iTraff Technology

founded in 2010

BEER → OBJECT RECOGNIZED

B2B SOLUTION
IMAGE RECOGNITION API

Recognize items by **taking a picture!**

Where you can use it?

Every printed object and TV commercial can become a store!
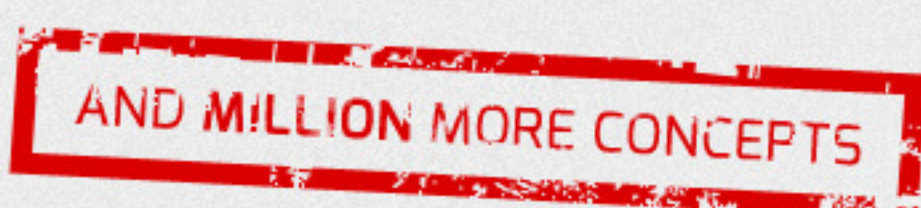**Problem:** People can't buy what they see.

Solution: Customers can take pictures and buy what they see.

Every book, magazine or TV commercial can have a deeper meaning!
Problem: Books, magazines and TV commercials have limited content.

Solution: Customers can take pictures and discover more information.

AND MILLION MORE CONCEPTS

Business model

Freemium.
User is charged per number of pictures and scans

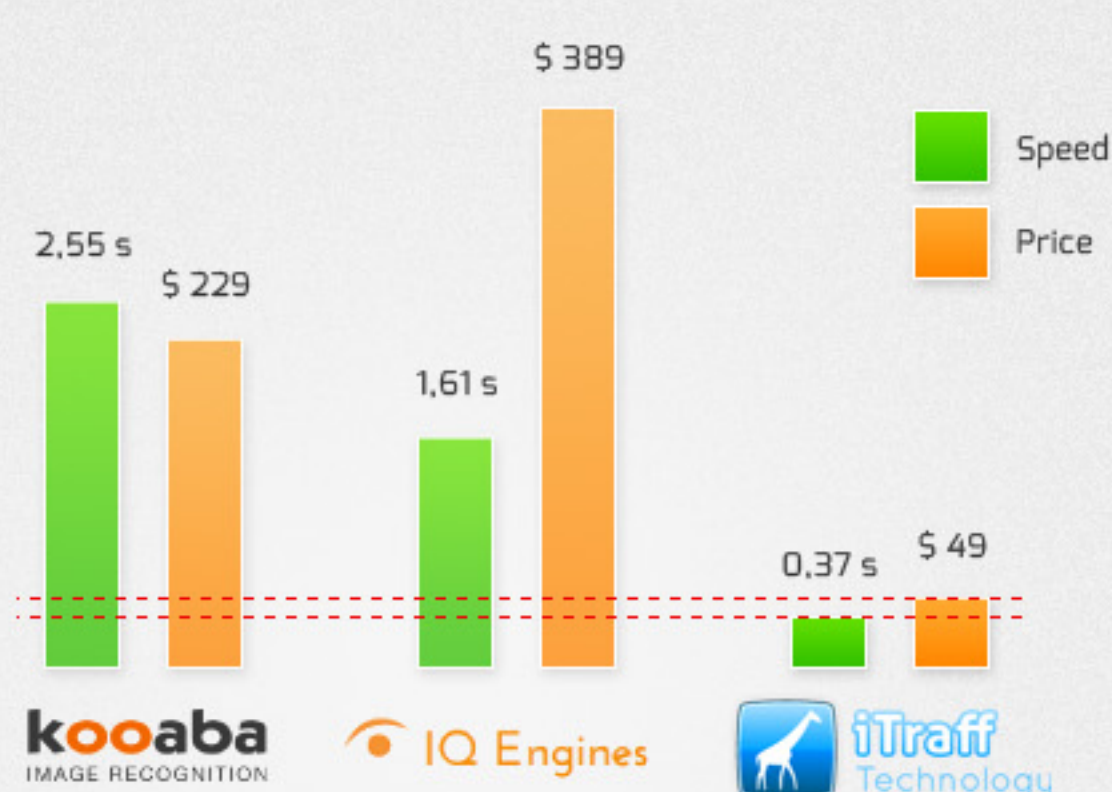recognize.im

Target Markets

TV companies | Publishers | Retailers

US Market Size:
$972 084 240

Worldwide Market Size:
$4 272 300 000

Source: American Journalism Report, TNS Media Intelligence, NUT, Layar
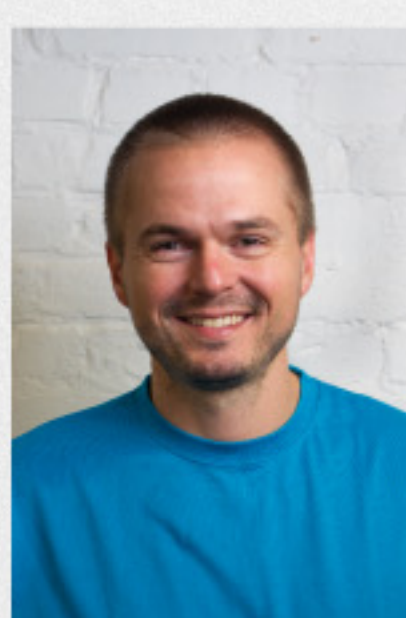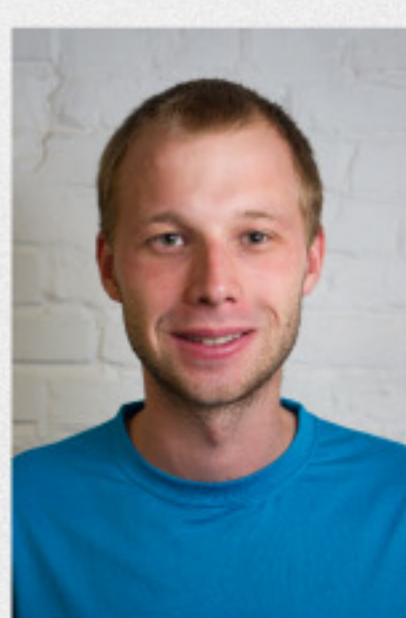
Why we are better than competition?

- Speed
- Price

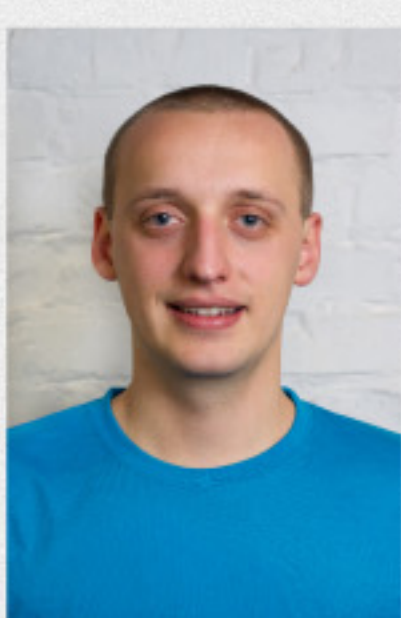2.55 s | $ 229 | 1,61 s | $ 389 | 0.37 s | $ 49

kooaba IMAGE RECOGNITION | IQ Engines | iTraff Technology

Successes

EVS TOP 3 ICT COMPANIES | P&G

startupfest.pl WINNER | STARTUP WEEK FINALIST

AWARD WINNER | TECHNOLOGY WITH BIGGEST COMERCIAL POTENCIAL IN EUROPE

facebook | BlackBerry

Team

CEO & CoFounder	CTO & CoFounder	CoFounder	Main Developer & CoFounder	CMO
Arek Skuza	**Wojciech Radomski**	**Paweł Elbanowski**	**PhD Marcin Szajek**	**Paweł Mazurek**

ALL COFOUNDERS WORKING TOGETHER
FOR 6 YEARS
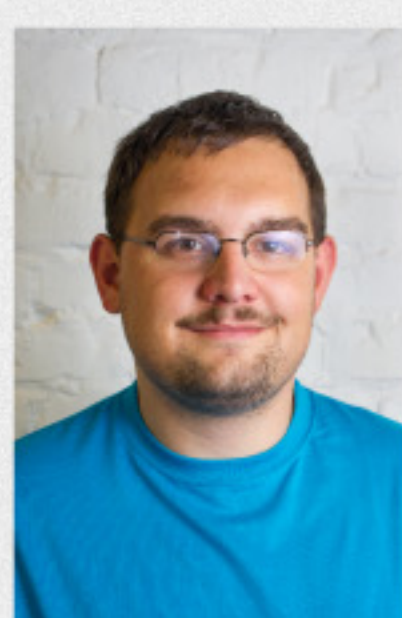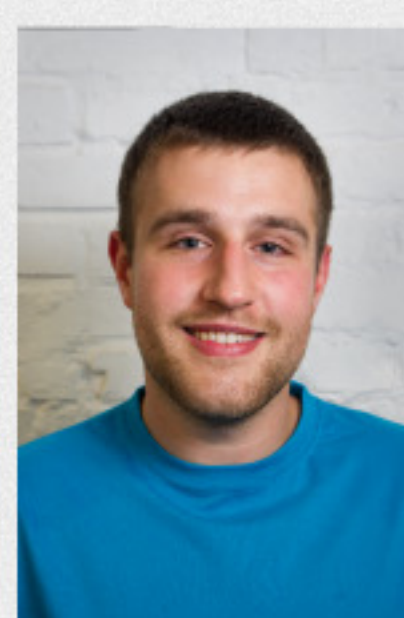
+ 7 highly qualified IT engineers (MEng, PhD)

young, fresh, fun, flexible

Current investors

Top 2 leading Polish investors

SpeedUp
VENTURE CAPITAL GROUP
www.speedupgroup.pl

innovation nest
www.innovationnest.pl/en

1 round = **1 million** USD

We would be happy to show you live demo with us and our technology!