

4F, 18, Appujeong-ro 2-gil, Gangnam-gu,
Seoul, 135-887, Republic of KOREA

Mashups®

ensight®

Become an offline event champion

Our **solution** provide **offline analytics** and **leads generation** and **B2B networking**

Gain accurate event insight with ensight
Our solution = ble beacon + app + cloud computing
Target = sponsors, event organizers, visitors
Measure offline engagements just like a website



Mashups®

We Create Digital Experience



About Us Mashups was founded in 2014 by Ex-Samsung employees with the purpose of creating unique digital experiences for the B2B market.



B2B Analytics Accurately measuring ROI of offline business conferences was difficult because most of the activity was done manually. Enight makes it automatic.



Vision We want to speed up innovation in the enterprise sector. Innovation doesn't have to be exclusive to consumer markets.



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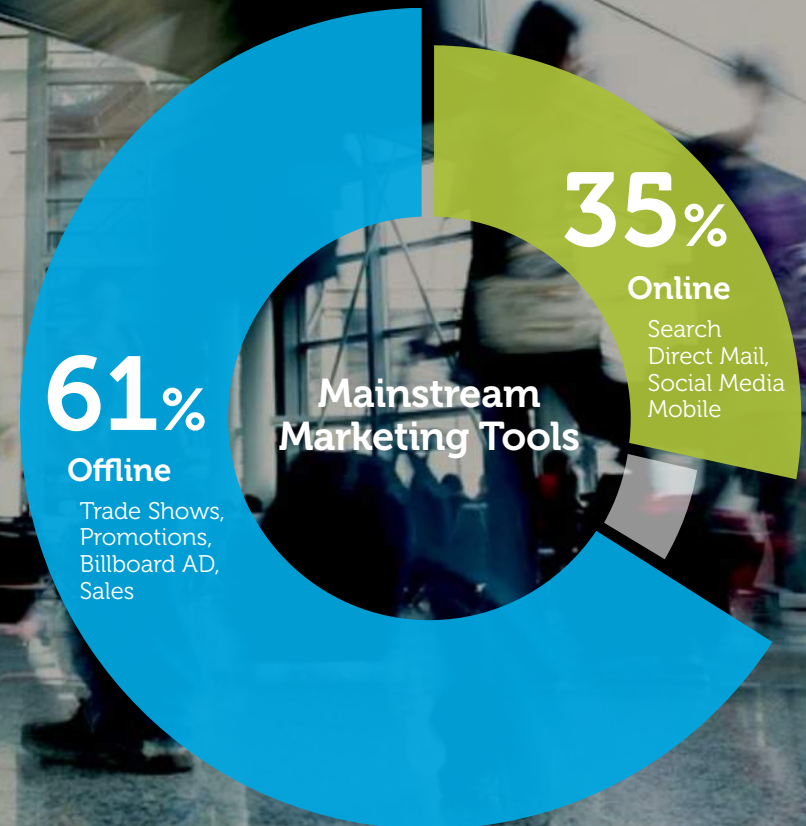
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The Gap Between Online and Offline

You might think digital and online marketing is already “mainstream,” but the bulk of marketing budgets still goes toward offline activities such as trade shows, promotions, billboard ad, and sales.

According to a research study, **around 61% of marketing budgets is still spent on offline activities.**

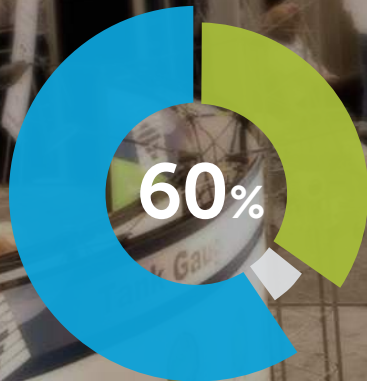


Source : distributedmarketing 2013. 12

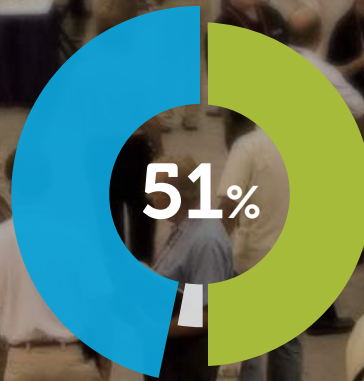
B2B exhibitions were 39.2% of B2B marketing budgets

Source : CEIR "The Spend Decision" Analyzing How Exhibits Fit Into The Overall Marketing Budget

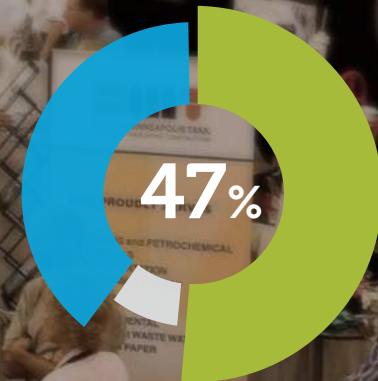
99% of marketers said they found unique value from trade shows they did not get from other marketing mediums.



60% of exhibitors said they value the ability to see lots of prospects and customers at the same time



51% of exhibitors said they value face-to-face meetings with prospects and customers



47% said they value the ability to meet with a variety of players face to face, such as customers, suppliers, resellers, etc.

67% of all attendees represent a new prospect and potential customer for exhibiting companies.

Source : Exhibit Surveys, Inc. 2013



81% of trade show attendees have buying authority.



45% of attendees visit only one exhibition per year.



The average attendee spends **8.3 hours** viewing trade show exhibits at a show or exhibition.



46% of trade show attendees are in Executive or Upper Management.

Impossible To Measure Offline Marketing

Possible : Online

Websites, Social Media, Digital Campaigns

Impossible : Offline events

Trade Shows, Corporate Events



Current Offline Marketing Situations

- Currently, offline marketing measurements dependent on surveys and estimates
- Not systematic, Not Science
- No data automation, Not digital
- Current offline analytics -> Limits participation due to time



Too Many Uncertainties

- Offline marketing limited to test pool
- No measurement of marketing performance
- Requires additional marketing budget
- Difficult to target



ine Analytics

Measure



Contacts



Solution

les



Networking

"You can't manage what you don't measure"

Mashups Going Forwards

- Offline marketing real-time analytics with our technology capability
- BLE, Beacon, wearable device use (automation, easy integration, cost efficient)
- Evaluate offline marketing activity (lead generation, increased post event marketing)

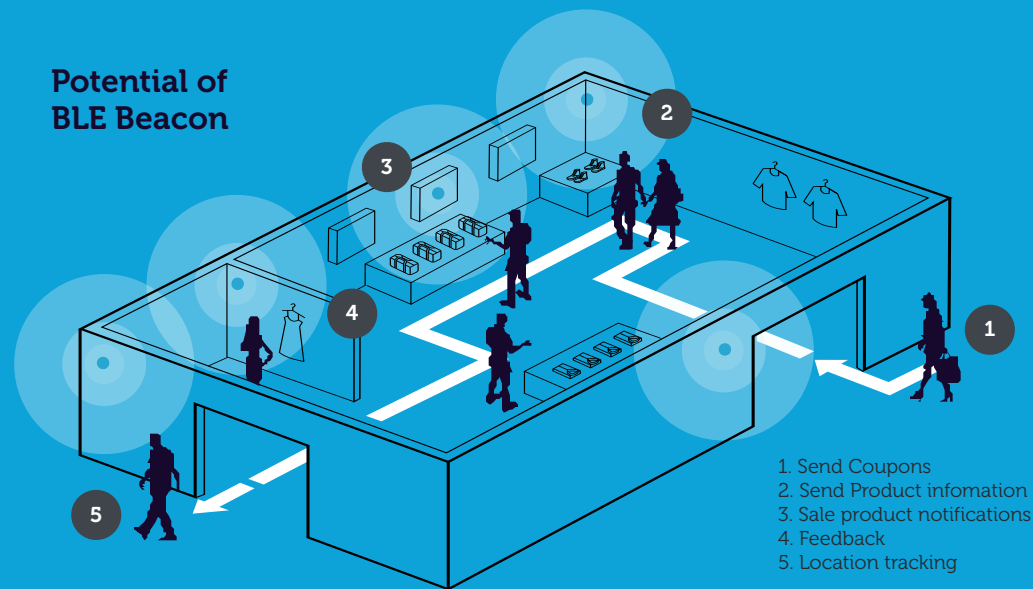
Business Strategy Direction

- Customer relationship experiences
- Offline marketing budgeting efficiency
- Marketing cost savings (small and medium-sized businesses) (major company vs small company)
- Paperless, digital exhibitions

New position signalling device Beacon

To state the obvious: Modern, smartphone-toting humans spend most of their time indoors. But indoor spaces often block cell signals and make it nearly impossible to locate devices via GPS. Beacons are a solution. Beacons are a low-cost piece of hardware—small enough to attach to a Card or worn on your wrist—that use battery-friendly, low-energy Bluetooth connections to transmit messages or prompts directly to a smartphone or tablet. They are poised to transform how retailers, event organizers, transit systems, enterprises, and educational institutions communicate with people indoors. Consumers might even want to deploy them as part of home automation systems.

Potential of BLE Beacon



(About Beacon) Indoor Positioning & Target Marketing

- **Offers:** Coupons, Discounts, and Specials that are used to attract passing customers or customers within the store.
- **Informational:** General information or location-dependent information that specifically relates to products, artwork, surroundings, or activities.
- **Engagement:** Pages designed to more deeply engage with a customer through social media or specific promotional or marketing activity.
- **Custom:** A wide range of custom applications can be built that use the power of the phone's precise location, its proximity to an item, the power of the smartphone and its connection to the Internet.
- Encourages consumers to opt-in to receive further information via email, SMS, MMS, or other social networking platforms

Value Propositions

**As-Is
Provide**

1st Criterion

Technology

based

2st Criterion

Impose

solutions.

- Requires Bluetooth ON
- Requires Application Install
- Requires Privacy Settings

- Notification Spam!
- Limits user adoption
- Demand Personal information

**To-Be
Provide**

1st Criterion

Usefulness

based

2st Criterion

Technology

solutions.

- Consistent Purpose at Venue (industry Specific) business positioning strategy
- Offline Analytics, Sales Lead, Networking
- Digital brand experience, Paperless Directing selling + Advertising Mix

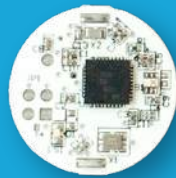
- Optional Application Install
- Optional Notification
- Automatic Bluetooth ON

Module



Ensign Module

38mm diameter
0.68" OLED
96 X 32 Screen



Bluetooth Chipsets

Bluetooth 4.0 (BLE)
ARM Cortex M0
16MHz



Battery

50mAh
Standby
(10-14 days)



Under Case

Micro USB port



Accessory

Badge Type
Wrist Band Type
(Silicon strap)



Pairing system

Android 4.3 or above (Samsung S3/S4, Note2/3/4, Android 4.3),
iOS7 (iPhone6(+), iPhone5, iPhone5S, iPhone5C, iPhone4S, iPad, iPad mini)

Application



Customer Service

Function : User Near Me, Network, Message, Profile, Share

Sponsor Service

Function : User Near Me, Network, Message, Profile, Share, Analytics, Beacon

Off-line Analytics

Currently done via manual measurements -> To be automated
Ensignt makes offline analytics as simple and accurate as
online website, social media, or digital campaigns.

Key Feature

Customer tracking system

Traffic, duration, unique visits, repeat-visits,
total engagement analysis

Data Mining, Performance Management

Real-time analytics, offline marketing system management,
Big Data, Brand management, real-time monitoring



Lead Generation

Find potential customers in real time.
Improve post event marketing.
Share more information faster.

Key Feature

Matching customer

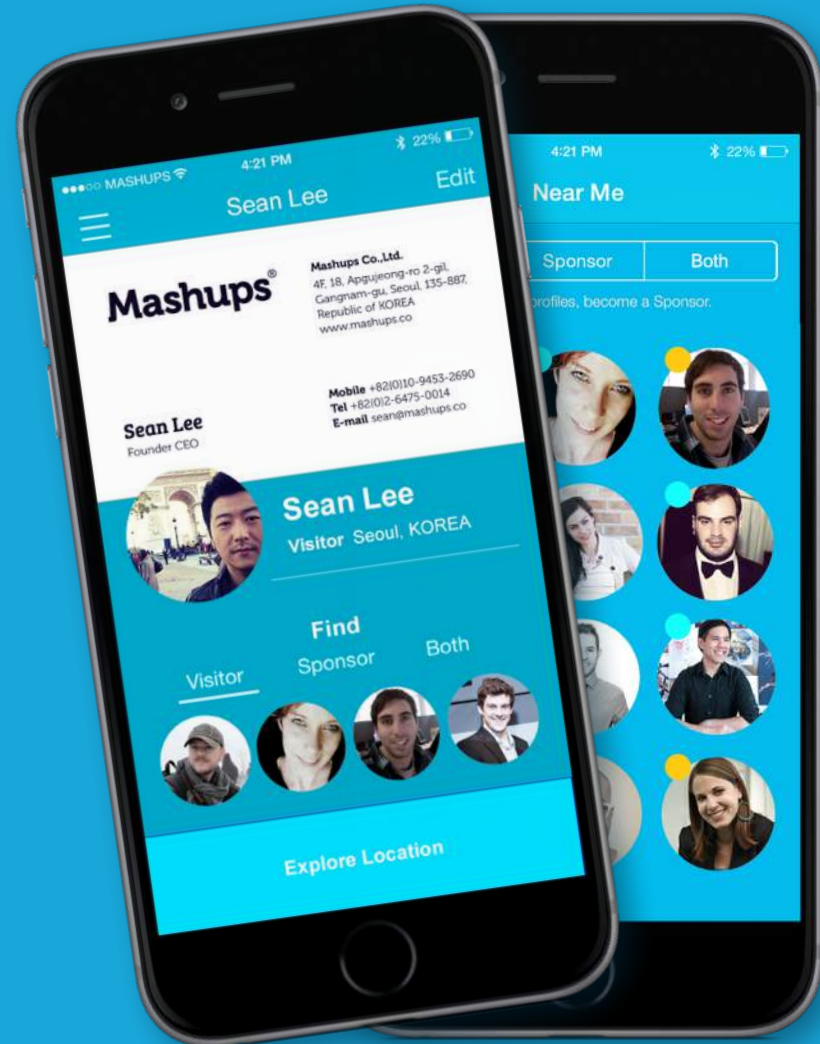
customer profile view, customer identify check
customer approach method, potential customer
prospect, business cards, digital brochures

Brand communication

customer information -> recover investment costs
at offline marketing, sales lead, direct selling

No Paper, No spam, No namecard

cost of investment in equipment low (paper cost X),
digital conference, digital PR, association information



B2B Networking

Main goal of corporate events is to network.
Ensignt makes it easy to connect with people or brands.
Identify potential customers automatically.

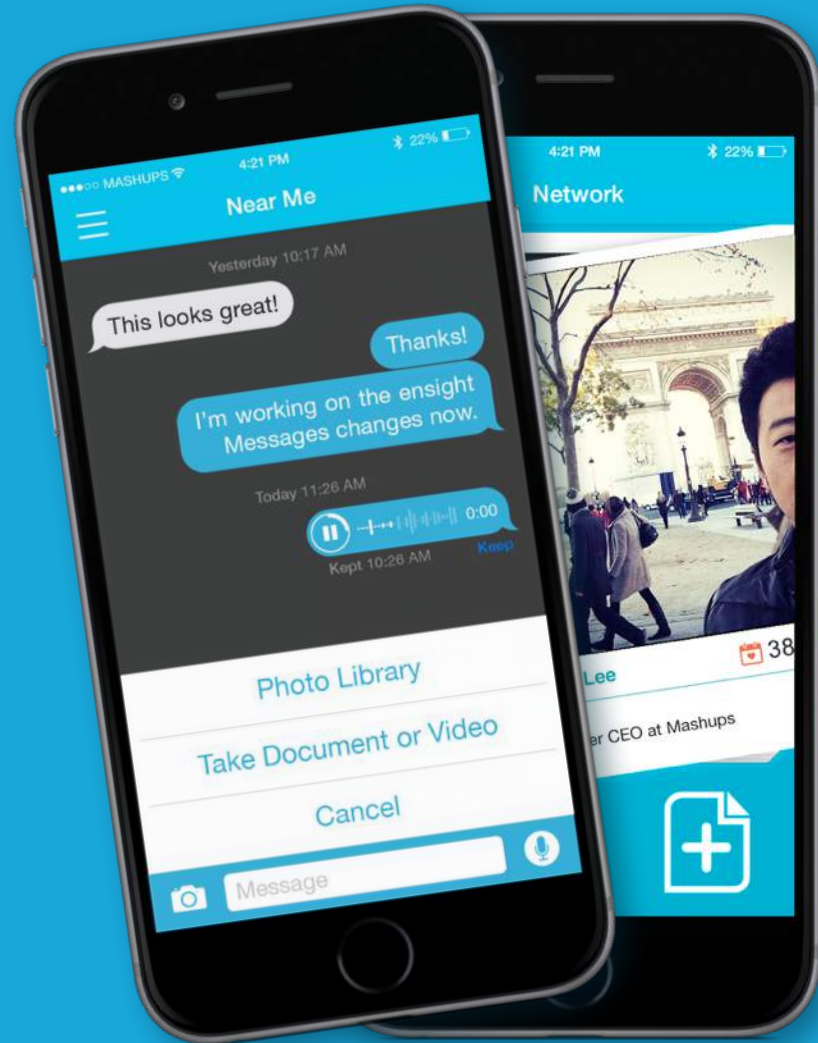
Key Feature

Customer+Customer, Customer+Sponsor

Reach more people without increase staff
App use -> long-term engagement
new client, new friend, new investor, new lead

Long-term resolution in relationship

resolution in relationship, data collection, Industry specific



Ensign is always on, App is optional

Visitors are not required to do a single thing.
Offline analytics is carried out to 100% of attendees.
Mobile app is there for added benefits, not a requirement.

Key Feature

Consistent Purpose

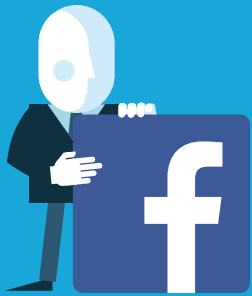
The top 3 goals for exhibitors at trade shows are brand awareness, lead generation, and relationship building

Optional App install

Resolution in relationship, data collection, Industry specific



Scenario - Ensign beacon



Advance Registration

Facebook information
Personal information
Accept



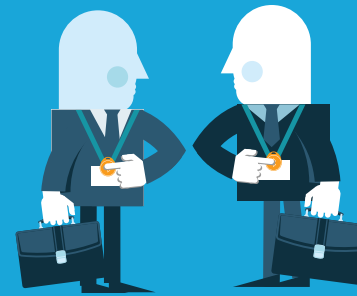
Badge Name Tag

with BLE badge
conference
entrance



File E-mail transmission

Name Tag Action
file transmission



Facebook Friend

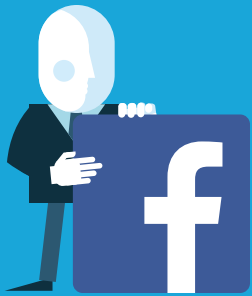
Name Tag Action
facebook friend



No Paper No Business Card

No Paper
No Business Card

Scenario - Ensignt beacon + App



Advance Registration

Facebook information
Personal information
Accept



Badge Name Tag and App install

with BLE badge
conference
entrance



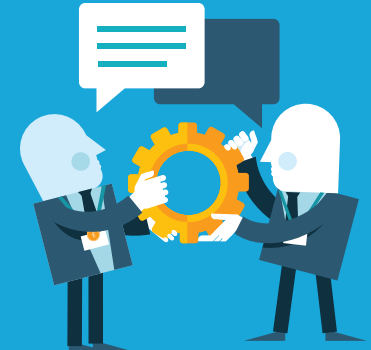
File Direct transmission

Name Tag Action
and app used
file transmission



Detail Networking

Specific
personal connections
sales lead



Long-term engagement

Messaging
long-term
networking

Scenario - Sponsor



Location Tracking

Visitor location tracking analytics



Analytics Visualize

Offline marketing analytics
visitor activities



Target Marketing

Visitor information
potential customer check



Sales Lead

specific customer segmentation



Long-Term Networking

Long-term specific networking

Thank you

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