THERE IS
OPPORTUNITY
INSIDE EVERY
SQUARE FOOT

innerspace

THE WORLD
IS CHANGING

CONSUMERS

+ People expect personalized services from brands and employers
+ They want mobile-first experiences
+ Convenience is an expectation, not a luxury

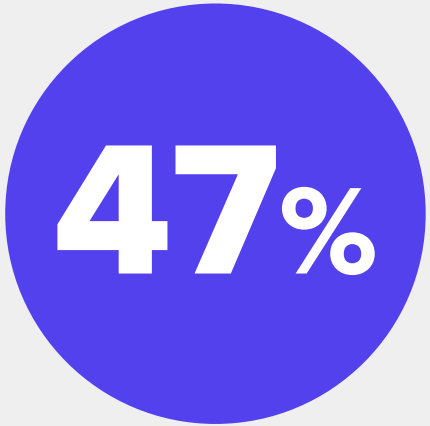
TECHNOLOGIES

+ 195M American adults have a smartphone
+ Robotics, AI and AR/VR are transforming how industries work
+ Self-service technologies have yet to eliminate the need for human interaction

OPERATIONS

+ Rising wages are costing companies billions
+ Real estate continues to rise while average sq-ft/employee declines
+ 78% CEOs concerned about access to quality labor

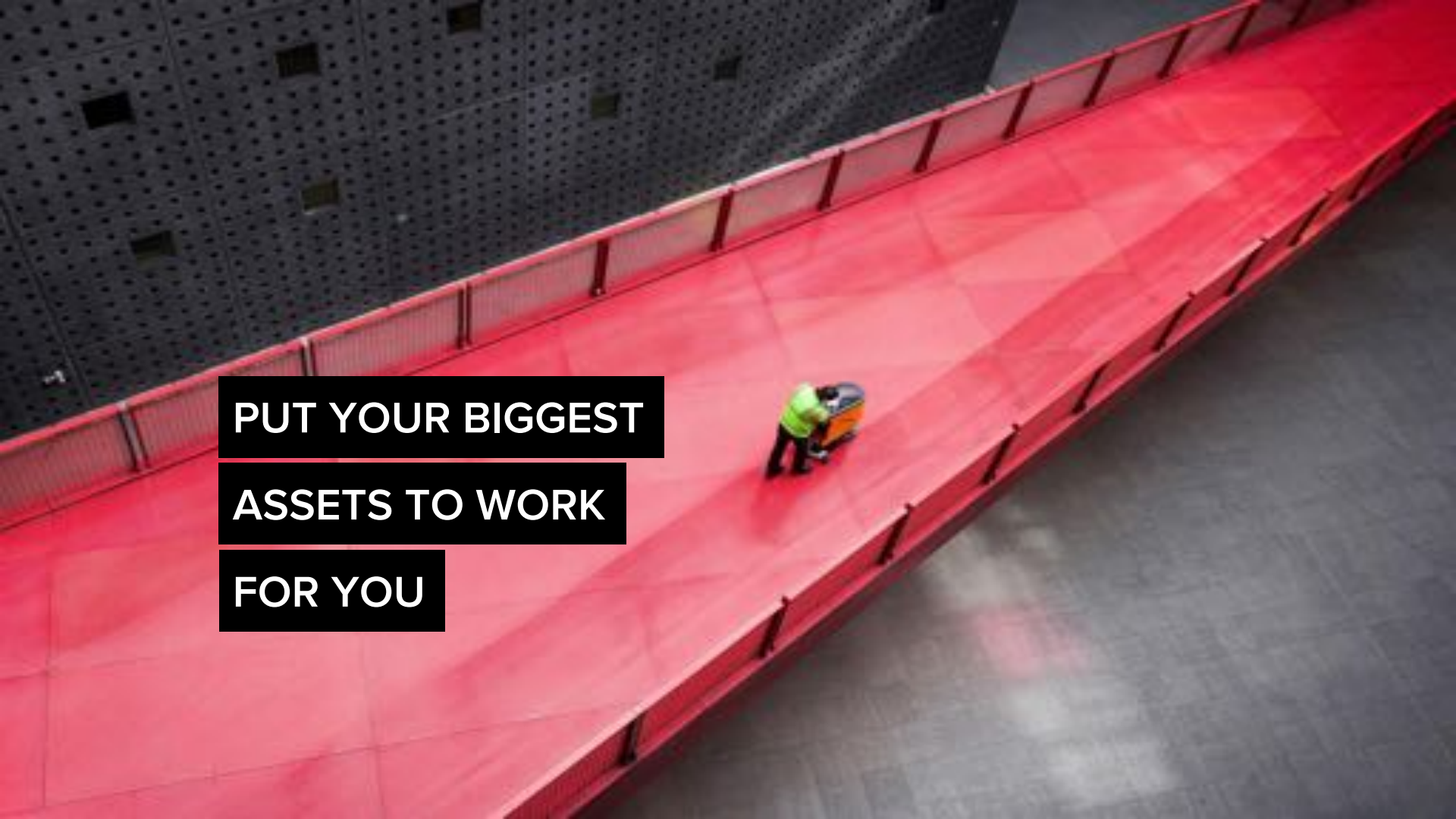
LEADERS ARE CONCERNED ABOUT GROWTH



of CEOs predict they won't grow this year

of CEOs say cutting costs is the only way

WE THINK THERE IS A BETTER WAY


PUT YOUR BIGGEST
ASSETS TO WORK
FOR YOU

“When we look to drive experiences, InnerSpace becomes a crucial part of that sensor network that lets us understand the last mile of traffic - where people are going, what they love, what they don’t love.

Compass Digital Labs

“With InnerSpace we can easily understand the economics of every square foot within our business and make better decisions on how to utilize our space. The opportunity for growth is massive and they’ve cracked the code.”

Steelcase Innovation

WE HELP YOU TO
TRANSFORM YOUR
OPERATIONS

JANITORIAL SERVICES

One of our clients cleans 43-billion square feet of commercial real estate every single day.

THE CHALLENGE

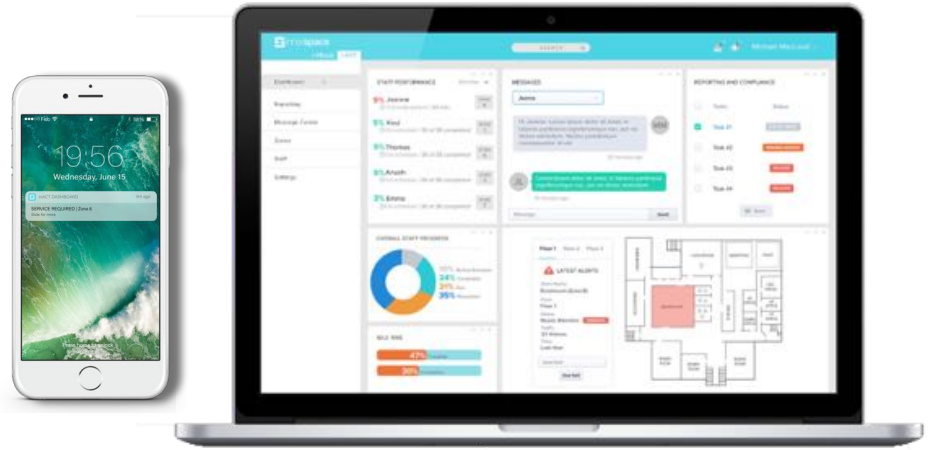
Labor is the vast majority of cost for fixed contract cleaning contracts. In most cases, workers clean 100% of the space, 100% of the time regardless of its needs.

INNERSPACE INSIGHTS

InnerSpace identified the real cleaning needs based on actual usage during the day, revealing that only a fraction of workspaces are used. Responsive data highlights when areas see an increase in traffic to notify workers to attend to the area.

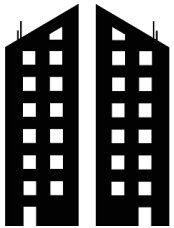
THE SOLUTION

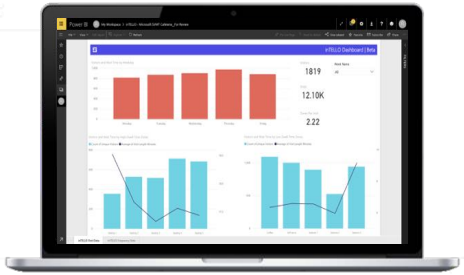
By switching to an on-demand approach to cleaning, our client is able to save up to 15% in labour costs across its business.



PROPERTY MANAGEMENT

As real estate prices rise and how people work changes, tenants need tailored services and added value to meet their needs.





THE OFFICE

Tenant requirements are shifting as real estate and utility costs rise. Property managers need to help clients maximize their space, while driving down overall operating expenses.

INNERSPACE DATA

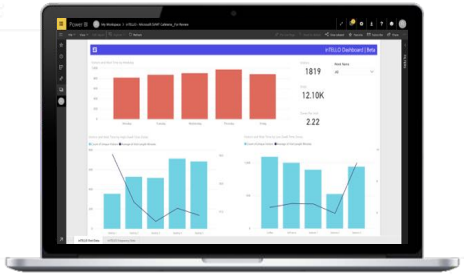
InnerSpace data reveals that assigned seating and meeting rooms are utilized less than 40% of the time. At the same time, InnerSpace integrates with Building Management Systems to adjust lighting and HVAC systems based on occupancy.

THE RESULT

Property managers create new tenant services and validate pricing based on space utilization and optimal layouts. Improved efficiencies in how utilities are deployed saves up to 20%.

FOOD SERVICES

Our client runs 30,000 cafes for corporate campuses, hospitals, and educational institutes.



THE CAFE

A corporate cafe serves hundreds of employees each day and needs to understand how to optimize its food services and identify opportunities to improve revenue.

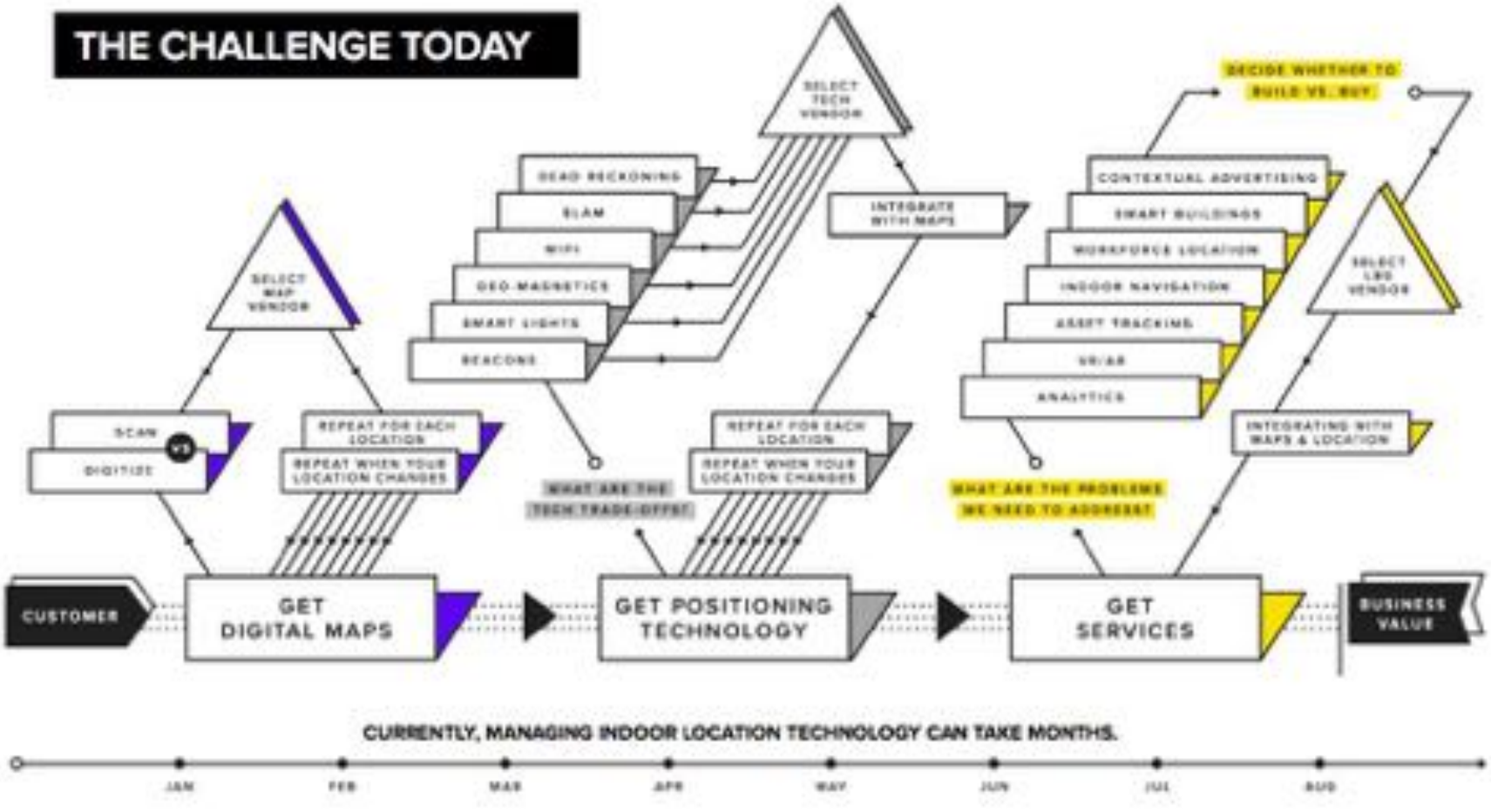
OUR INSIGHTS

InnerSpace data reveals how wait times and bounce rates influence sales. We discovered that **bounce rates triple** (17% to 51%) at the hot-food stations as wait times grow from 1 to 5 mins.

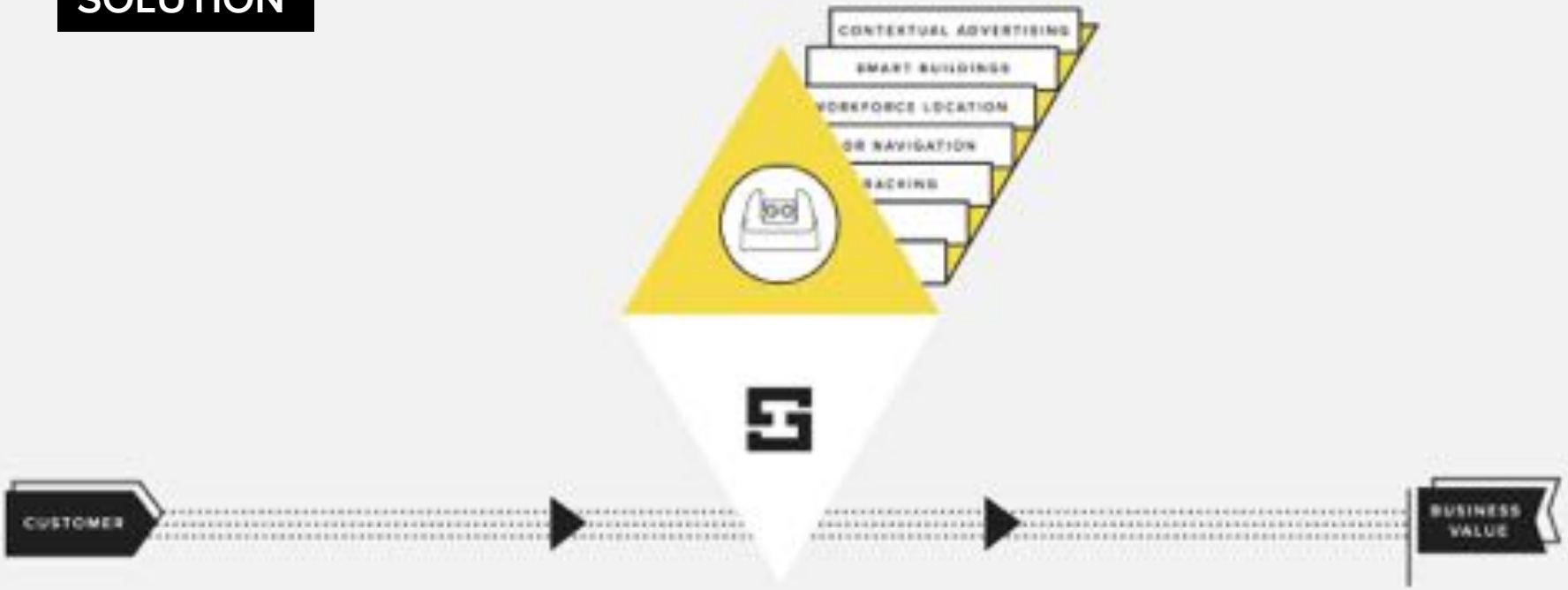
THE RESULT

This represents a **$80,000/year** opportunity to improve food operations in a single zone. Mobile wait time notifications increase conversion by allowing customers to avoid long lineups.

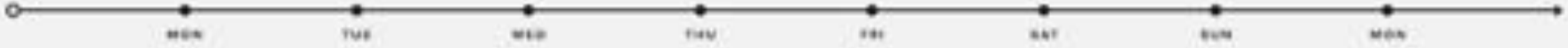
HOW DOES
LOCATION INTELLIGENCE
WORK?


THE CHALLENGE TODAY
SELECT MAP VENDOR
SCAN
DIGITIZE
REPEAT FOR EACH LOCATION
REPEAT WHEN YOUR LOCATION CHANGES
SELECT TECH VENDOR
DEAD RECKONING
SLAM
WIFI
GEO-MAGNETICS
SMART LIGHTS
BEACONS
INTEGRATE WITH MAPS
WHAT ARE THE TECH TRADE-OFFS?
REPEAT FOR EACH LOCATION
REPEAT WHEN YOUR LOCATION CHANGES
DECIDE WHETHER TO BUILD VS. BUY
CONTEXTUAL ADVERTISING
SMART BUILDINGS
WORKFORCE LOCATION
INDOOR NAVIGATION
ASSET TRACKING
VR/AR
ANALYTICS
WHAT ARE THE PROBLEMS WE NEED TO ADDRESS?
SELECT LBS VENDOR
INTEGRATING WITH MAPS & LOCATION
CUSTOMER
GET DIGITAL MAPS
GET POSITIONING TECHNOLOGY
GET SERVICES
BUSINESS VALUE
CURRENTLY, MANAGING INDOOR LOCATION TECHNOLOGY CAN TAKE MONTHS.
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG

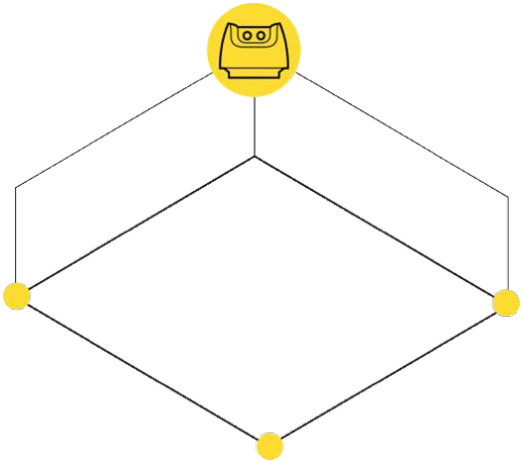
THE INNERSPACE SOLUTION

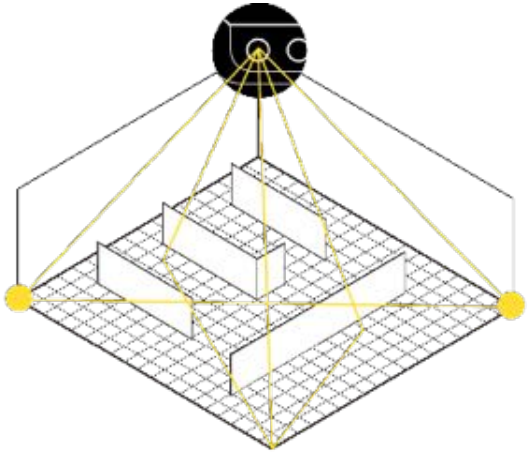


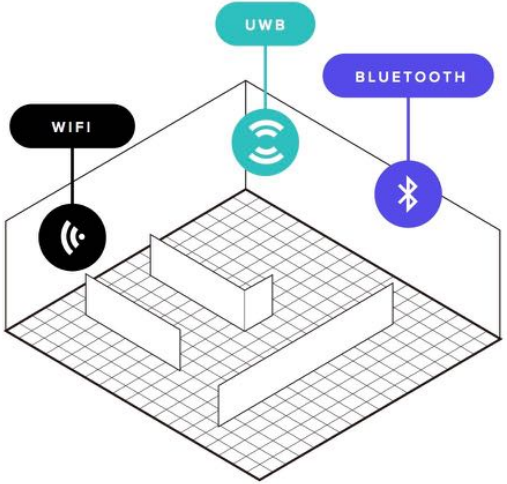
WITH INNERSPACE, IT CAN TAKE MINUTES.



PATENTED TECHNOLOGY: HOW IT WORKS







1 | Easy Installation

Our proprietary sensors use PoE infrastructure and automatically establish their positions relative to each other.

2 | On-demand Mapping

Floorplans and 3D models are created on-demand using LiDAR. Models can be updated in minutes whenever spaces change.

3 | Accurate Location

Locate people and things using WiFi, Bluetooth, and Ultra-wideband technologies. Automatic calibration maintains class-leading accuracy.

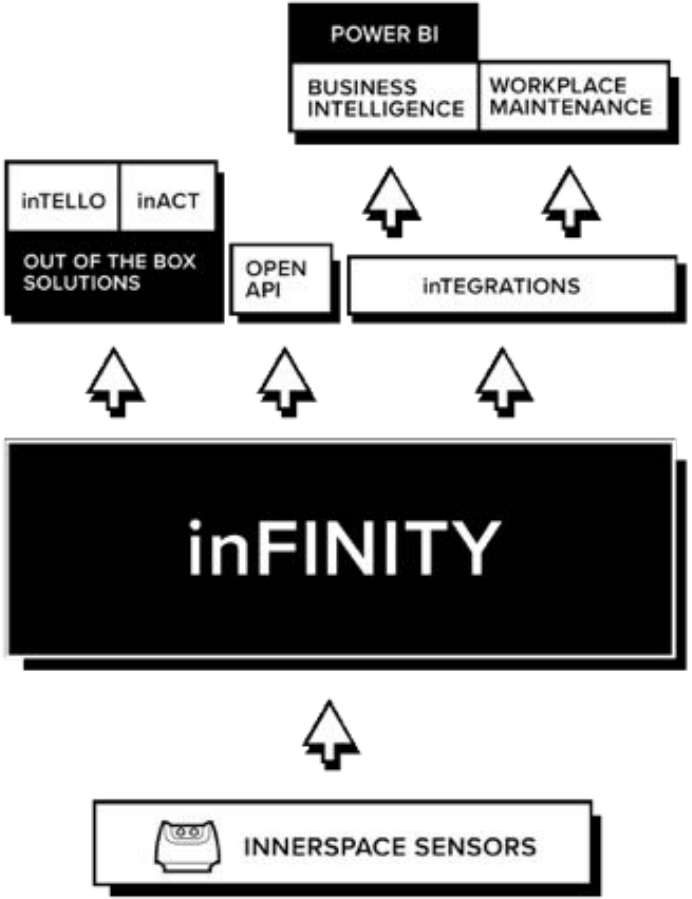
THE INNERSPACE
PLATFORM

INNERSPACE inFINITY

inFINITY delivers value with indoor location data faster than anything else on the market. inFINITY can be accessed from anywhere in the world and is used to drive operational efficiency and improvements for enterprises.

InnerSpace solutions driven by inFINITY include:

+ **inTELLO** - provides metrics and insights critical to your business in a customizable dashboard.
+ **inACT** - enables workflow initiations and directed actions to people, robotics, and software solutions
+ **inTEGRATIONS** - enrich corporate data by integrating with existing enterprise tools
+ **MAPS** - mobile wayfinding SDKs for iOS and Android
+ **API** - create new solutions with 2D/3D mapping and location data through a RESTful API



THE INNERSPACE SENSOR

The only sensor on the market today that captures integrated mapping, positioning and location data.

+ Self-positions to intelligently understand its location
+ Lightweight (500g) and easy to install, 1 sensor covers up to 5000sq-ft
+ Bluetooth, WiFi, and UWB radios capture signals from wearables and electronic devices like smartphones
+ Powered by PoE
+ Aesthetically pleasing and discrete design

INNERSPACE inTELLO

inTELLO is an out-of-the-box intelligence dashboard providing real-time space utilization insights. It connects directly to InnerSpace inFINITY to present the most accurate insights into your location.

Visitor Metrics
+ Total visits
+ Unique and new visitors

Zone Identification
+ Drill down to 10x10 sq-ft
+ Compare zone behavior

Dwell Time
+ Identify time on site
+ Understand bounce rates

Configurable Graphs
+ Select time periods, thresholds and layouts

Patterns
+ Uncover common pathways
+ Distribute in heat map

INNERSPACE inACT

InnerSpace inACT initiates action based on the real-time activity and needs of your building.

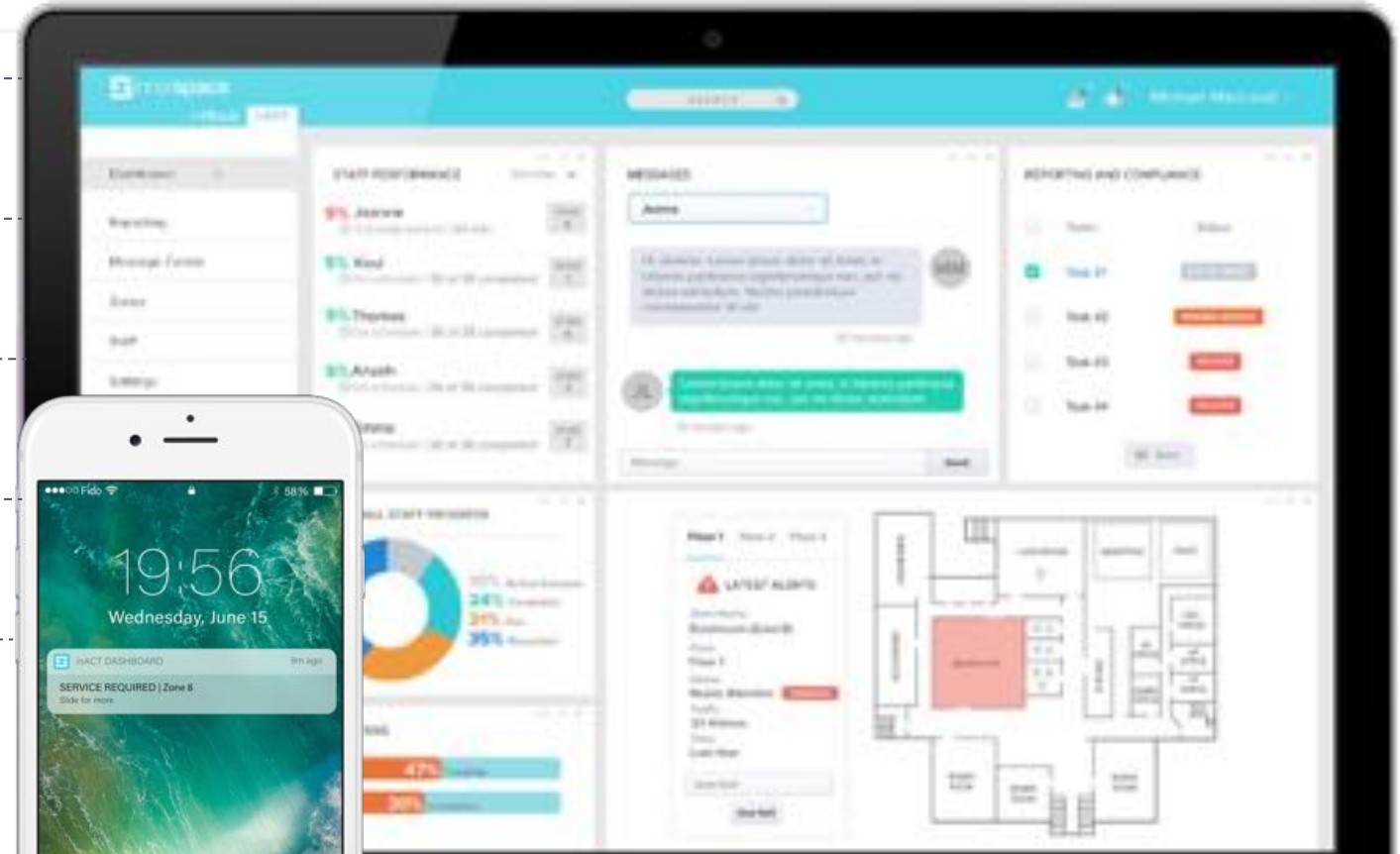
Workflow Initiation
+ Configure thresholds to kick-off new workflow

Performance Analytics
+ Systems performance analysis

Alert Configuration
+ Tailor alerts by user need

Track & Record
+ Performance and incidents for compliance and insurance purposes

Set Benchmarks
+ Measure against ideal outcomes to drive better decision-making



INNERSPACE

INTEGRATIONS & APIs

EXAMPLE

Leverage integrations with business solutions like building management solutions, business intelligence and customer relationship management platforms to incorporate location intelligence into your day-to-day operations

+ **INCORPORATE 2D MAPS:** Live maps incorporated into your software
+ **LIVE LOCATION & POSITION DATA:** Understand where people spend time
+ **INITIATE ALERTS:** Set thresholds to inform experiences via mobile, SMS, Slack
+ **TRACK & RECORD:** Measure performance

INNERSPACE MAPS

BETA

Deliver a unique indoor navigation solution that differentiates the building experience for tenants.

+ **TURN BY TURN:** Provide turn-by-turn navigation across large campuses for employees and visitors.
+ **ACCESSIBILITY:** Increase the accessibility of your buildings for those who are visually impaired with voice prompts.
+ **TIME TO ARRIVAL:** Determine the best route and time to arrival.

HOW WE WORK

WE HELP YOU TO

UNDERSTAND

IMPROVE THE VISIBILITY YOU HAVE INTO YOUR BUSINESS

+ Assess how physical space is utilized
+ Understand people behave in your space
+ Use hard data to make recommendations

VALIDATE

VALIDATE DECISIONS & VERIFY “GUT” INSTINCT

+ Implement and validate changes with verifiable data
+ Set performance benchmarks
+ Use data as your competitive weapon

CREATE

CREATE NEW SERVICES & DIFFERENTIATE FROM COMPETITION

+ Drive new experiences with location
+ Engage with employees and customers in new ways

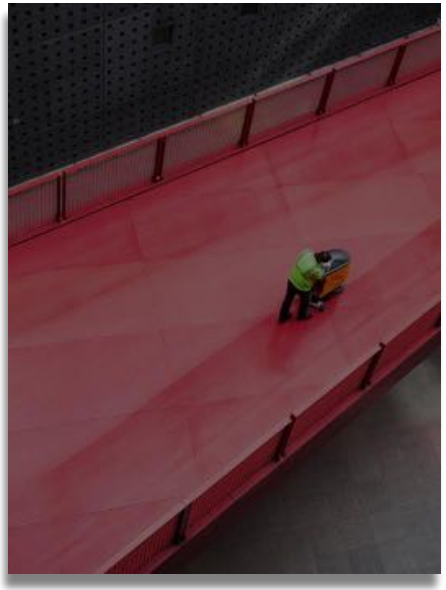
OUR PROCESS

Day 1
Install InnerSpace Sensors

Day 2
inFINITY begins processing data. Creates 3D models and 2D maps

Day 7
inTELLO surfaces metrics and insights.

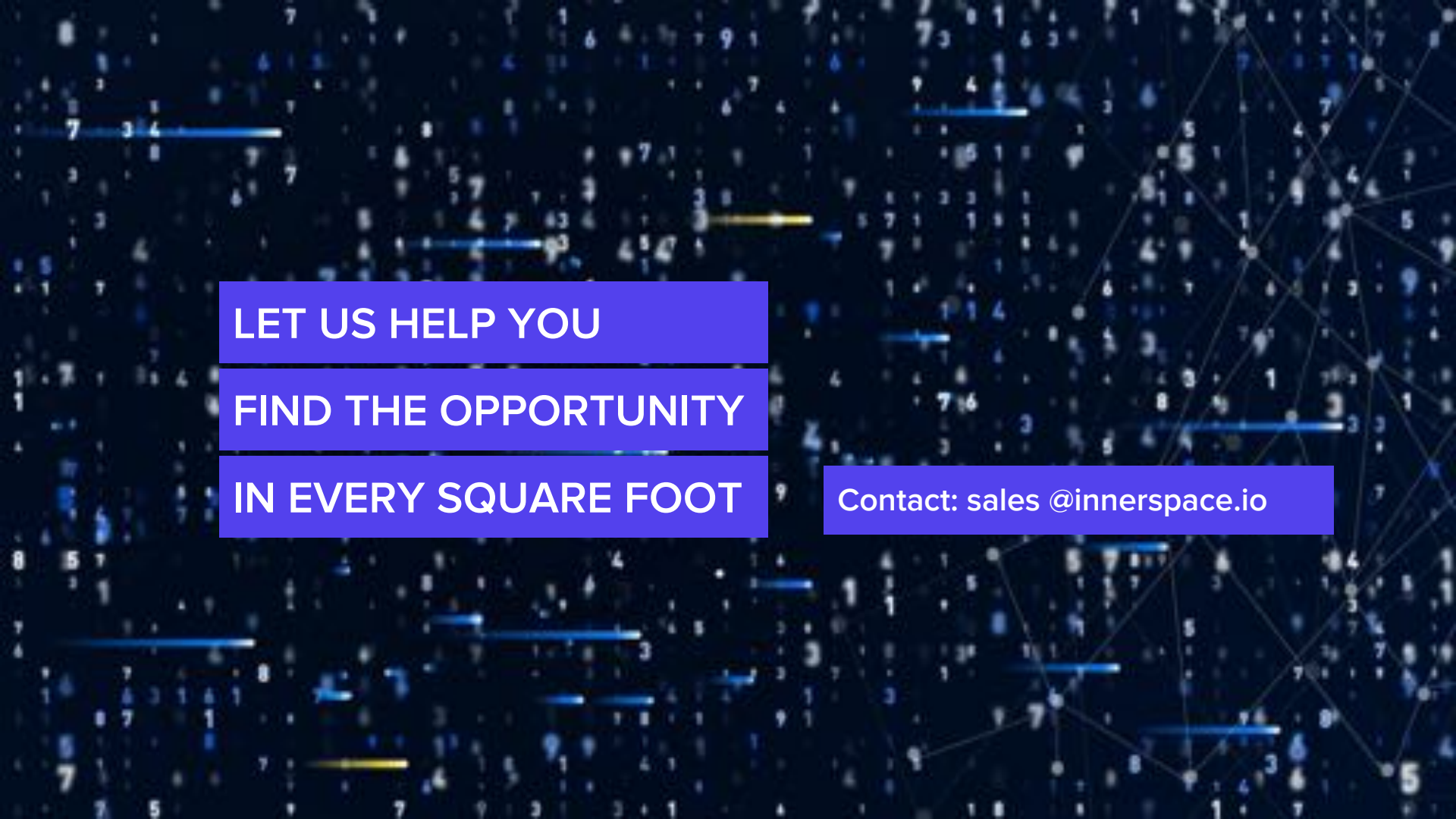
OUR PROCESS



Day 14
Initiate workflows and alerts with inACT to respond to the need of your space.

Day 21
Integrate InnerSpace data with your CRM, ERP and BMS with our API.

Day 30
Surface cost savings and revenue opportunities identified.


LET US HELP YOU
FIND THE OPPORTUNITY
IN EVERY SQUARE FOOT
Contact: sales @innerspace.io

innerspace.io
101 RICHMOND ST E
TORONTO, ON M5C 1N9
CANADA