

Company Overview

Pain: Friends using mobile devices don't have a quick and easy way to locate areas between them, discover places in that area and get on their way from one simple mobile solution. This often leads to paralysis by analysis also known as indecisiveness.

Solution: Teleboard integrates location services, discovery and on demand services inside a mobile keyboard, which is utilized across the device and is application agnostic. This allows for a more personalized location sharing and discovery experience.



Teleboard

A part of Apptonomy Group LLC
1846 9th Street
Santa Monica, CA 90404
Website: www.teleboardapp.com
Email: paul@apptonomygroup.com
chris@apptonomygroup.com

Basic Details:

Founded August, 2015
2 Founders no other employees

Funding History:

Total Seeking: \$80,000
Vehicle: SAFE (Simple Agreement Future Equity)
Use of Funds: Develop Location Service Platform from the iOS Keyboard Extension

Market Size:

Location Based Service - \$13 Billion in 2015 per Gartner, \$39 billion by 2019 per Markets and Markets, Data Analytics - \$16 Billion in 2015 per Gartner

Team:

Chris Ellis – Founding Member - Business Development, Sales at several startups including: AirMagnet and Meraki (part of \$1.5B + in acquisitions, 3 exits)
Paul Canty – Founding Member – 15 plus years' experience in operations/product management and Financial/Back Office Accounting

Technology:

Teleboard has built an iOS keyboard and container application using the iOS extension application in Swift code. We have integrated a real time shared map experience so that each user can communicate their location and meetup preferences while receiving suggested location support from an advanced recommendation engine that also shows options at the equidistant between users.

Competition:

There are applications like Tag, Find my Friends as well as share my location within Apple and Facebook but these services have a limited use case and lack the breadth of areas they can be used.

Defensibility:

Business barriers – Gaining adoption of the keyboard in iOS, and changing user behavior. Teleboard needs to find differentiations from the standard keyboard and other location service companies.

Technology barriers – Connection of custom and pre-existing APIs' for location and GPS can confuse potential users, lots of work to streamline the process will be essential.

Milestones:

1. Launch of Teleboard's Meet Up feature in September/October 2016.
2. Fundraising for calendar support, SMB advertising/analytics and enhanced suggestion engine with Hyper Linked Word ad support coming