



PRESS KIT 2015

For more information, please contact:
416-745-3164
kundan@theapplabb.com

SHORT COMPANY BIO



TheAppLabb is a worldwide leader in the strategy, design, and development of mobile apps. Headquartered in Toronto, Canada with five global offices, TheAppLabb is a team of technology evangelists that harness the transformative power of technology to help make people's lives better and solve real problems.

To date, the team has created over 450 apps for clients ranging from global brands like Unilever, Rogers, and Dell to high level agencies and several exciting start-ups.

Always a leader in innovation, TheAppLabb also engineers proprietary white labeled mobile platforms for various sectors like events and retail. In addition, TheAppLabb invests in pioneering, high potential start-ups through its division, StartupLabb. Recent projects include Urbery and 42 Sports.

A tech industry leader and change-maker, the award-winning Kundan Joshi is the founder and CEO of TheAppLabb.

In addition to having started over 15 companies to date, Joshi is also a sought-after motivational speaker, well-known community leader, avid youth mentor, passionate start-up advisor and active advocate for new immigrants. He also serves on several boards.

Online links:

<http://theapplabb.com/>

<https://www.facebook.com/TheAppLabb>

<https://twitter.com/theapplabb>

<https://www.linkedin.com/company/theapplabb>

LONG COMPANY BIO

TheAppLabb is a team of technology evangelists, engineers & designers, that is fostering the transformative power of technology through strategy, design & development of mobile apps. To date, TheAppLabb has created over 450 apps.

TheAppLabb's clients include Unilever, Rogers, Dell, Toronto International Film Festival, Canadian International AutoShow, Samsung, HBC, Banff World Media Festival, McMaster University, Rapala, and several other enterprises and start-ups.

With headquarters in Toronto, and offices in New York, Hong Kong, Malaysia, Melbourne and Mumbai, TheAppLabb works with enterprise, agencies and tech start-ups, and contributes to their success by understanding their unique needs and creating business value through innovative solutions.

TheAppLabb's core differentiator lies in its 360 formula through which it provides end to end services, to ensure product success. The 360 formula starts with product conceptualization and strategy, followed by user experience and design, then architecture and development, quality assurance and deployment, and finally app promotion and user acquisition, along with ongoing support and maintenance.

TheAppLabb also engineers proprietary white labeled mobile platforms and products for various sectors. Some of their mobile solutions include TheEventsApp – a platform to power mobile apps for events, TheLearnApp – a platform to power mobile learning apps for corporate/sales/institutional training, OnDemandApp – a platform to power apps for on-demand start-ups and enterprises, TravelApp – a platform to enable mobile apps for travel agencies, TheRetailApp – a platform to deliver mobile apps for Retail chains to enable their customers to engage with their brand, TheBaseApp – a platform to enable mobile apps for small business & brands, TheLocateApp – a platform to enable location based mobile apps, and TheContestApp – a mobile activation platform for brands. TheAppLabb continues to invest in and create new innovative solutions in the enterprise mobile app industry.

TheAppLabb also invests in innovative, high potential start-ups through StartupLabb, an accelerator for tech start-ups. StartupLabb invests in form of product development services that helps start-ups grow from idea to Series A stage. Some of their participating startups include Urbery (same day grocery delivery), 42 Sports (sport driven app that lets fan interact with their favorite sporting events), among others.

A tech industry leader, the award-winning Kundan Joshi is the founder and CEO of TheAppLabb. In addition to having started over 15 companies to date, Joshi is also a sought-after motivational speaker, well-known community leader, avid youth mentor, passionate start-up advisor and active advocate for new immigrants.

PORTFOLIO HIGHLIGHTS



URBERY

StartUpLabb

Urbery is a two-hour grocery and alcohol delivery mobile & web platform that uses a fleet of personal grocery shoppers to buy and then deliver groceries directly to your doorstep.



Website:
www.urbery.com

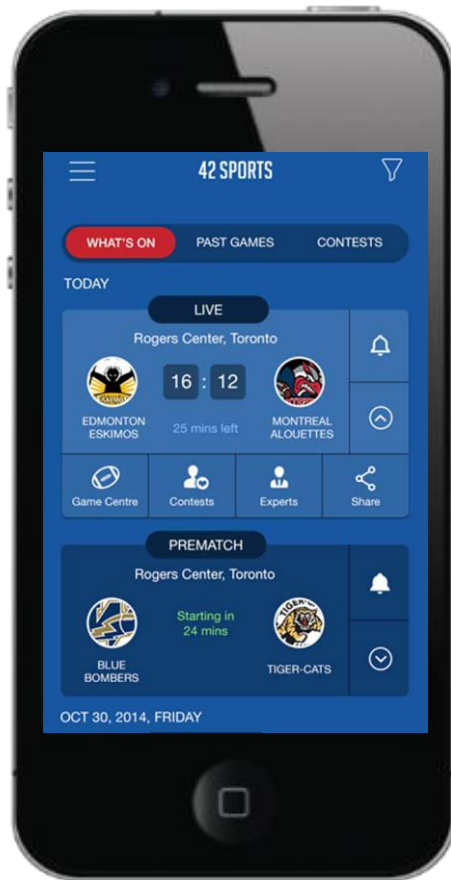


More project info:
<http://bit.ly/1LSmAQH>

The Urbery App allows its customers to have a grocery store in their pocket. Customers can choose from over 5,000 items through the app which are then delivered via Grocery Gurus, or their own personal shoppers.

The AppLabb shaped the app to offer a great, fast quality service and user experience, as promised by Urbery to their clients. To make it easier, the app customizes itself, as it behaves differently based on who is using it. The app learns that users normally consume specific products for some time and it notifies them that such product is currently on sale, or if users only buy gluten-free products, these will be also highlighted.

PORTFOLIO HIGHLIGHTS



42 SPORTS

Startup Labb

42 Sports allows sports fans to more meaningfully engage with former and current sports players, sports experts and other fans on a game-by-game basis.



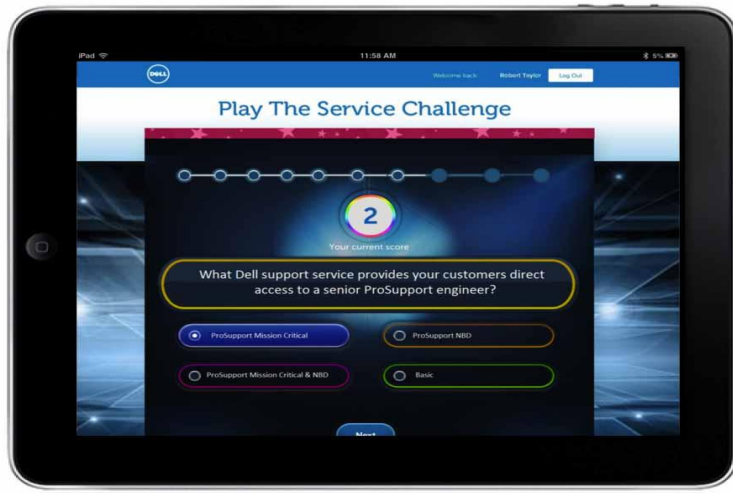
Website:
42sportsapp.com



More project info:
<http://bit.ly/1yb6lSv>

With no tools to connect sports fans directly to their favorite athletes and no medium to target these customers, 42 Sports has come in to provide a solution. TheAppLabb team gave total assistance and worked side by side with the 42 Sports team, delivering an entertaining and easy-to-use solution which helped the client to reach their target audience with an efficient, fun and interactive mobile app available for iOS and Android. The app enables fans to check their team's schedule, watch live streaming of the interviews, watch expert insight and set reminders on their phone for future games.

PORTFOLIO HIGHLIGHTS



DELL

Enterprise Client

'Play the Service Challenge' application provides the sales agents at Dell Canada to compete in a trivia game, to improve product knowledge, and boost their motivation via gamification.



Website:
www.dell.ca



More project info:
<http://bit.ly/1NCB37K>

TheAppLabb created an engaging solution for Dell Canada with features that included a user registration and login, questionnaire and trivia games, leaderboard for top performers, a way to manage questions and users, plus analytics on the users and game results.

PORTFOLIO HIGHLIGHTS



RAPALA FISHING LURE

Enterprise Client

Designed under the strict guidance of Canadian pro-fisherman like Italo Labignan, the app sets out to unlock the mystery of lure selection for a variety of fishing conditions.



Website:
www.rapala.com



More project info:
<http://bit.ly/1CQEt0C>

Rapala is currently the worldwide leader in fishing lures. With over 2000 unique Rapala models available in Canada, it can be a hard task to determine which body shape, size or color will give you the best results. Rapala's team has observed that sometimes fish were not biting and this can be caused by the lure choice. They were looking for a solution to change and enhance the overall fishing experience. The AppLabb has developed a distinctive solution that would benefit Rapala's customers to get a positive fishing experience with the mobile App. Besides all its functions, The Rapala Lure Selector App has optimized the results based on species, weather patterns and other variables.

PORTFOLIO HIGHLIGHTS



BANFF WORLD MEDIA FESTIVAL

Solution Client: EventApp

A mobile solution that engaged the exhibitors and participants before and during the Banff World Media Festival 2013.



Website: banffmediafestival

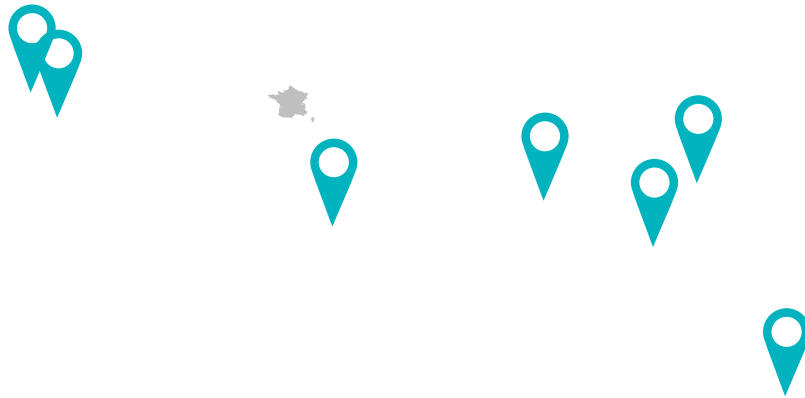


More project info: <http://bit.ly/1MFsKm>

For over 30 years, the Banff World Media Festival has brought media executives to the Canadian Rockies. The Festival began as an intimate space where unparalleled access and cutting-edge insight could combine to forge relationships, launch new business, and a dynamic industry in reaching their goals. More than thirty years later, the industry has changed, but the aims remain the same. TheAppLabb developed a mobile solution that helped engaging the event's exhibitors and participants before and during the event. The app enabled the users to view a schedule of events, a list of speakers, view videos and photos, interact with other users of the app, connect to social media, get a map of the surrounding city, and stay updated with pushing notifications related to the event on the go.

OUR WORLDWIDE OFFICES

TheAppLabb has office around the world so we can better serve our clients.



Toronto, Canada



Hong Kong



New York City, NY, USA



Singapore, Malaysia



Mumbai, India



Melbourne, Australia

KUNDAN JOSHI SHORT BIO

CEO and Founder, TheAppLabb

Kundan Joshi is the award-winning founder and CEO of TheAppLabb, a leading product development firm that is focused on strategy, design and development of mobile apps.

With headquarters in Toronto, and global offices in New York, Edmonton, Hong Kong, Melbourne and India, TheAppLabb has created apps for high profile clients like Unilever, Rogers, Dell, AutoShow, Toronto International Film Festival, and several other leading enterprises and exciting start-ups.

Kundan is also the founder and CEO of 15 other companies including the StartupLabb, an accelerator for tech start-ups through which he invests in several innovative, high potential start-ups and Urbery, an on-demand crowdsourced grocery delivery service, to name a few.

Joshi is also a sought-after motivational speaker, well-known community leader, avid youth mentor, passionate start-up advisor and active advocate for new immigrants. He also serves on several boards. Kundan has a software engineering degree from Western University.



KUNDAN JOSHI LONG BIO

CEO and Founder, TheAppLabb

Kundan Joshi is the award-winning CEO and founder of TheAppLabb, a well-known leader in the strategy, design, and development of mobile apps. Joshi is also a successful serial entrepreneur, having launched 15 companies to date. In addition, he is a well-known community leader, an avid mentor for youth, and an active advocate for new immigrants whose work has been recognized by the Prime Minister of Canada.

Kundan's entrepreneurial journey began during his university days. While studying software engineering at Western University and selling high speed internet for Rogers, he started Joshi Inc., a digital design firm. After graduation, he worked in various software management positions at organizations like Bell Canada, Ontario Ministry of Education and Rolta Canada while maintaining Joshi Inc.

Over time, the entrepreneurial spirit took over and he soon began working on Joshi Inc. full time, which recognizing a shift in the industry, soon evolved it into TheAppLabb. A testament to the power of Kundan's business skills, TheAppLabb today has over 50 employees and, to date has created over 450 apps for clients like Unilever, Samsung, Dell, Canadian International AutoShow, Toronto International Film Festival, Electrolux, Frigidaire, Parmalat, Rapala, Banff World Media Festival, Rethink Breast Cancer, among others. Headquartered in Toronto, TheAppLabb has five global offices in New York, Hong Kong, Malaysia, Singapore and Mumbai.

In addition to making his businesses a success, Kundan is a strong believer in giving back to the community which is why he serves on several boards. On the Program Advisory Board for the Mobile Applications Development Graduate Program at Centennial College, he shapes the direction of the program to ensure industry ready graduates. He also serves as the Program Director for the Mobile Applications Development Program at Canadian College of Business, Science & Technology. Kundan serves on Information & Communications Technology Leadership Team at Mississauga Board of Trade, to direct MBOT in serving the interests of their members in the ICT sector in the best possible way.

Previously, Kundan empowered entrepreneurs and professionals through his leadership at the Indo Canada Chamber of Commerce (ICCC). He served on the Board of Directors for the ICCC, as Vice President for over 6 years. As the youngest executive in the chamber's history, he led the organization to new heights, initiating various programs for entrepreneurs, young professionals and new immigrants.

KUNDAN JOSHI LONG BIOcont.

CEO and Founder, TheAppLabb

In addition, Kundan established the Young Professionals' Committee at ICCC to help mentor and benefit the professional growth of young professionals and new graduates in the community. Kundan also established the new immigrants committee and spearheaded the mentorship program, which still benefits many new immigrants and helps them with employment. His contributions to the organization resulted in being recognized with the 'Member of the Year' Award by the Right Honorable Prime Minister Stephen Harper.

Kundan was the co-founder and co-producer of South Asian Heritage Festival, the largest of its kind that now continues on Dundas Square as DesiFest. He was also the chair of the Canadian Hindu Youth Conference, focused on spiritual and leadership development of the youth in the community.

He has also mentored several young entrepreneurs and professionals guiding them with their business or career. Kundan has established a one of a kind internship program at TheAppLabb, where his goal is to provide training and work experience to students and new immigrants, to set them up on path for a successful career.

As a public speaker, Kundan is regularly invited as a keynote speaker by organizations and events such as Queens University Business Forum, Canadian Youth Business Foundation, Ignite Business Expo, Canadian Special Events Expo, Event Tech-ODOLOGY Conference, to name a few.

Kundan has also won several awards for his work. He was recipient of the 'Young Entrepreneur of the Year Award', at the Midweek South Asian Awards. TheAppLabb was nominated for "Best Mobile App Company" Award at the Canadian Special Events Expo. He was awarded the prestigious "Honor W" Award, the university's highest student award by the University Students' Council of Western University for his community service and student leadership. And finally, Kundan was gold medalist at Inter-University Chess Championship.

Kundan also helps provide opportunities to the underprivileged. He serves the community through relentless volunteer work. He supports orphans throughout the world through the NAMF, IDRF and Plan Canada charities. He served as the Canadian Representative for Asia Relief. Also, through personal contributions and organizing fundraising events, he has supported charities such as former Prime Minister Stephen Harper's Military Fund, Canadian National Institute of Blind, Credit Valley Hospital Foundation, Sick Kids Foundation, Doctors without Borders, Engineers without Borders, World Wildlife Fund, Pakistan Earthquake Relief, The Shartul Foundation, The Salman and Samina Global Wellness Initiative, South Asian Women's Centre, Aagaz4life, SOS Children's Village Canada, Everyday Child, among others.

KUNDAN JOSHI LONG BIOcont.

List of companies founded by Kundan Joshi:

Founder & CEO at TheAppLabb – strategy, design, and development of mobile apps

Founder & CEO at StartupLabb – an accelerator for Tech Start-ups

Co-founder & COO at Urbery – start-up focused on revolutionizing Grocery sector

Co-founder & CTO at Chirping Block – a social media aggregation platform.

Co-founder & CTO at 42 Sports – an app for sports fan engagement.

Co-founder & CTO at The Cop Date – a time based retail commerce app

Co-founder & CTO at CoinFeet - a mobile marketplace for bitcoin enthusiasts.

Co-founder & CTO at Property Search Alert - a lead gen app for realtors

Co-founder & CTO at Resort Search Alert - a lead gen app for resorts

Co-founder & CEO at StratLabb - Enterprise mobility consulting

Co-founder & CEO at UXLabb - UX design workshops and consulting

Co-founder & CEO at MyCanadaApp – a mobile tool for empowerment & settlement of new immigrants

Partner at Lucova – an iBeacon based mobile transaction technology

Co-founder & CMO of ResQme - a mobile app for global women safety.

Co-founder & CIO of InfonetEnergy - a clean technology consulting firm that believes in assisting the community through sustainable development projects.

Co-Founder & Partner at Black Diamond Entertainments that organizes community events and festivals.

FACT SHEET

2007	Year founded
Toronto	City founded
Over 450	Number of apps made to date
Eight	Solutions available including the EventsApp, OnDemandApp, BaseApp, TravelApp, RetailApp, LocateApp, ContestApp, and LearnApp
Five	Number of international offices in New York City, Mumbai, Singapore, Hong Kong, and Melbourne
Kundan Joshi	CEO and founder https://www.linkedin.com/in/kundan https://twitter.com/jkundan



**FOR MORE INFORMATION,
PLEASE CONTACT:**

Kundan Joshi
kundanjoshi@theapplabb.com
416-745-3164