Summary

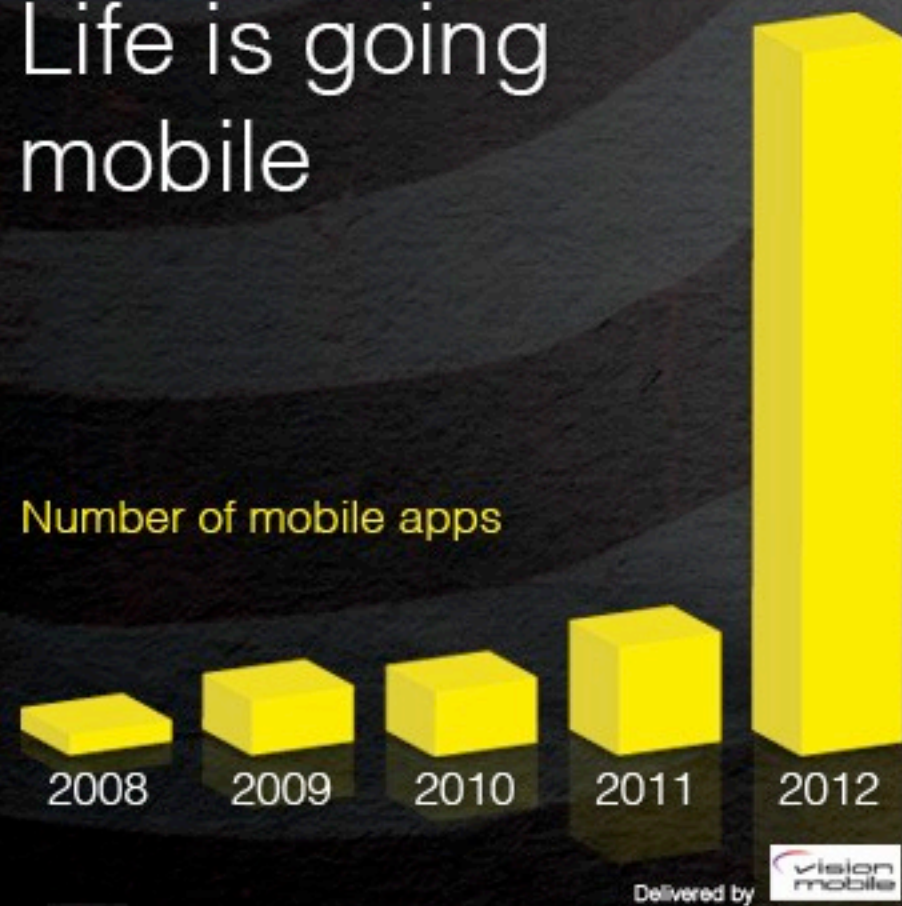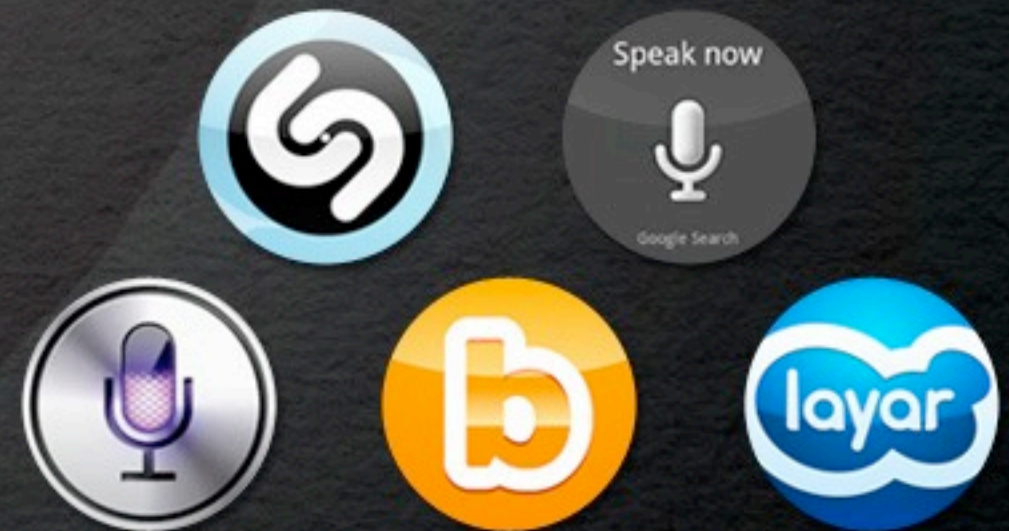|	
Product	Build photo recognition mobile app (call to action) with www.recognize.im
Usage	To sell products through photo recognition
Markets	TV, Publishers, Retailers, Marketing Agencies, Pharmaceutical, eCommerce
Traction	9 000 000 pictures, 125 000 scans / monthly
Team	People with exits and IPOs experience, former IBM engineers
Offices	Poland (Warsaw), USA (Dallas)

trend

The trend:
Life is going mobile

Number of mobile apps

2008   2009   2010   2011   2012

Delivered by vision mobile

The trend:
No keyboard required

Speak now

Google Search

layar

![trend proofs logo]

trend proofs

Don't type,
talk to me

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

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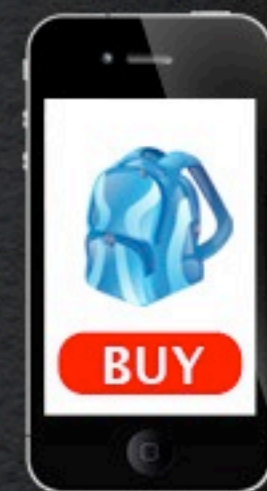image for you**

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

www.recognize.im

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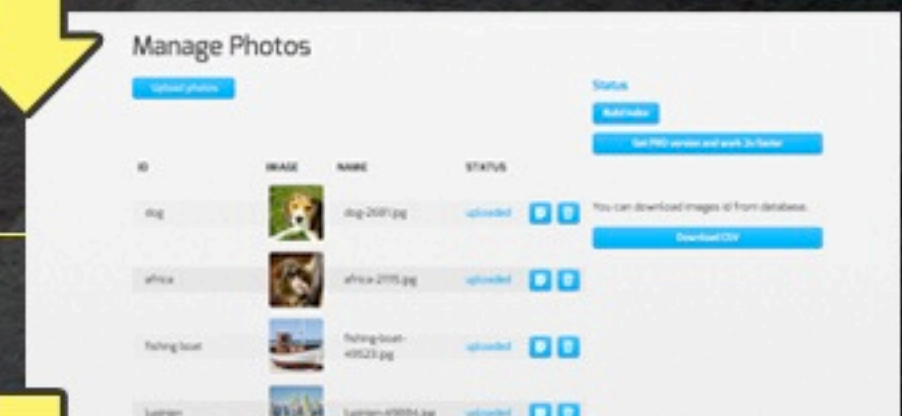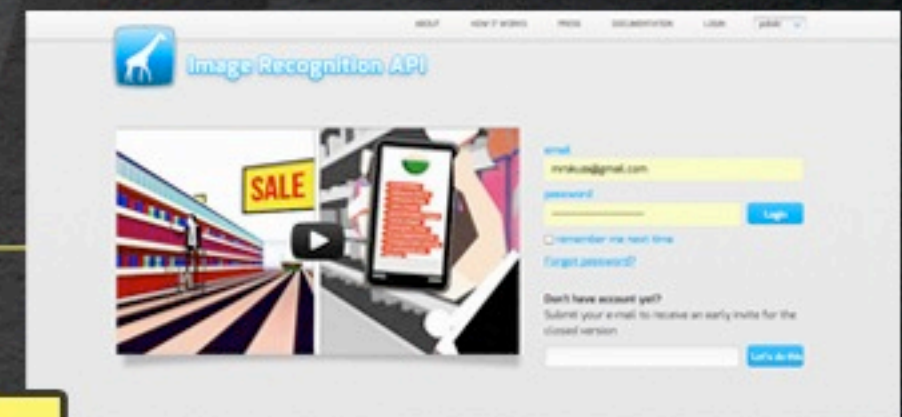You can have **photo recognition** in your own app.

Use recognize.im

Source: Distimo

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

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

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.

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

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

Wojtek Radomski
CTO, programmer
with people management skill,
quad rider.

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

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

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

innovation nest   SpeedUp
                         SEED FUNDING GROUP

thank you

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