

Boni

Micro Location Based Technologies

Boni – Who we are?



Founded in 2011

Holds 3 patents for Indoor Location Services

Funded over 1.5M USD from both Government & Angel Investors

Team



Sarper
Silaoğlu
CEO



Can
Kenanoglu
CSO



Riza
Ozdulger
Mobile Dev



Emrah
Su
Backend



Alp
Yaman
Hardware



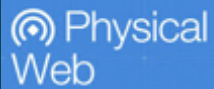
Mustafa
Silaoglu
Head of Sales

Partners



iBeacon

Apple



Walk up and use anything

Google

PLACEDGE

Samsung

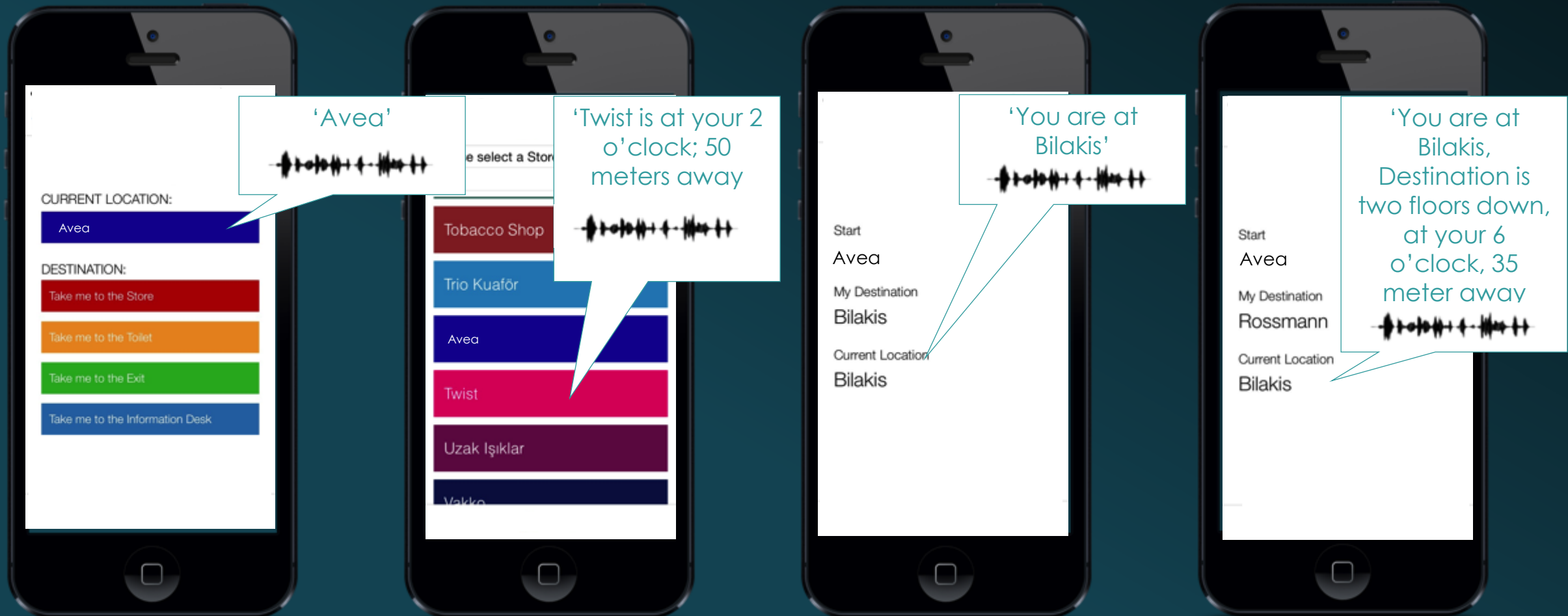


Nokia

iSteps – Navigation for the Blind

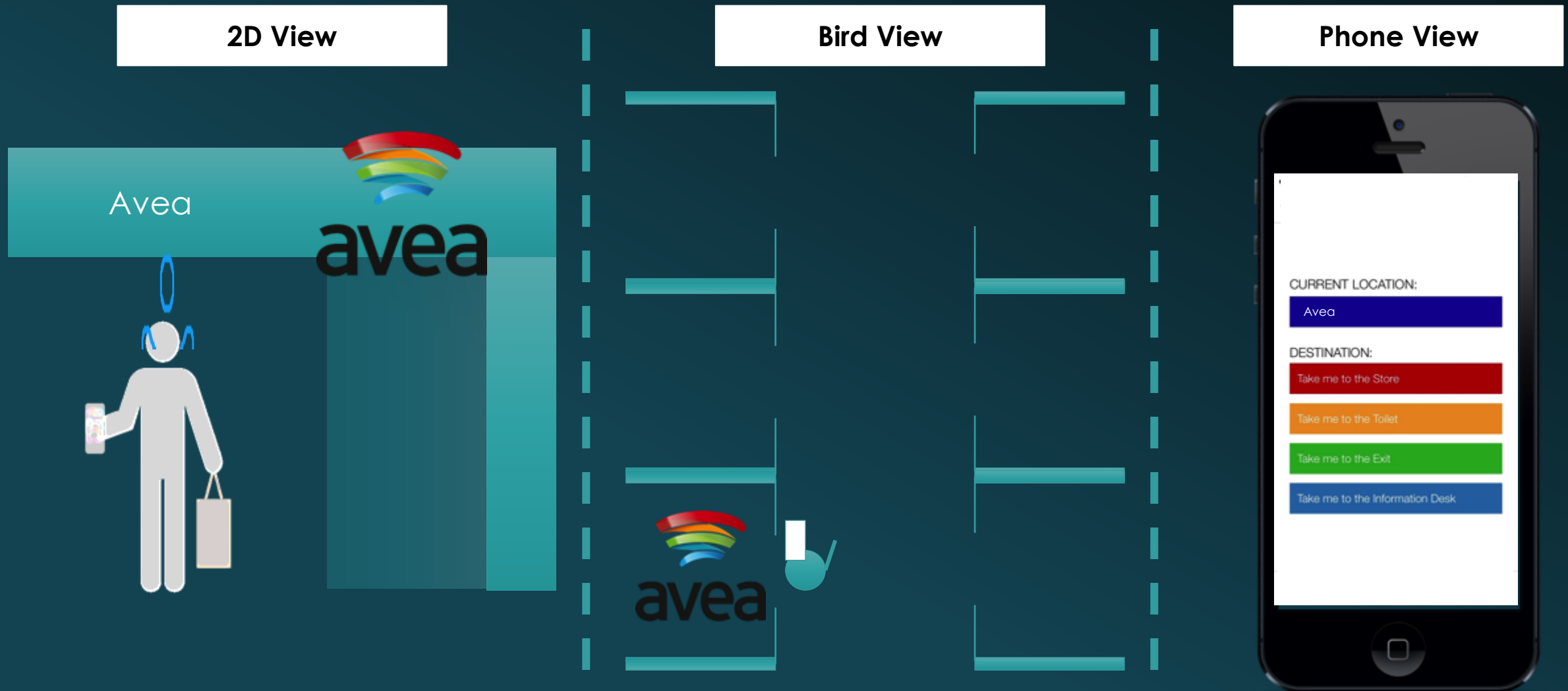
iSteps is an indoor navigation assisting app for the blind people. It is a very simple application designed to assist with 4 basic features using accessibility options of both IOS and Android

It recalculates the route once the phone is shaken



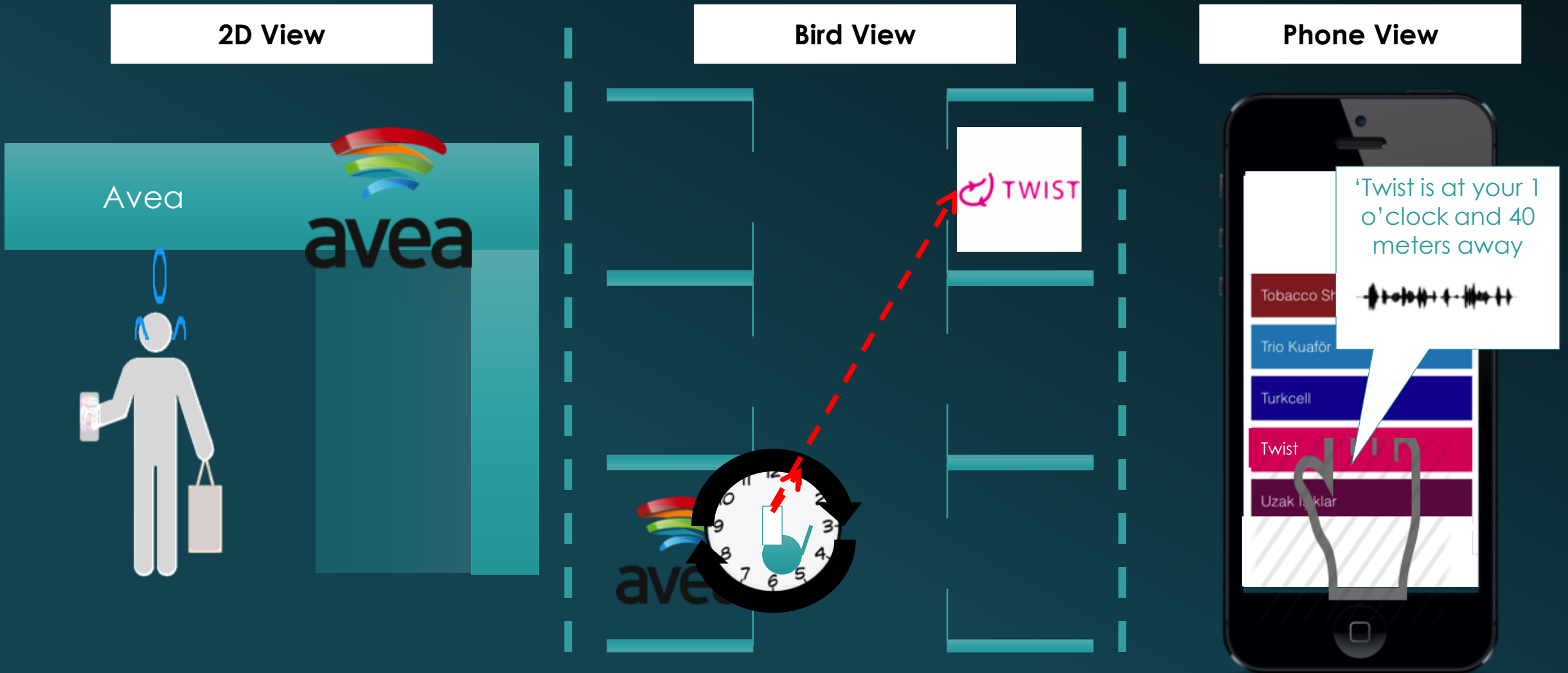
iSteps – Navigation for the Blind(1/4)

The very basic feature is to determine the current place of the user.



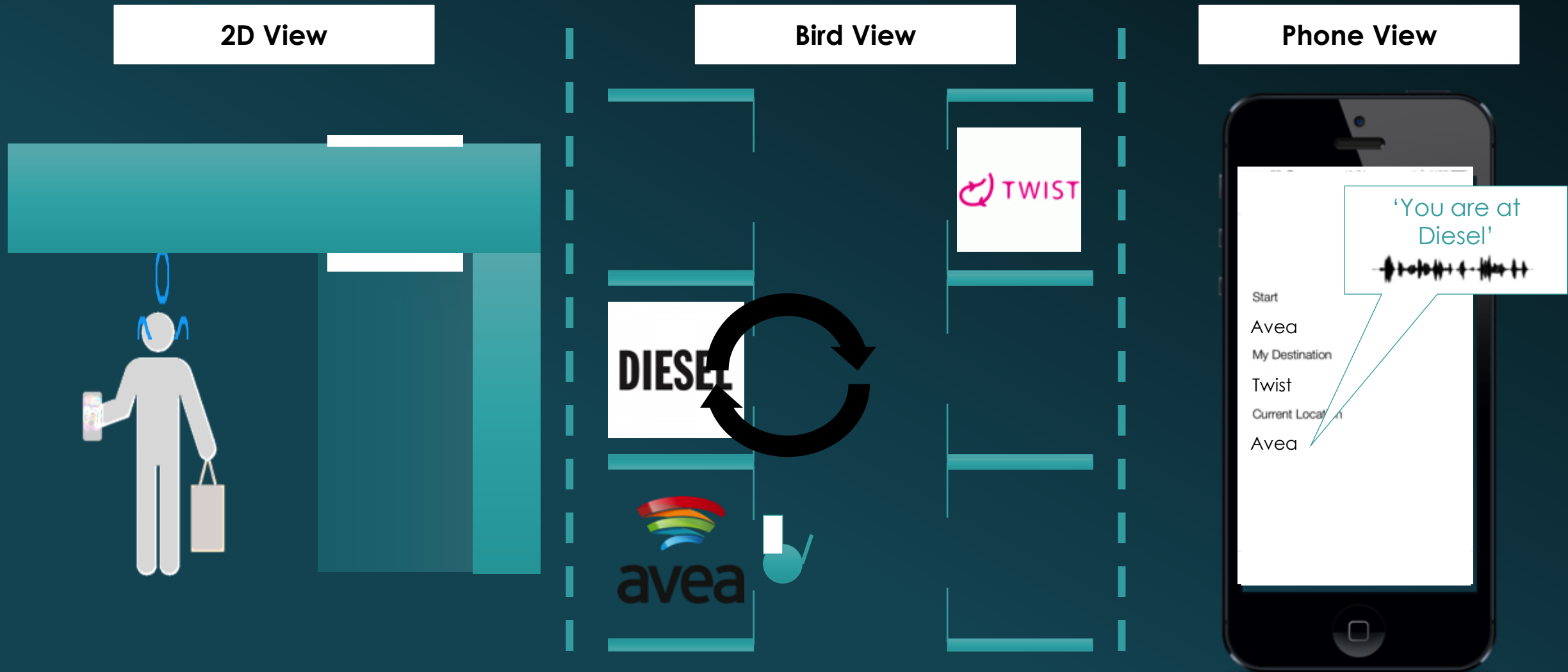
iSteps – Navigation for the Blind(2/4)

Once the current location is determined, the user enters a list view in order to state where they are destined to. After they choose their destination, the phone calculates the clock face direction of the destination



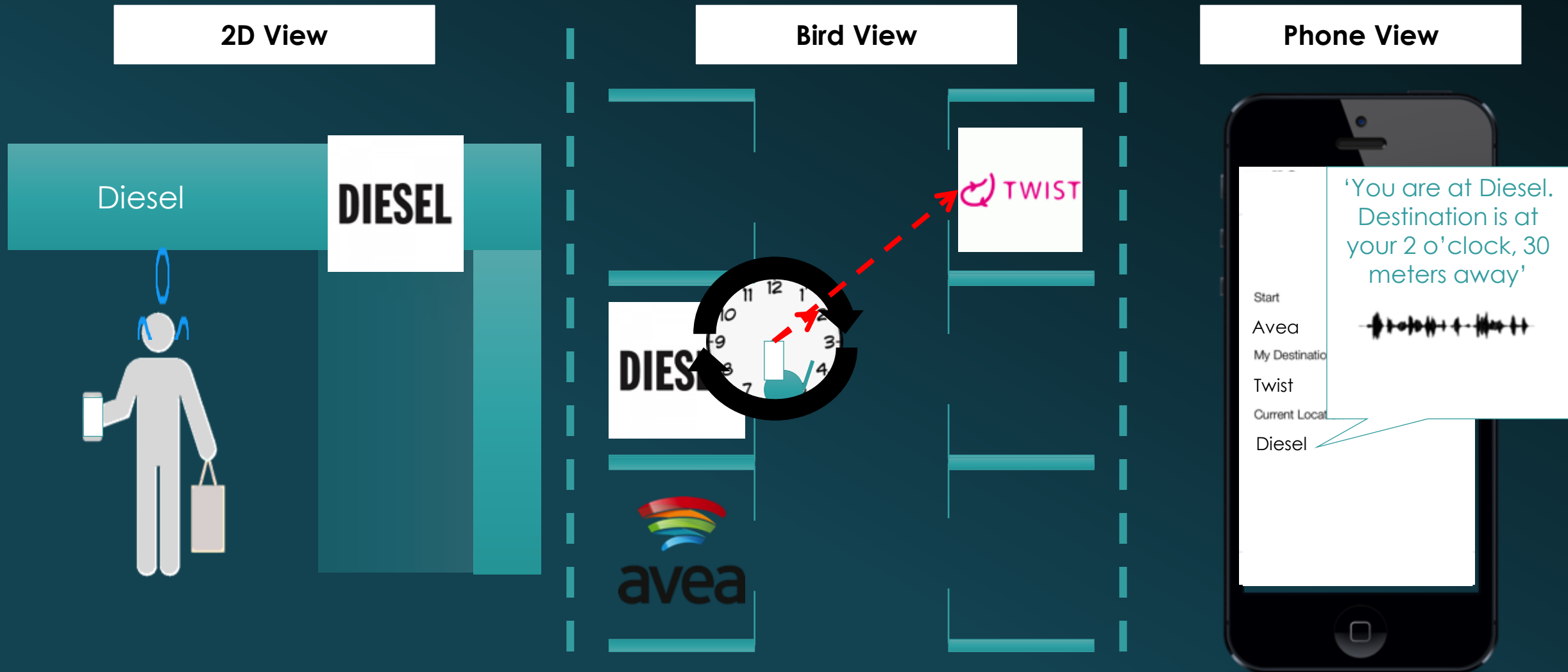
iSteps – Navigation for the Blind(3/4)

The app narrates the current location during the journey to the destination.



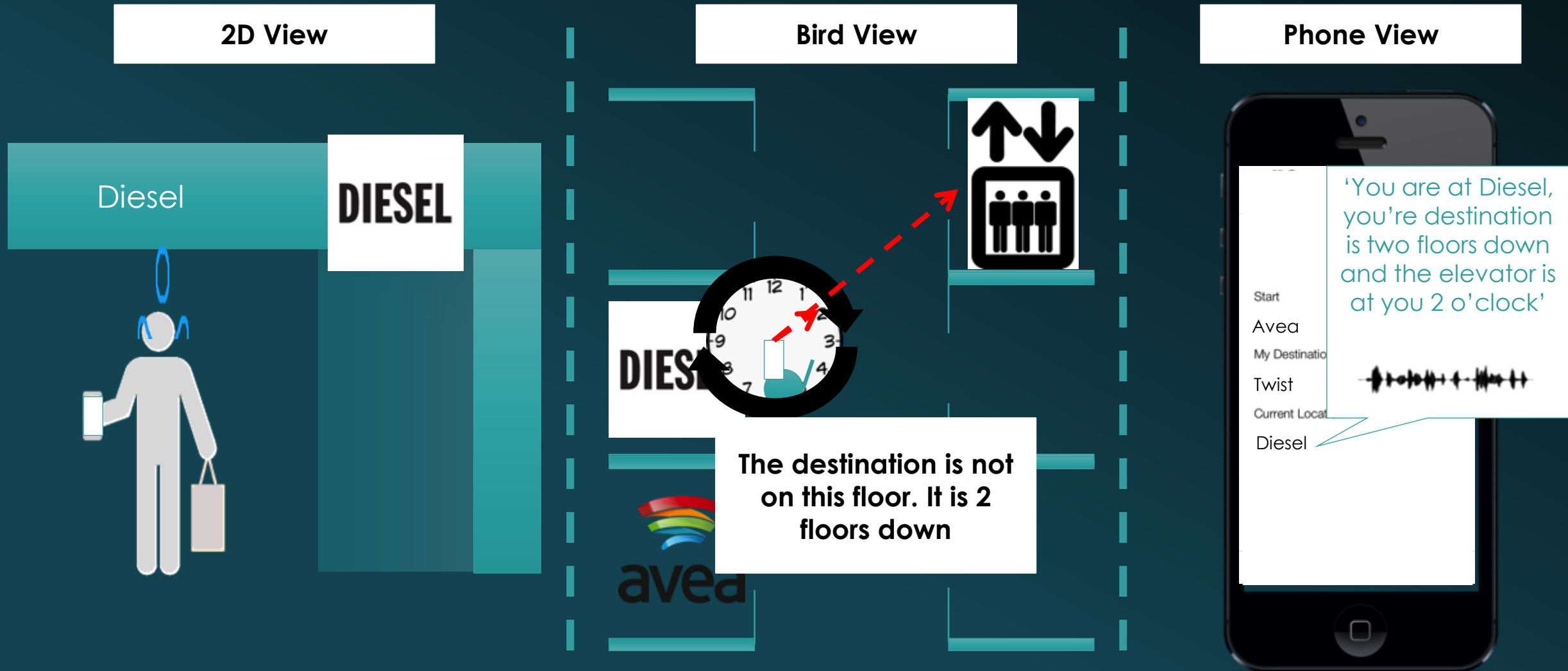
iSteps – Navigation for the Blind(4/4a)

The app recalculates the direction to the destination once it is shaken according to current location



iSteps – Navigation for the Blind(4/4b)

The app recalculates the direction to the destination once it is shaken according to current location. If the destination is at another floor, the app redirects the user to the elevators



iSteps – How does it work

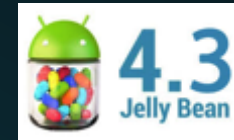
Boni provides an end to end solution for microlocation based technologies from hardware to software

Smartphone Requirements

For iPhones the Operating System should be IOS 7 or later

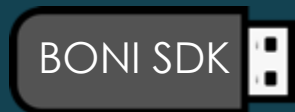


For Android the Operating System should be 4.3 or later



SDK integrated Apps downloaded

The SDK should be integrated into one of the apps that the user has



Bluetooth should be turned on

For the phone to receive signals bluetooth should be turned on



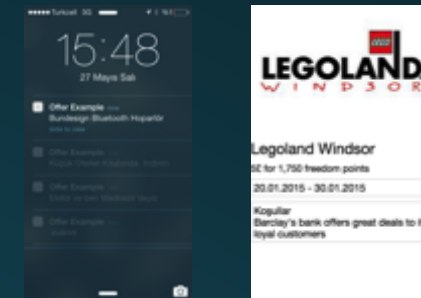
Beacon signal should be received

Once the Bluetooth signal is received the SDK triggers an action from the phone



Content should be connected

In this case an offer is notified to the user, leading to the offer page



iSteps – Statistics

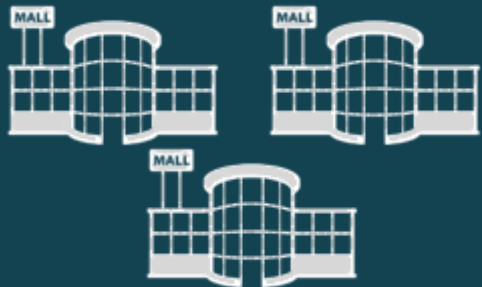
iSteps is the world's first BLE based navigation assistance tool with the widest coverage area.



6.5 K people have downloaded the app, **1.6K people** have used it to find **3 stores** per person while spending **72 minutes** and passing by **41 stores**.

Current Use Areas

15 MALLS



1 HOTEL



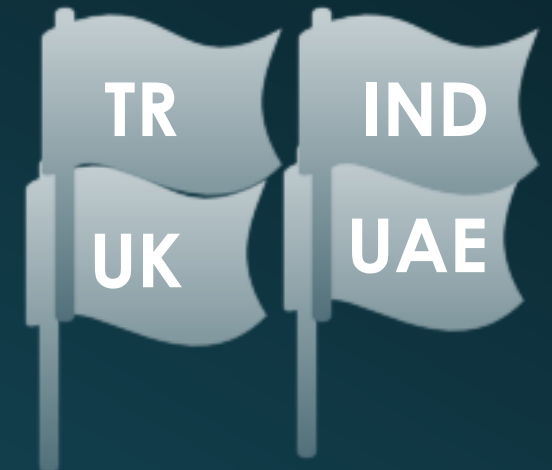
1 UNIVERSITY



2 MUNICIPALITY BUILDINGS



4 COUNTRIES



iSteps – Business Model

There are 4 elements in pricing.

Mapping & Optimization

The mapping & optimization gives us an idea of hardware usage and app parameters.



One Time Fee

Hardware Production

After the 1st stage the beacon customization and production according to our analysis



Per Beacon fee

App Development & SDK

The software side of the project is being developed at the same time including SDK implementation



One Time Fee

Post Sales Services

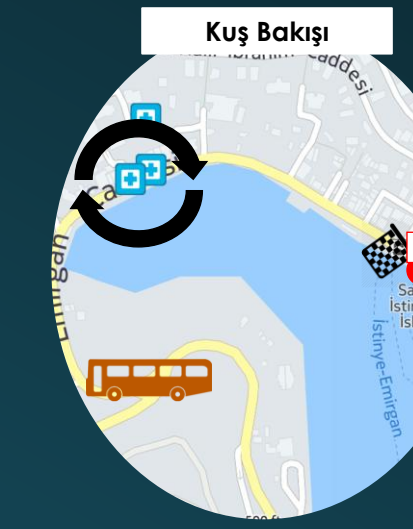
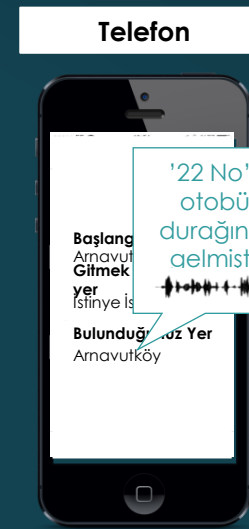
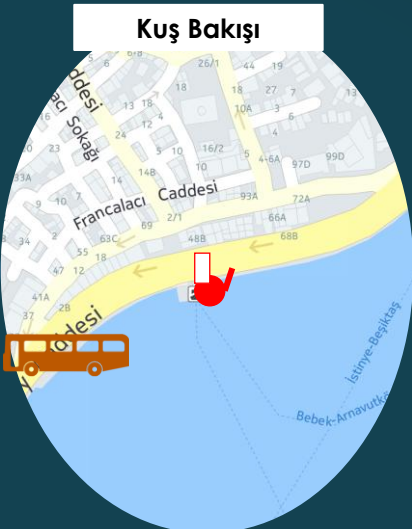
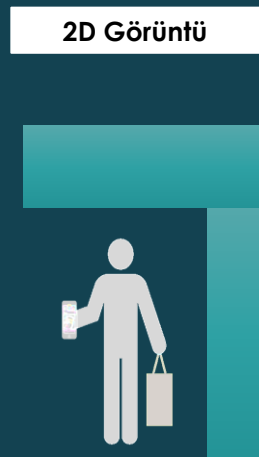
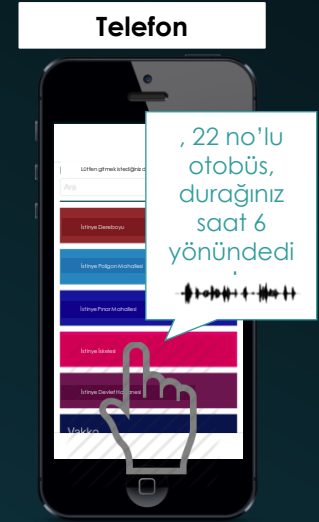
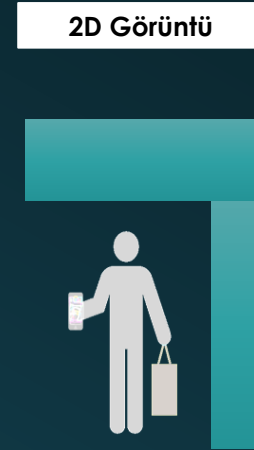
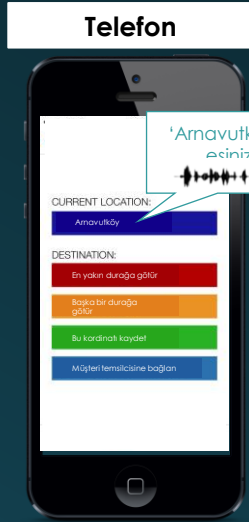
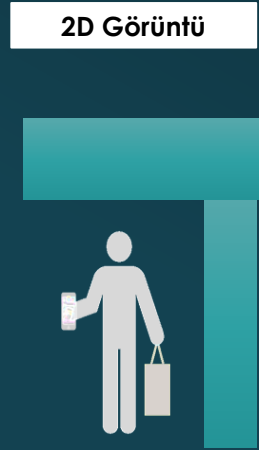
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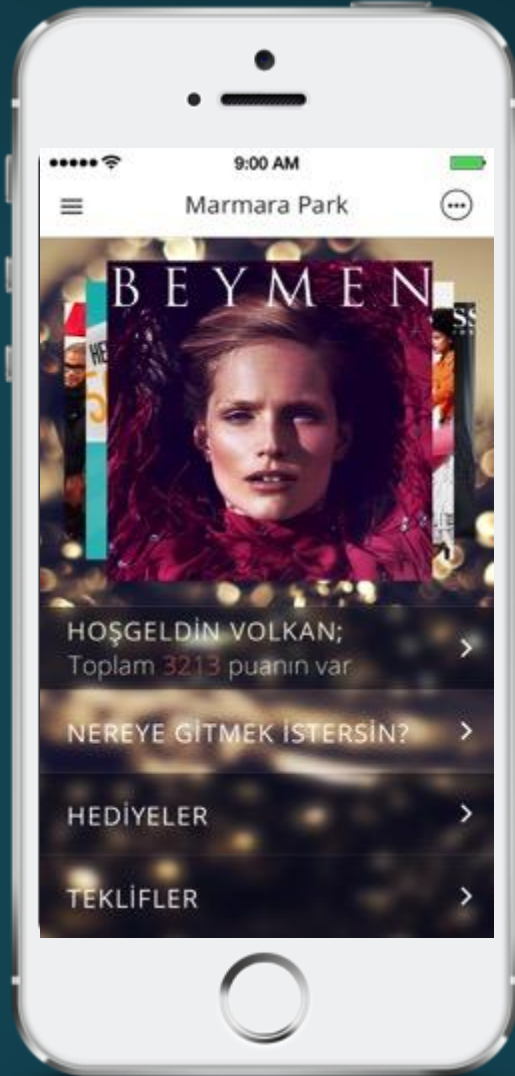
Monthly Fee

iSteps – Next Steps – SmartCity (Preview)

Connecting Indoor Navigation to outdoors would be essential to make the whole city accessible



Boni Communication Details



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