The key feature: simplicity

Ed Freyfogle
GeoIT - Berlin - 10 Sept 2018

DIGITAL
VOL.
DIAMOND
RANDOM
REPEAT
A–B
Rio
DURACELL

iPod

Classifieds
OXFORD
AMERICAN
Encyclopedia
YELLOW PAGES
Crosswords
Glue-All
Evolution of the Desk

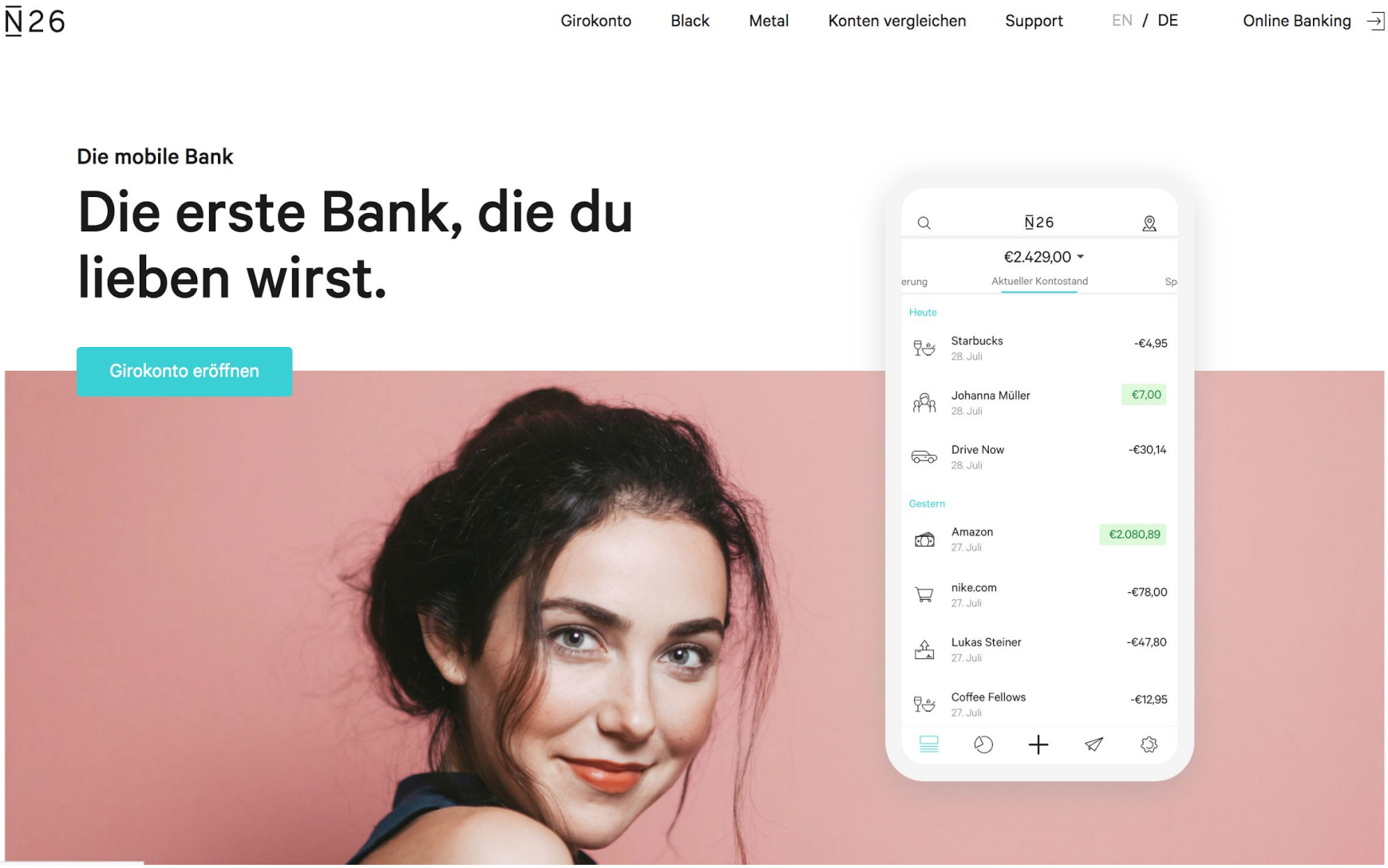
1981

San Francisco Chronicle
Encyclopedia
YELLOW PAGES
CrossWords

2005

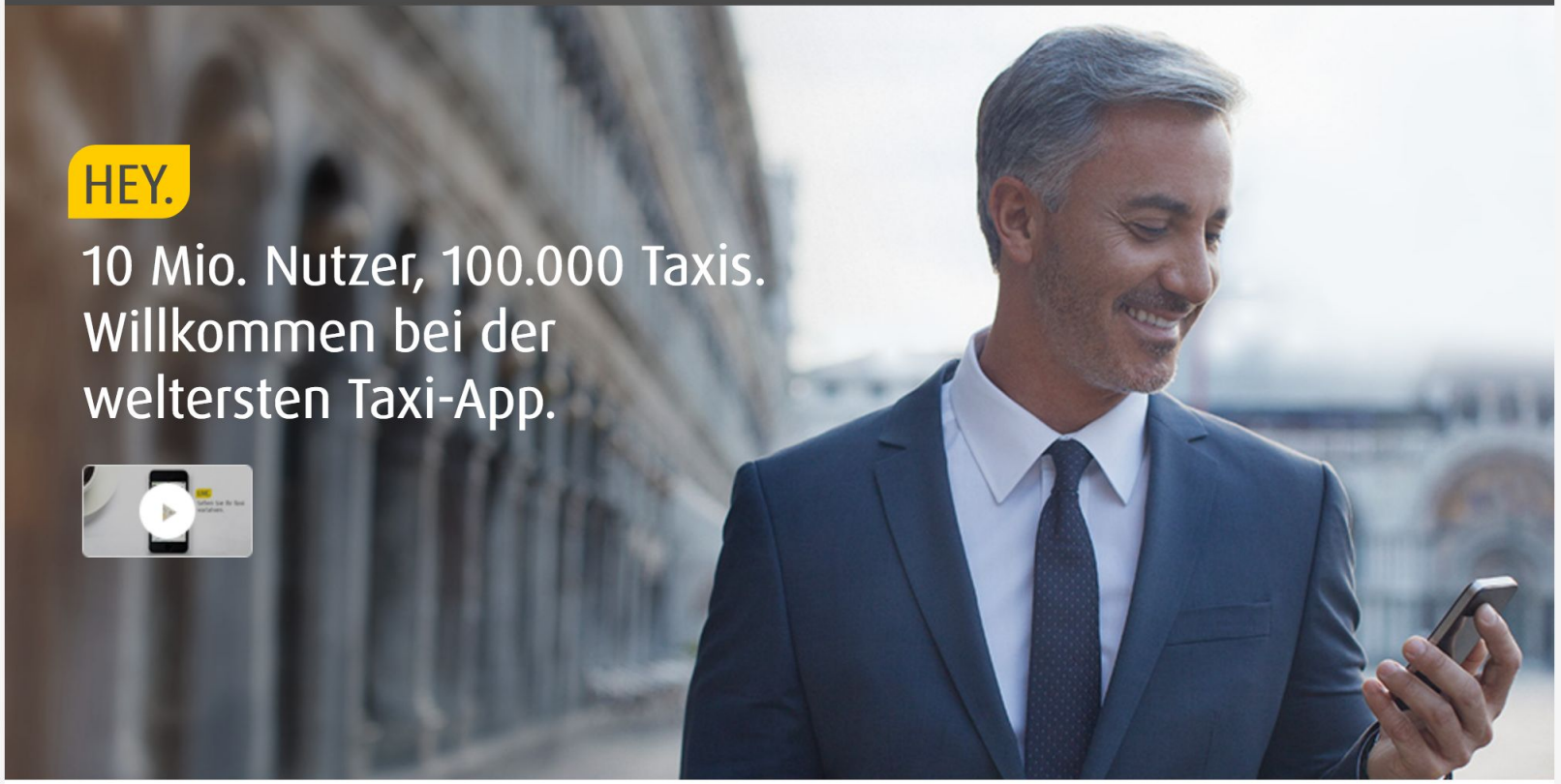
2014

Consumer services simplifying rapidly



mytaxi

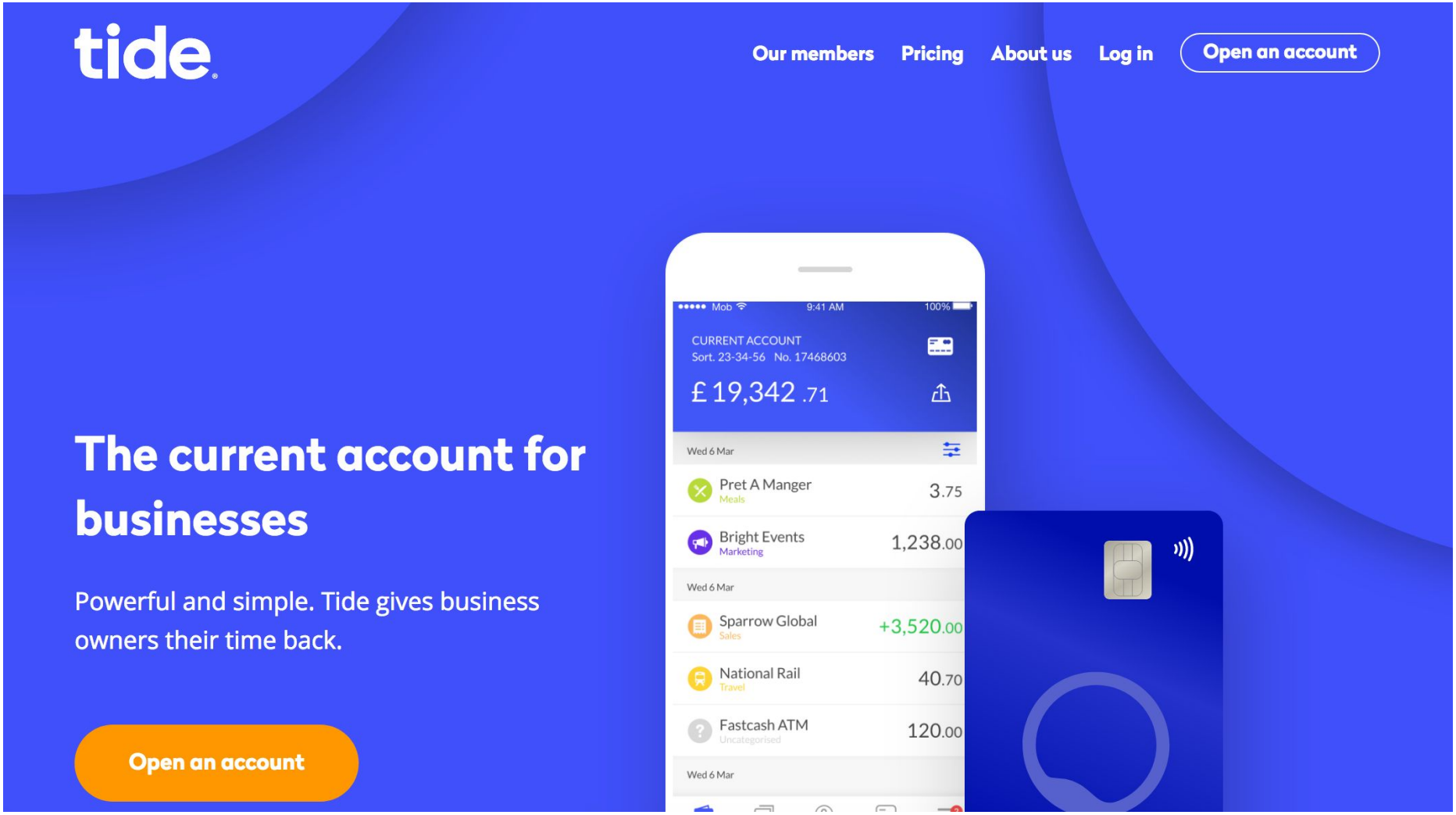
Fahrgast Taxifahrer Jobs Login Taxi bestellen



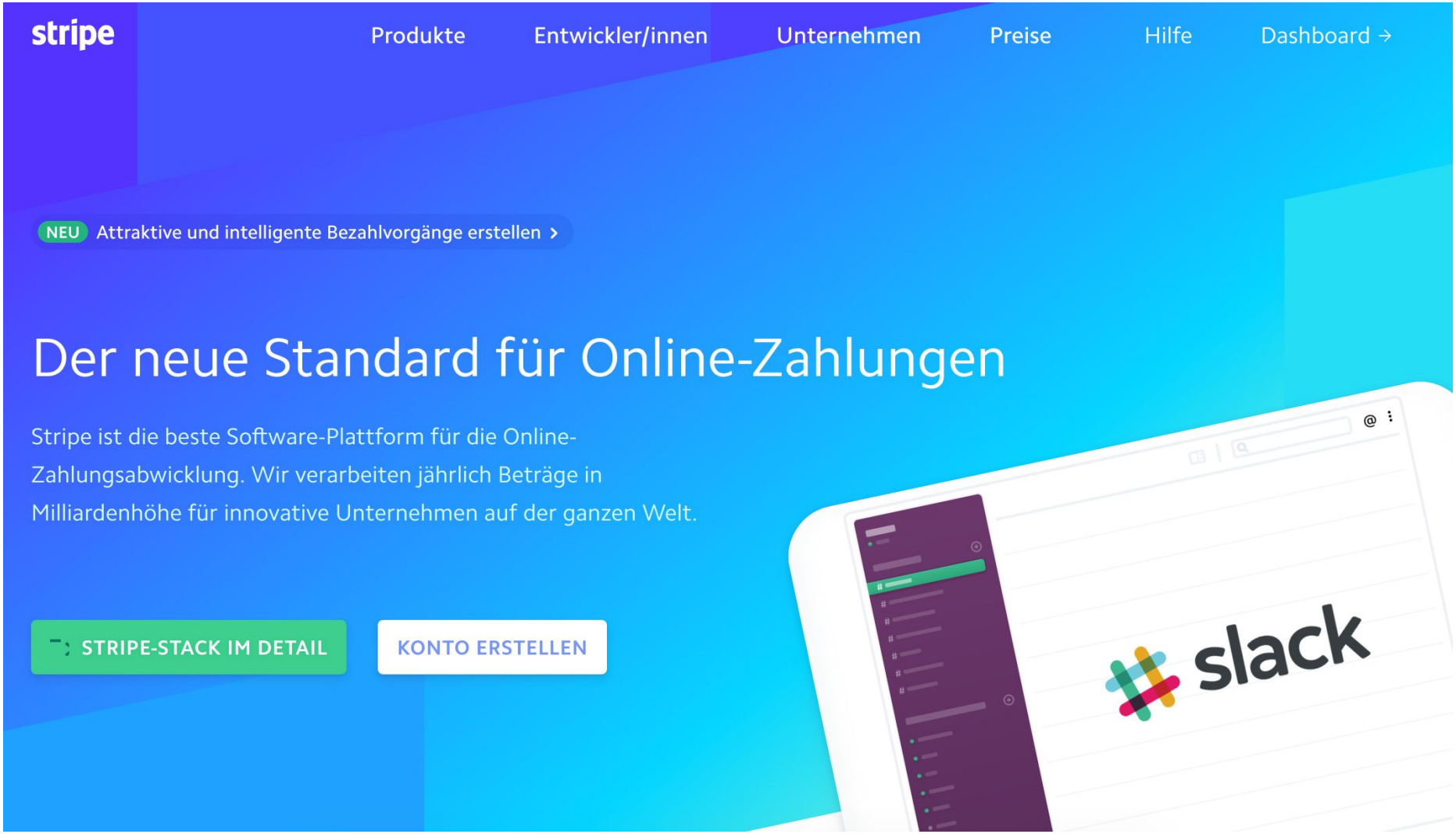
Bestellen Sie Ihr Taxi
jetzt und hier.

Laden Sie sich die
mytaxi App herunter.

Enterprise following consumer

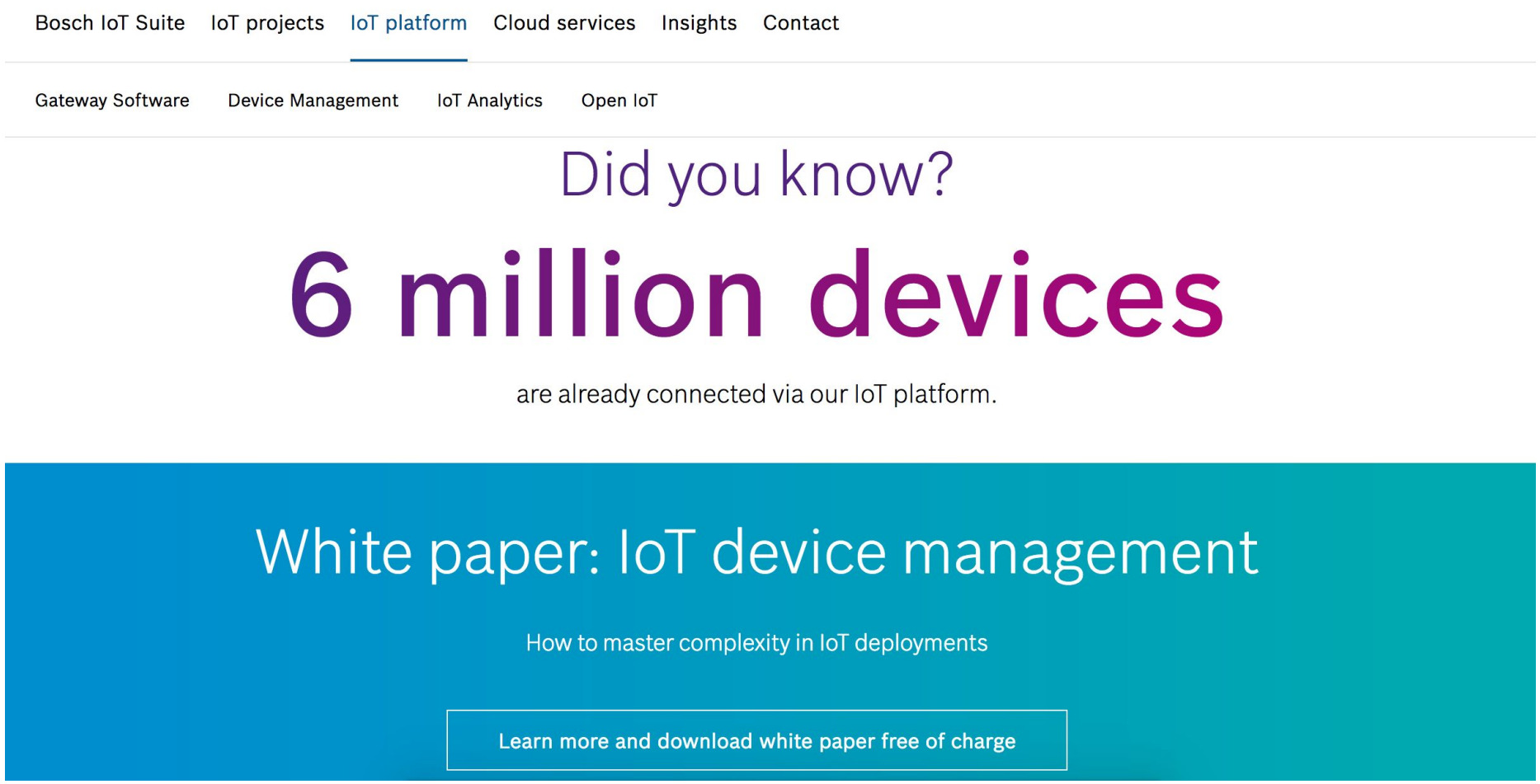


Hard things, becoming simple

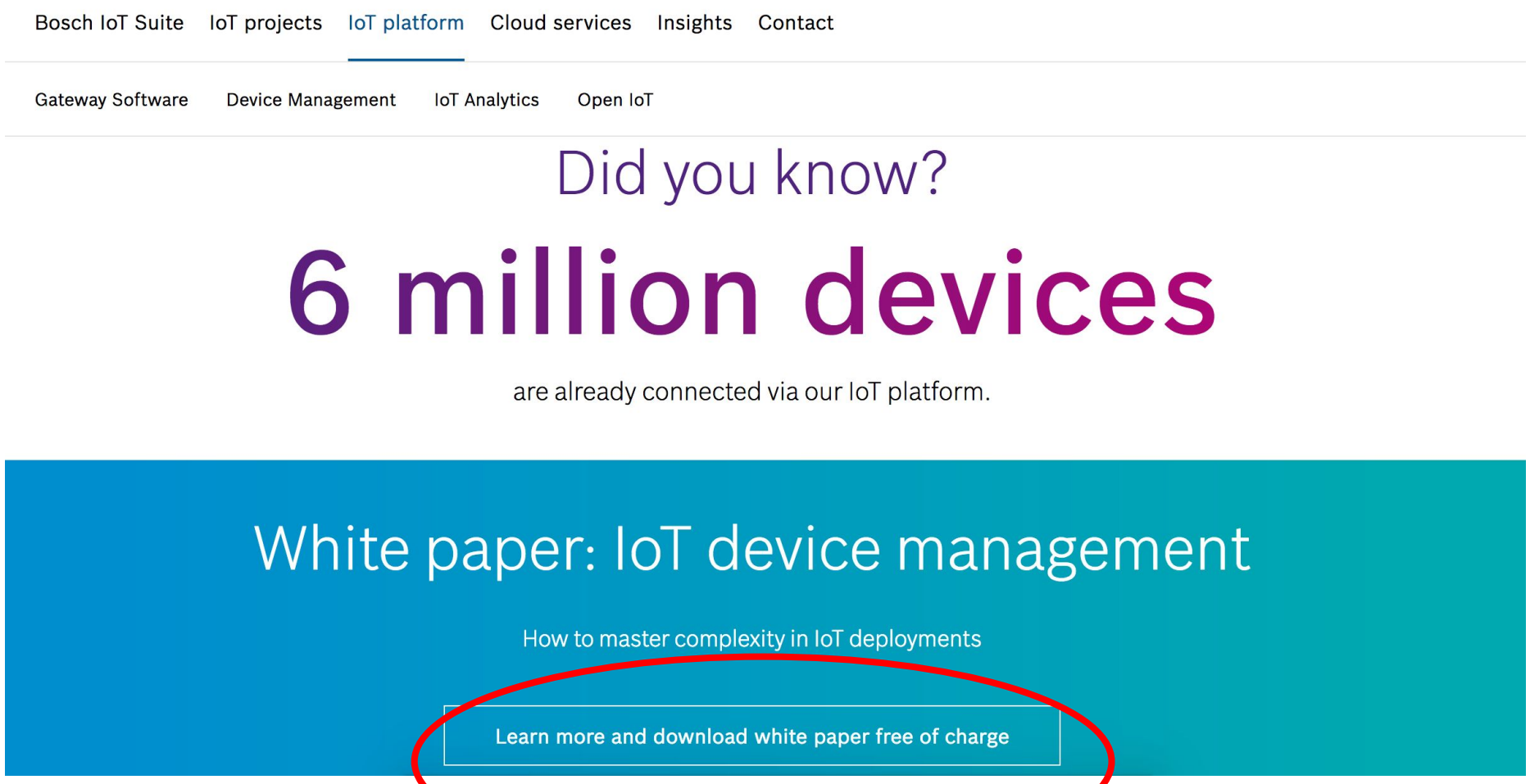


But location businesses ….?

But location businesses ….?



But location businesses ….?



WUT???

Who am I?

Co-founder of OpenCage, a geocoding service

Angel investor focused on European geo start-ups

Organiser of London geo meetup, #geomob

My thesis:

Location is undervalued

Usability (simplicity) wins

Tech is largely irrelevant

#geomob London

Evening event, 5-6 times per year, since 2008

4-6 speakers, ~50 attendees

Doers, NOT marketing people

After the talks we head off to pub for #geobeers

Next event is 7th Nov, please join us!

Learn more: geomobldn.org or @geomob

#geomob

Geoinnovation for fun or profit

#geomob - sometimes it gets weird

Kenneth Field
@kennethfield

Folge ich

So I just did this. An idea I had a year ago. My cheese board of the UK. 26 classic/rare geolocated cheeses with help from @1_Kidney_Col & nieces. A time limited, edible map now being eating at #geomob #ukmappingfestival #geocheese

Tweet übersetzen

19:56 - 6. Sep. 2018

46 Retweets **279** „Gefällt mir"-Angaben

19 46 279

CC BY-SA 2.0 Harry Wood

#geomob

Megatrends

Monetary cost of experimenting is almost nil

Huge value in simplification

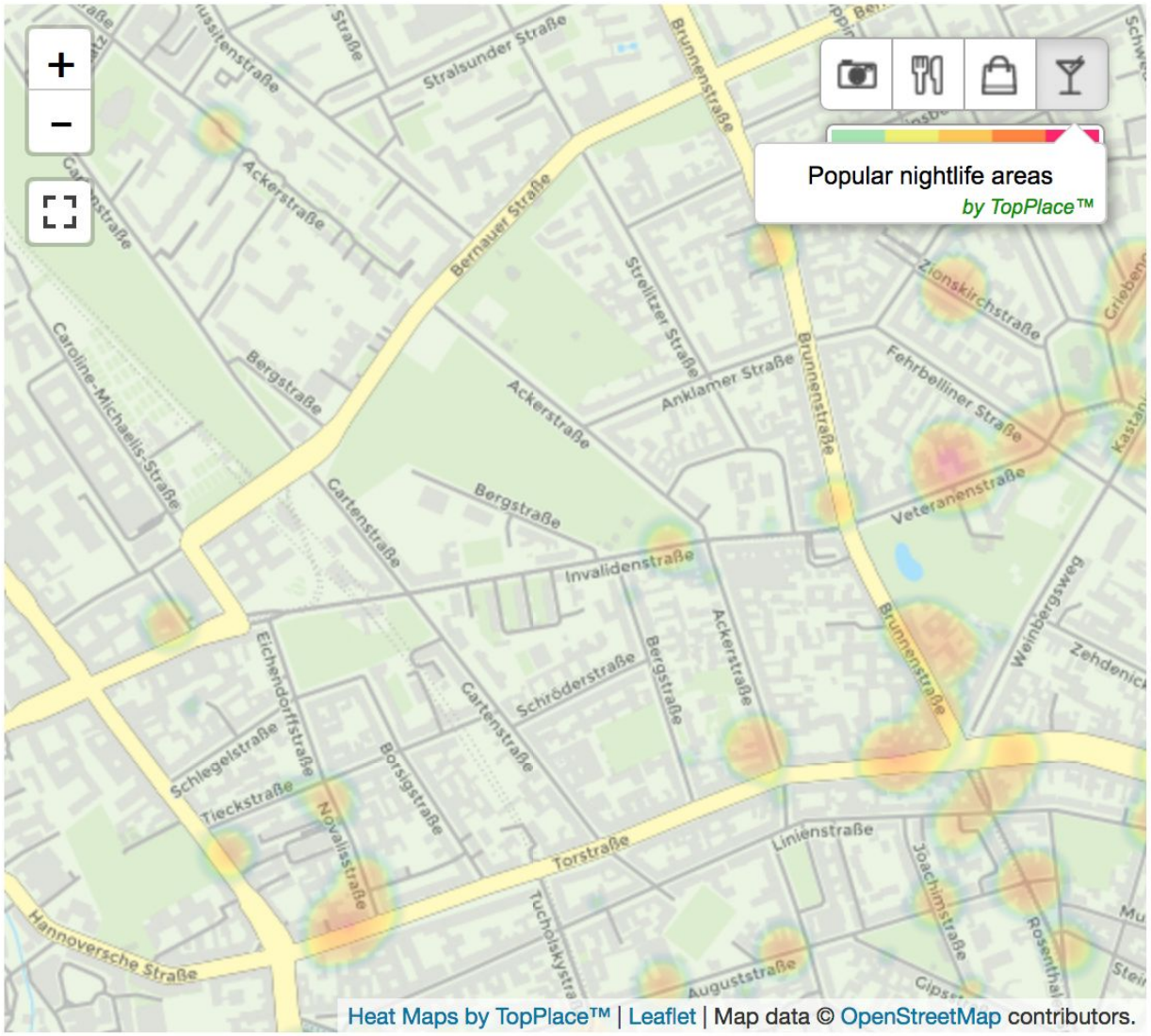
Good enough is often good enough

Open Data / OpenStreetMap

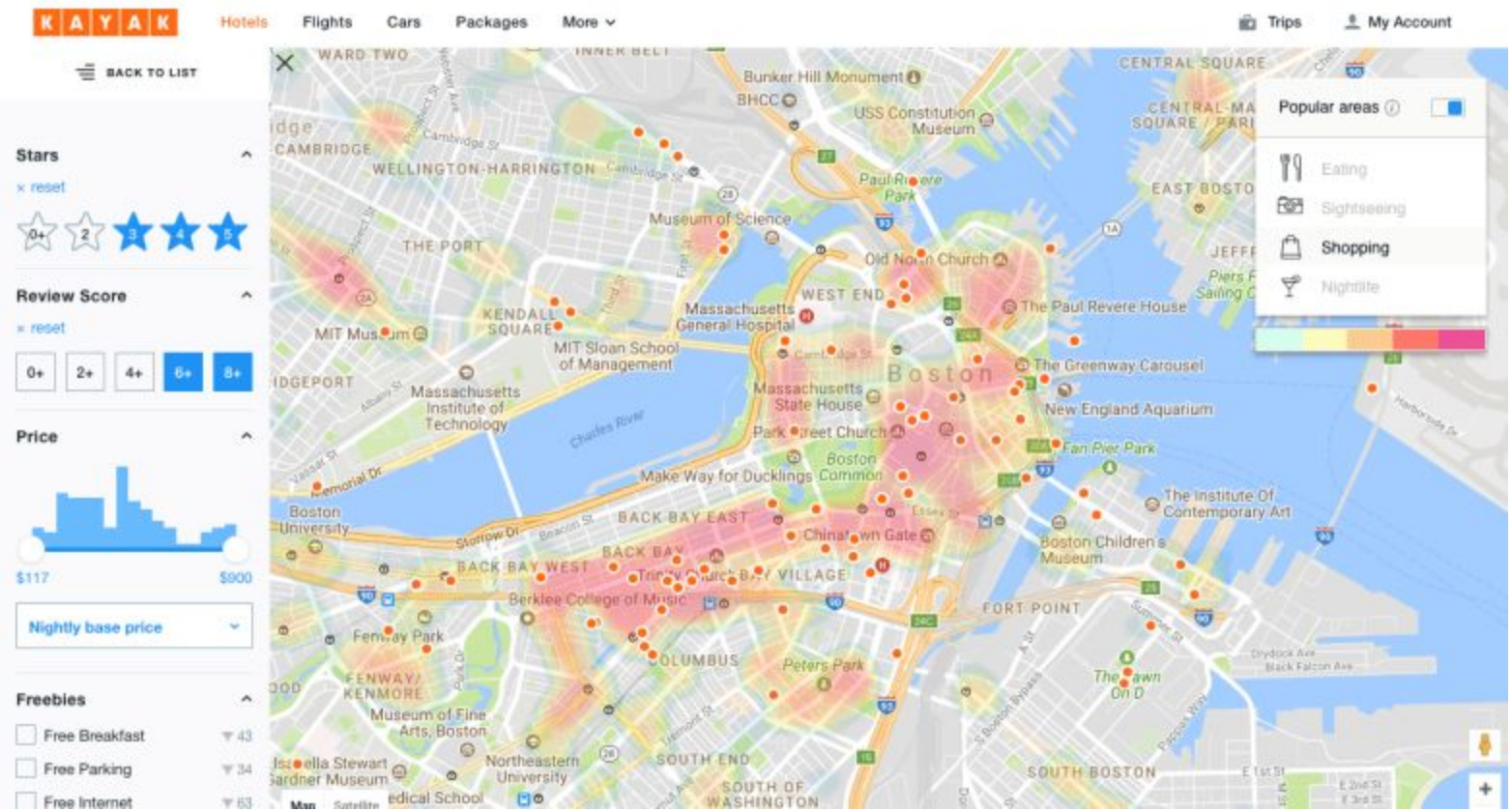
- ✓ use the data with any map you like
- ✓ store as long as you like
- ✓ worldwide coverage
- ✓ fix it, fast

Examples

AVUXI


Popular nightlife areas
by TopPlace™
Stralsunder Straße
Brunnenstraße
Bernauer Straße
Ackerstraße
Bergstraße
Caroline-Michaelis-Straße
Cartenstraße
Strelitzer Straße
Anklamer Straße
Zionskirchstraße
Fehrbelliner Straße
Veteranenstraße
Invalidenstraße
Weinbergsweg
Schröderstraße
Eichendorffstraße
Schlegelstraße
Tieckstraße
Novalisstraße
Borsigstraße
Torstraße
Linienstraße
Joachimstraße
Hannoversche Straße
Tucholskystraße
Auguststraße
Heat Maps by TopPlace™ | Leaflet | Map data © OpenStreetMap contributors.

AVUXI


KAYAK
Hotels
Flights
Cars
Packages
More
Trips
My Account
BACK TO LIST
Stars
reset
Review Score
reset
0+
2+
4+
6+
8+
Price
$117
$900
Nightly base price
Freebies
Free Breakfast
Free Parking
Free Internet
Popular areas
Eating
Sightseeing
Shopping
Nightlife
Boston
Bunker Hill Monument
BHCC
USS Constitution Museum
CENTRAL SQUARE
CAMBRIDGE
WELLINGTON-HARRINGTON
Museum of Science
THE PORT
Old North Church
WEST END
The Paul Revere House
KENDALL SQUARE
MIT Museum
MIT Sloan School of Management
Massachusetts General Hospital
Massachusetts Institute of Technology
Charles River
Massachusetts State House
Park Street Church
The Greenway Carousel
New England Aquarium
Fan Pier Park
Boston Common
Make Way for Ducklings
Boston University
BACK BAY EAST
BACK BAY
BACK BAY WEST
Chinatown Gate
The Institute Of Contemporary Art
Boston Children's Museum
Berklee College of Music
Fenway Park
FENWAY/ KENMORE
COLUMBUS
Peters Park
FORT POINT
Museum of Fine Arts, Boston
Northeastern University
SOUTH END
SOUTH OF WASHINGTON
SOUTH BOSTON
Map
Satellite

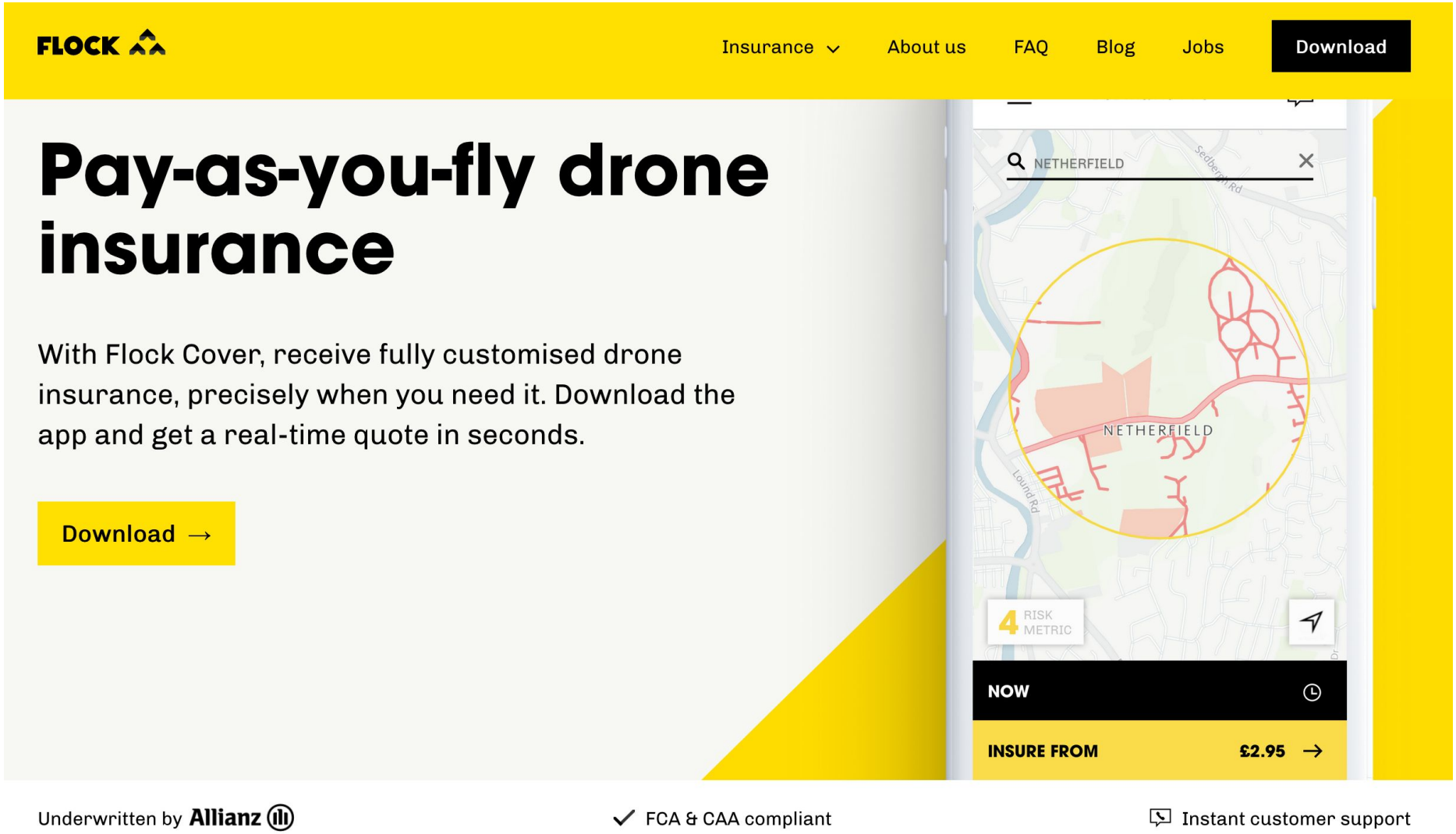
AVUXI

Aggregate the ocean of location data

Drop in service that immediately raises booking conversion

Recent investment from Amadeus

Flock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Jobs
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With Flock Cover, receive fully customised drone insurance, precisely when you need it. Download the app and get a real-time quote in seconds.
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4 RISK METRIC
NOW
INSURE FROM £2.95
Underwritten by Allianz
FCA & CAA compliant
Instant customer support

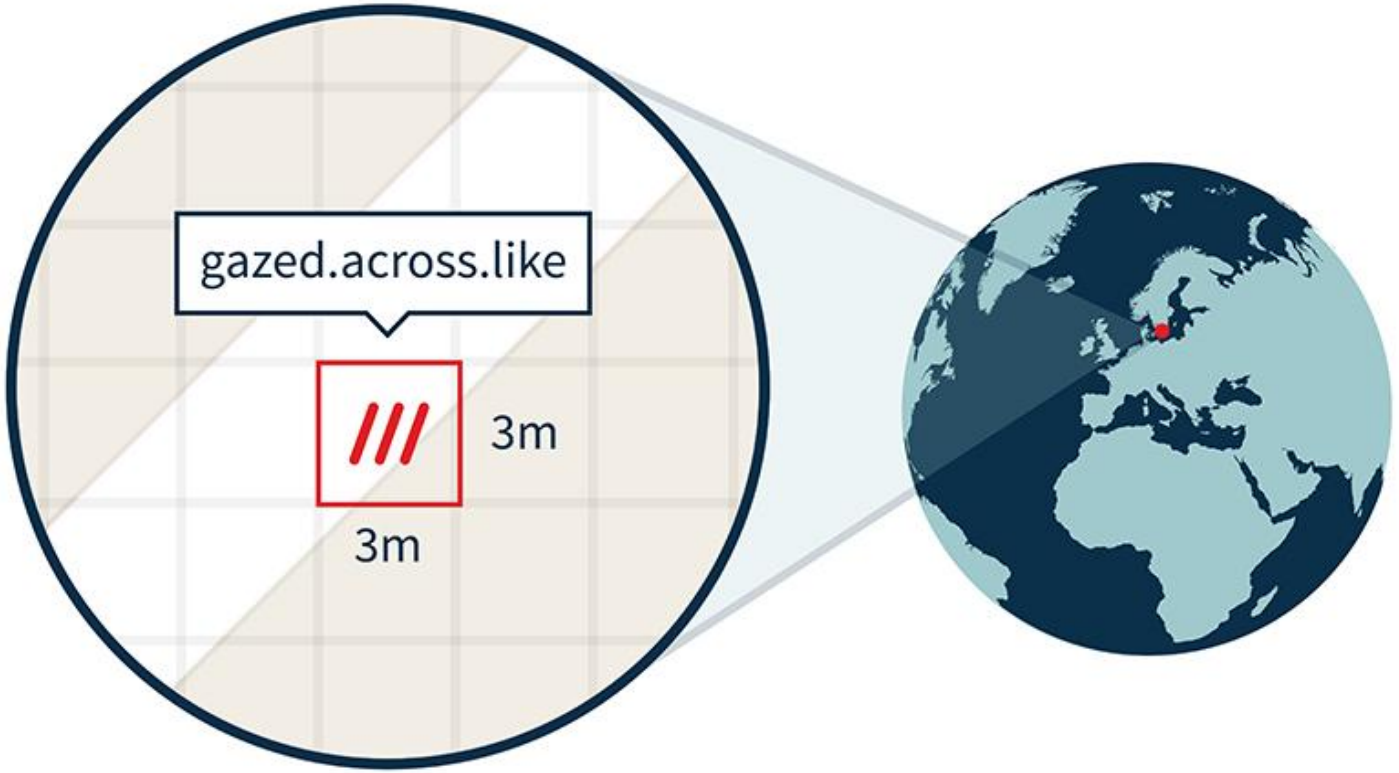
Flock

Provides real-time insurance quote for one-click purchase

Aggregates location, weather, device info

Partners with Allianz, recent £2.25M investment from Anthemis, Maschmeyer, ...

What3Words



What3Words

What3Words

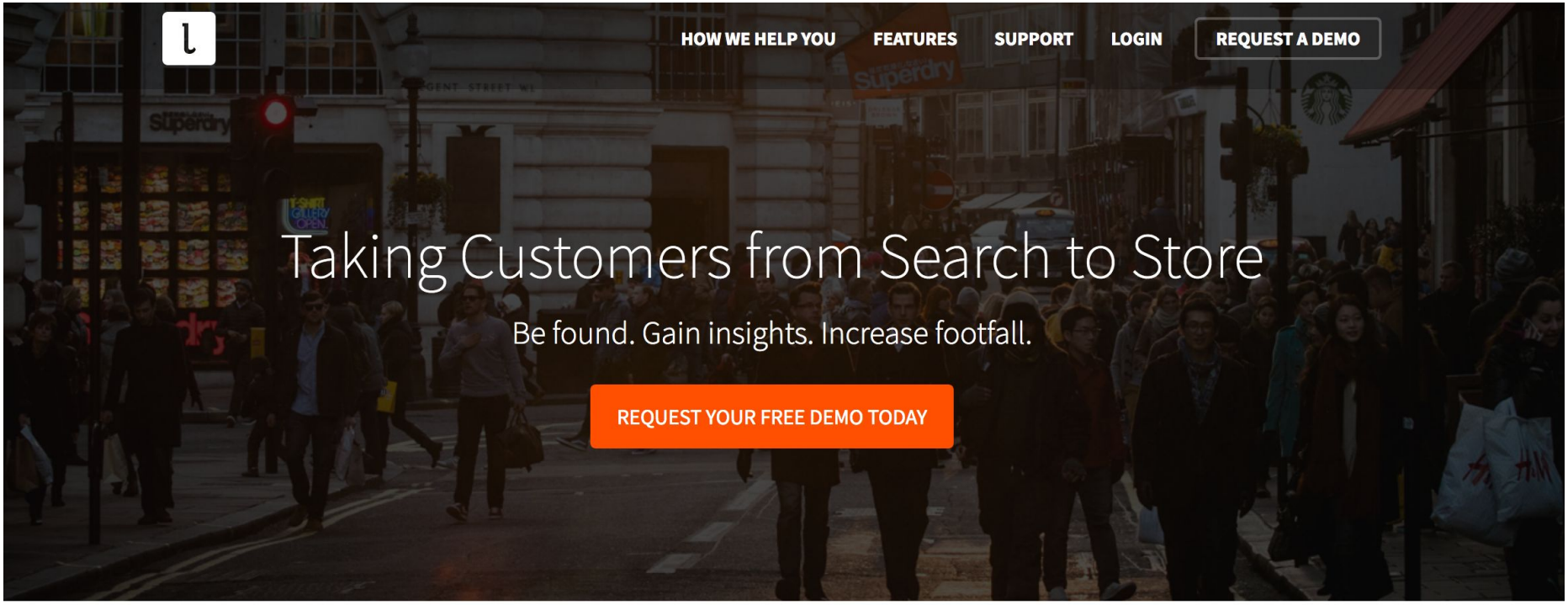
What3Words

Founded 2013

Now used as postal system in nine countries

Investors include Daimler, Deutsche Bahn, Aramax, Intel

Localistico



TRUSTED BY AMAZING BRANDS

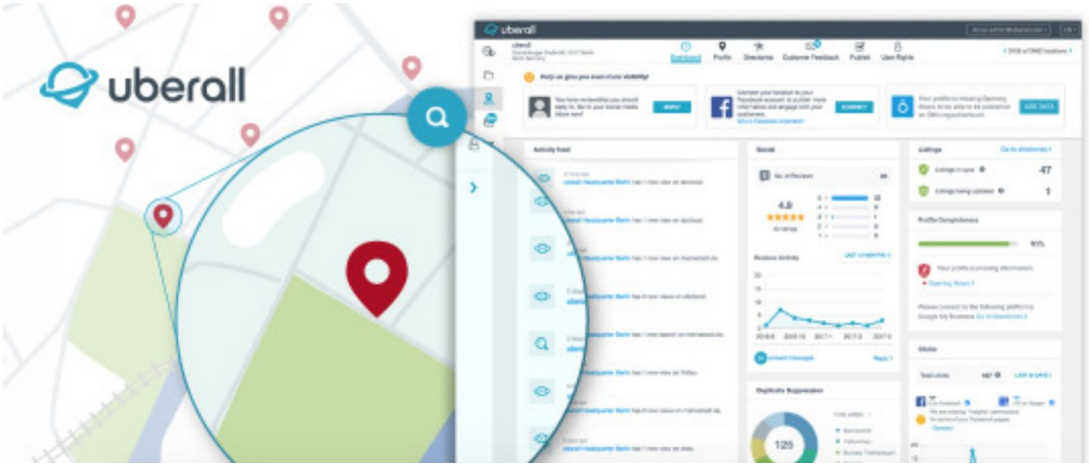
Official Store · Foxtons · Morrisons Since 1899 · El Corte Inglés · worten · O2 · VIPS

Localistico

Localistico

Berlin-based location marketing startup Uberall acquires Navads, raises $25 million

By Andrii Degeler, September 6th, 2018.



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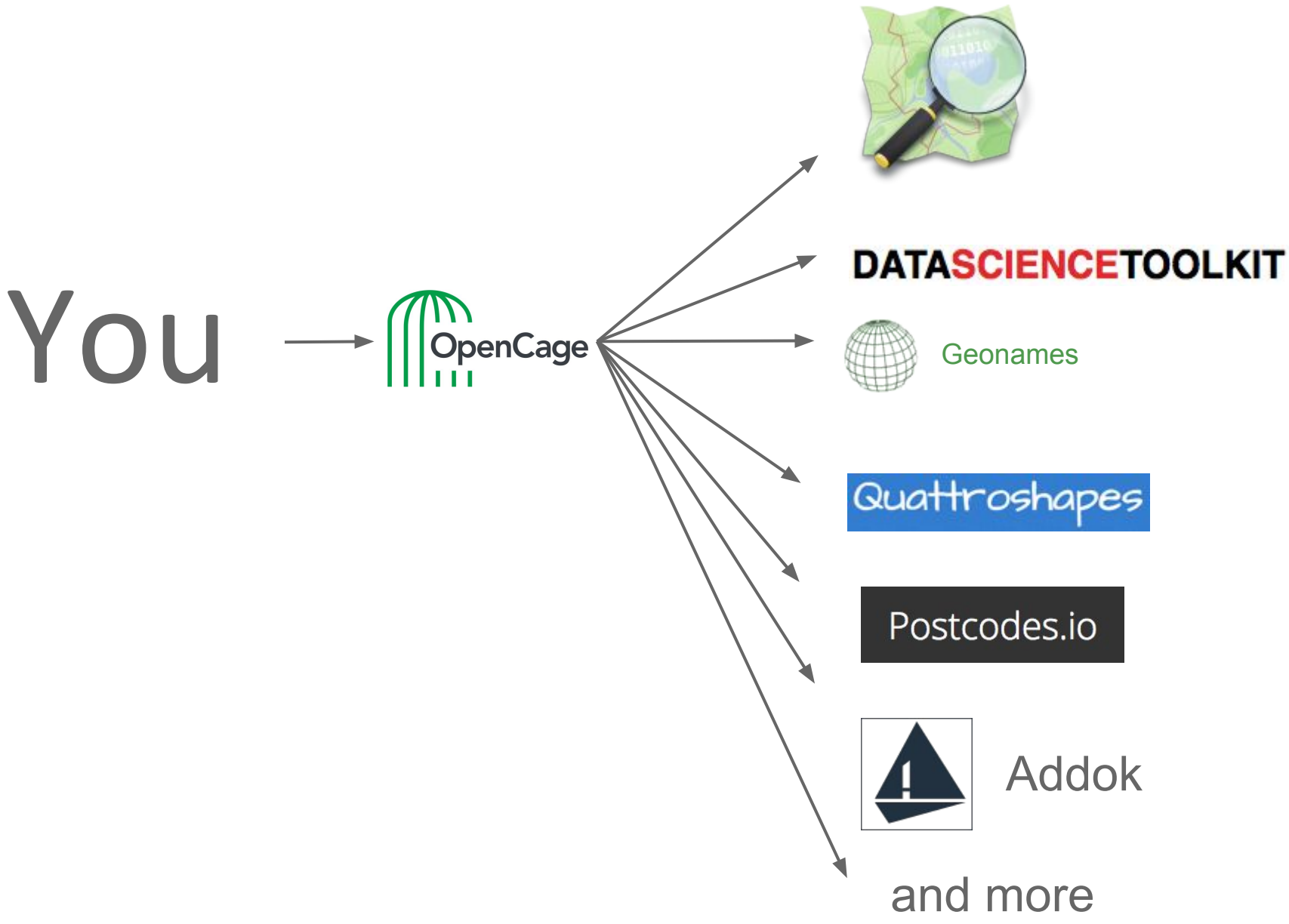
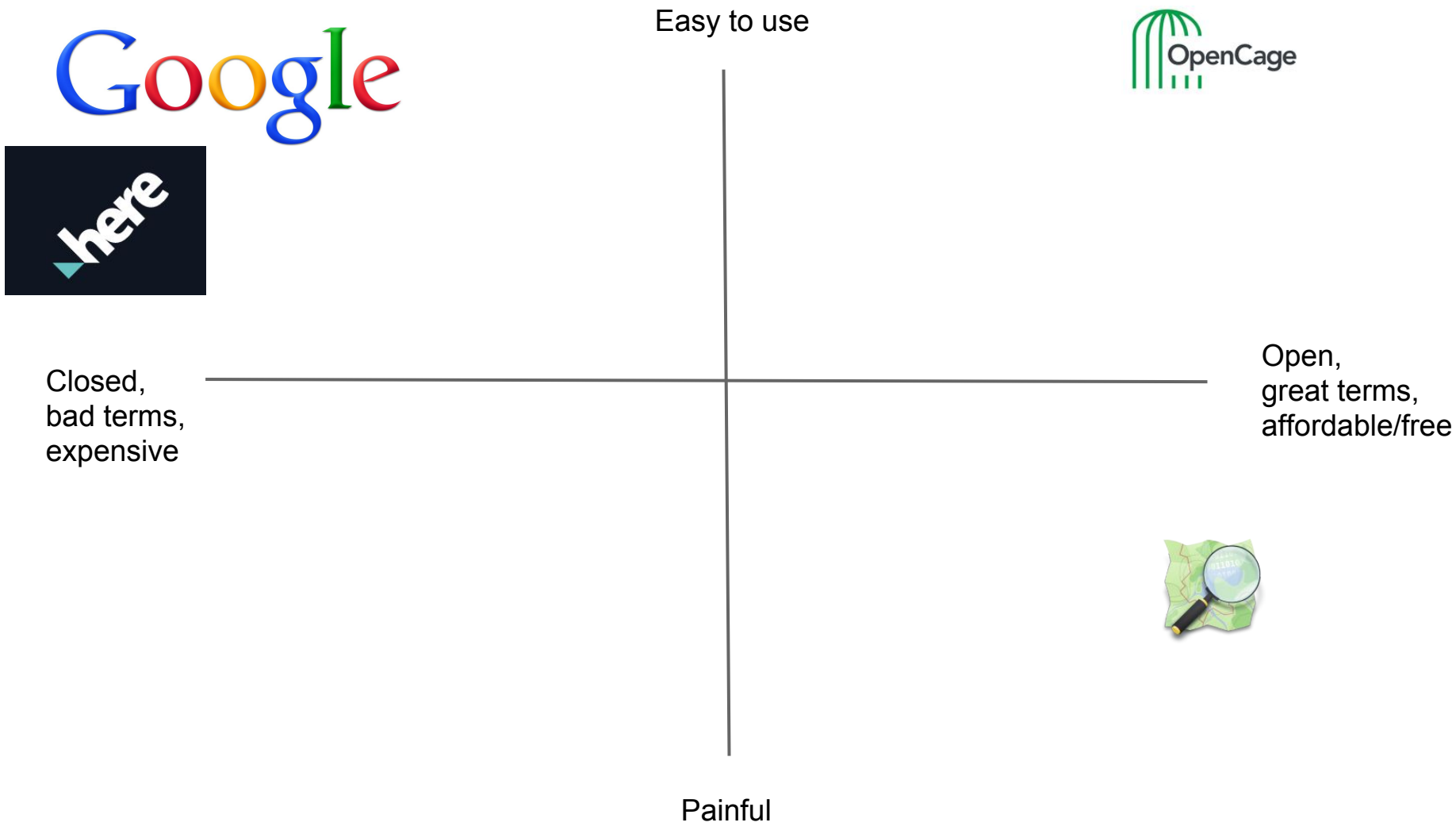

You
OpenCage
DATASCIENCETOOLKIT
Geonames
Quattroshapes
Postcodes.io
Addok
and more


Google
here
Easy to use
OpenCage
Closed,
bad terms,
expensive
Open,
great terms,
affordable/free
Painful

OpenCage Geocoder

- ✓ one API, many geocoders
- ✓ open data
- ✓ enterprise level support
- ✗ complicated pricing

GPS now

DKMS
WIR BESIEGEN BLUTKREBS

deliveroo

BMW
The Ultimate
Driving Machine

BOSCH
Technik fürs Leben

Neue Zürcher Zeitung

TOYOTA
INDUSTRIAL EQUIPMENT

SIXT

Telit

MileCatcher

LIEFERY

trackmategps
REAL TIME GPS TRACKING

Closing thought

Simplify

Get in touch

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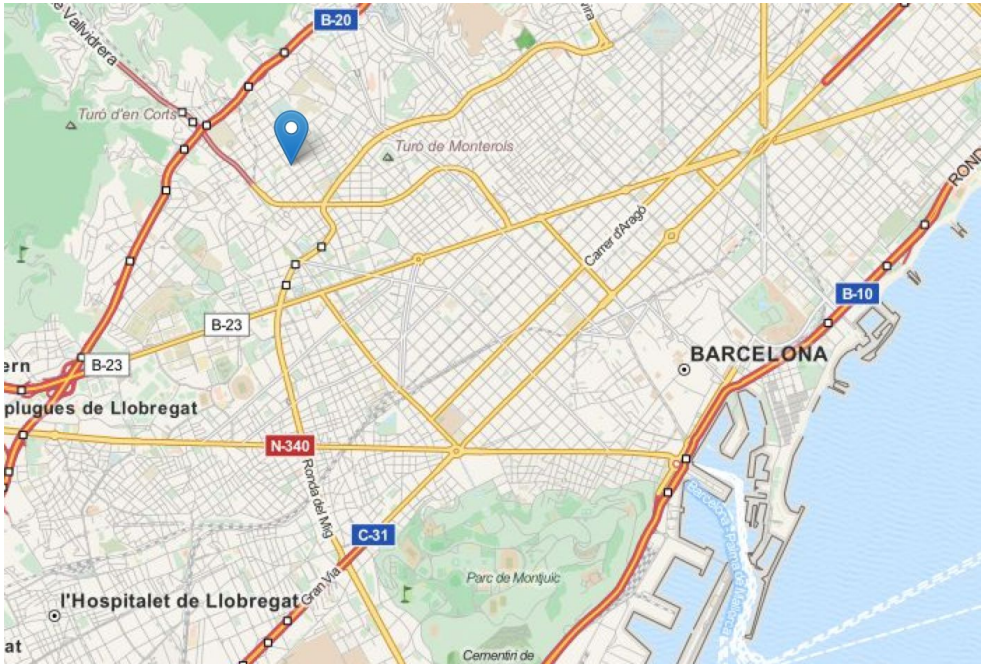
@geomob
Next #geomob is 6 Sept 2018



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