Managing E2E digital user experience for Events, Hotels and Establishments walk-ins

Virtual Assistant
Location Info
Nearby People
Indoor Mobility

Mobile

Social Media Apps,
Announcements and News
Transit Data
User Generated

LED Screens

Engaged,
Informed,
Connected

Driving Biz
Sales
Brand
Experience

OFFER

+
## How do we deliver?

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
<th>Monthly</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAAS Revenue (6 months)</td>
<td>15+ Clients</td>
<td>2.5L+</td>
<td>10L+</td>
</tr>
<tr>
<td>Talent – Germany, Indonesia, Japan and China</td>
<td>15 People</td>
<td>3.5L</td>
<td>Raised 25L INR in Pre-Seed</td>
</tr>
<tr>
<td>Incentive Based Acquisition</td>
<td>10% to 15%</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Client Acquisition</td>
<td>5K INR to 20K INR/Client</td>
<td>10K-15K INR</td>
<td>-</td>
</tr>
</tbody>
</table>
Our Market
A $23Billion market potential

CLIENTS
Revenue of 15L+

ORGANISATIONS
IDEASHACKS
IMI
icreate

EVENTS
GLOBAL ENTREPRENEURSHIP SUMMIT
INDIA 2017
StartUp

HOSPITALITY
ZOSTEL
CROWNE PLAZA

PARTNERS
Co-Creation

ORGANISATIONS

WIZCRAFT

EVENTS
UltraTech

HOSPITALITY

Channels
Sales and Lateral Offering

Digital Mktg Agencies
Event Mgmt
IHG
Media Apps
Local Apps – Uber, Nearby etc
Example

Poletalks helps to connect business with in-store customers in an engaging Mobile+ Screen Display setup.

Poletalks to capture customer-behavior data both real-time and historic to build valuable experiences.

Poletalks runs on all touch-points with a customer as a virtual assistant for Events, Hotels and Establishments.
Our Global Team
India, Germany, Indonesia, Vietnam, Tunisia, Brazil and Japan
How startups like Pastiwala, Poletalks are using creative means to draw users

Ahmedabad-based Poletalks, a community interaction platform that allows people to make or share anonymous comments or information, introduced a new feature ‘utility index’ to indicate any nearby amenities that now includes ATMs with or without cash.

Vishal Dutta & Suprja Srinivasan | ET Bureau | November 28, 2016, 08:27 IST

Even as online payment biggies are having a field day, thanks to demonetisation, there are a handful of startups that are mixing business and charity to cash in on the cash crunch.

Startups like Pastiwala, Poletalks, BookMyChotu, FreshToHome, Healthians and Swiggy have stepped up to ease the discomfort around the situation and build their business simultaneously. Agnus Capital-backed Pastiwala.com, a waste-paper collection and recycling startup has been campaigning to provide cash to people in lieu of their...
Differentiators
What makes us Unique

TECH
Scalable +
SAAS +
ML & AI Engine

GTM
10 Mins Deploy
Channel Model
All in One

TEAM
Diverse
Global Advisors
Investment

Pilot + POC

Complete

In market + Revenue+ Good Pipeline

On-Going

Larger Talent Acquisition
Market Expansion

Future

2016 2017 2018
Example2
Thank you

Get the **Pole Wall** for your Business/Event/Office

Call/Text us at 91 96637 11140

Visit us at [https://poletalks.com/tiecon](https://poletalks.com/tiecon)
Pole in the next 3 years

- Digital Real-estate: Physical(Screens) + Digital(Client Apps with Pole SDK)
- Ad-Network to bid and match location screens and user with relevant ads
- Location Based Social Network with Poletalks App

Exits:
- PayTM/Amazon extend their brand presence to retail stores
- Google decides to extend local info + ad-words to physical screens and incorporate more indoor maps
- Facebook Local decides to extend its presence to events and physical screens
Who is out there?

We are building an multi-tech interactive experience and not one-sided broadcasting platform which our competitors are building and we are focussed on partnerships to gain speed.
Summing the Above

Need of business to identify, track and sell to customers in-store

Ex: We give TieCon SDK/Event App for attendees to connect and network in proximity Display Screen App to run social media buzz and announcements Location tech for indoor navigation, tracking and intelligent notifications about who is speaking and what?

Need of customer to find proximity info and people

Ex: We give Taj Hotel SDK/Hotel App for guests management Display Screen App to run social media buzz, marketing content and nearby cabs/city event info Location tech to understand guest behavior and customise their services to maximise sales.
## Target Market

<table>
<thead>
<tr>
<th>ENGAGE</th>
<th>ORGANISATIONS</th>
<th>EVENTS</th>
<th>HOTELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry News, Updates on performance, Learning Feed, Tech/Industry News, Motivational Posters</td>
<td>Live Event Feed via organizers, Polling, Q&amp;A</td>
<td>Show News, Local Events Info</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INFORM</th>
<th>ORGANISATIONS</th>
<th>EVENTS</th>
<th>HOTELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announcements, Notice Board, Events in campus, Mobility Index - Nearest Uber, Ola, Public Transit etc</td>
<td>Announcements, Schedule, Sponsor Videos</td>
<td>Announcements, Notice Board, Events in campus, Mobility Index - Nearest Uber, Ola, Public Transit etc</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CONNECT</th>
<th>ORGANISATIONS</th>
<th>EVENTS</th>
<th>HOTELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Posts, Employee Stories, Chatter via Office App</td>
<td>Live Twitter, Instagram Wall, FB Wall etc showing attendee posts</td>
<td>Checked-In posts by community nearby on Public Feed on Instagram, Facebook, Twitter etc</td>
<td></td>
</tr>
</tbody>
</table>
Poletalks helps to connect business with in-store customers in an engaging Mobile+ Screen Display setup

Poletalks to capture customer-behavior data both real-time and historic to build valuable experiences

Poletalks runs on all touch-points with a customer as a virtual assistant for Events, Hotels and Establishments
Making your **SCREEN** interactive

**Social Media Integration** – Display posts instantly from all social media searching via hashtags, profile name etc.

**Entertain and Engage** – Use Youtube, News Feed, Games, Music, Chatrooms and Media

**Content Marketing** – Advertise and sell your/partner products and your branding material to create a lasting impression

Choose from a variety of products
Extended to the Mobile Screens
(Get your customers talking about YOUR BRAND through seamless in-store experience)

CUSTOMISABLE ACTIONS
Chat-bot, Chatroom, Feedback, Buy, Navigation

GENERAL INFO
About, Directions, Gallery, Timings, Social media

CUSTOMER WALLET
Loyalty, reward points, discounts

E-COMMERCE
List your products and start selling

NEARBY SOCIAL FEED
Limited time offers, Announcements, Events, Specials etc.

DYNAMIC INFO CARDS
Limited time offers, Announcements, Events, Specials etc.
All this controlled from 1 place

**The Dashboard**

**Campaigns**
Pick from campaign suggestion to boost sales  
Hear your brand live via our Social Media Listener  
Schedule Ads, Offers and Announcement as per biz needs

**Make Money**
Give us advertising spots on your screen and Make Money

**Customers**
Monitor Customer Experience and Chatroom remotely  
Never miss a customer experience! Project Feedback and Reviews to drive credibility and brand equity

**Notifications**
SMS + In app notifications + Web Notifications + E-mail

**Operations**
Point of Sales System  
Waitlist Manager  
Staff Tracking  
Run Loyalty Programs and Customer Database management
## Funding (in INR)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Operations</th>
<th>Sales</th>
<th>Marketing</th>
<th>Traction (Cumulative)</th>
<th>Cash Flow (Cumulative)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q4 FY’17</td>
<td>28L</td>
<td>7.5L</td>
<td>2L</td>
<td>150</td>
<td>36L</td>
</tr>
<tr>
<td>Q1 FY’18</td>
<td>30L</td>
<td>12L</td>
<td>3.25L</td>
<td>250</td>
<td>66L</td>
</tr>
<tr>
<td>Q2 FY’18</td>
<td>33L</td>
<td>18L</td>
<td>5.25L</td>
<td>400</td>
<td>1.05Cr</td>
</tr>
<tr>
<td>Q3 FY’18</td>
<td>36L</td>
<td>25L</td>
<td>7.8L</td>
<td>600</td>
<td>1.6Cr</td>
</tr>
<tr>
<td>Q4 FY’18</td>
<td>40L</td>
<td>40L</td>
<td>13L</td>
<td>985</td>
<td>2.6Cr</td>
</tr>
<tr>
<td>Total</td>
<td>1.7Cr</td>
<td>1Cr</td>
<td>31L</td>
<td>2385</td>
<td>6.2Cr</td>
</tr>
</tbody>
</table>

Total investment shall be 3 Cr for a runway of 1.5 years gaining 2385+ businesses and 6.2Cr INR in yearly revenue.
What is this

We keep audiences Engaged, Informed and Connected!

Poletalks helps to connect business with nearby customers in an engaging Digital + Physical setup. Events, Hotels, Workplaces and Retail Stores use Poletalks to capture customer-behavior data both real-time and historic to build valuable experiences.

Poletalks runs on all touch-points with a customer. Starting with proximity notifications, WiFi-based indoor positioning, Display Screen based visual and gesture engagement and Mobile based concierge and information app.

Our vision is to help businesses build customer experience singularity with unification of IOT, AI, Social Media Listening and App-builders on Poletalks. Our clients like Crowne Plaza, GES 2017, Vibrant Gujarat have witnessed up to 40% increase in the favorable actions taken by their customers, 25% growth in their brand equity driving sales.
$23B Market Opportunity
Digitalising Events, Hotels and Establishments

Clients
GES 2017
Vibrant Gujarat 2017
Zostel
Crowne Plaza
IMI Delhi
iCreate

Partners
Niti Ayog
WizCraft
T-Hub
Aditya Birla Group
Windlass Township

Channels
Sales and Content
Digital Agencies
Event Mgmt
Health and Edu Sites
Poletalks App
Appendix