\$81 007 020 monthly

\$972 084 240 yearly



business model



PRO version

monthly fee: 29.00€ net
scans limit: 10000 scans/month
photos limit: 1000 online photos



FREE version

monthly fee: 0€
scans limit: 100 scans/month
photos limit: 10 online photos

business



traction

apps
examples

billboard
shopping

Click to
watch video



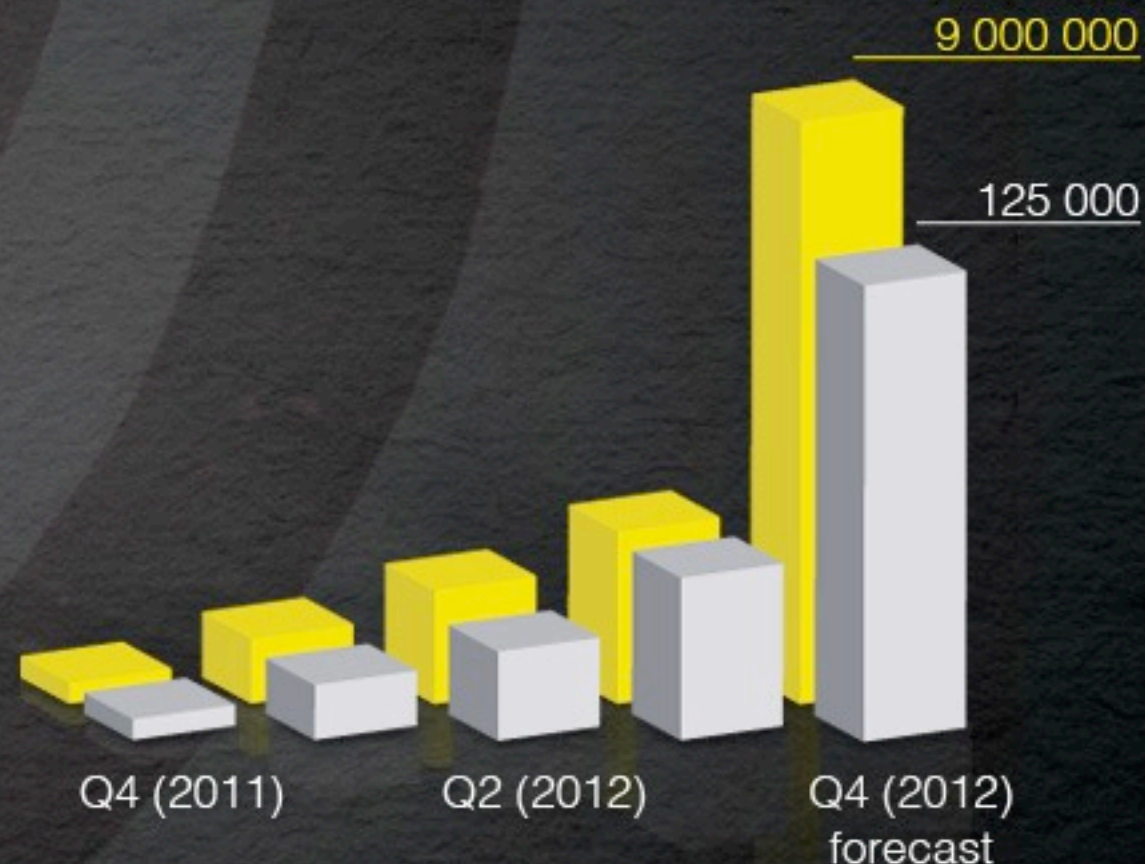
Click to
watch video

shopping
magazines

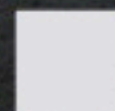


Click to
watch video

retailers



number of pictures uploaded by developers



number of scans made via mobile apps



Do people scan?



**200 000 IMAGE SCANS PER WEEK
FROM THIS ISSUE OF NUTS**



team, investors & advisors



Arek Skuza

CEO and founder,
founded 4 companies before,
2 exits, basketball, travel.



Piotr Wilam

Advisor, founded biggest
polish portal Onet.pl, founded biggest
polish book publisher, 2 exits.



Bartek Gola

Board Member,
15 years managing experience,
IPO maker, 3 exits, wine expert.



Rafał Han

Advisor, business angel,
6 investments, 4 exits, travel.



Jakub Jurkiewicz

Photo recognition team leader,
former IBM engineer,
PH.D., wine expert.



Stephane Senkowski

Advisor, experienced CEO
and Managing Director,
big enterprise and technology,
France, Wine, Food.



Wojtek Radomski

CTO, programmer
with people management skill,
quad rider.





awards



AWARD WINNER
Thessaloniki
31 May & 1 June 2012

start**up**fest.pl
WINNER



STARTUP WEEK
the european startup festival
FINALIST

TEDISRUPT
STARTUP ALLEY

POZnań
workshops

Komputronik
TECHNOLOGIE ALTRA



thank you



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twitter: [@mrskuza](https://twitter.com/mrskuza)

#thankyou