



Displr is a web platform that combines screen displays, social media and mobile engagement to bring simple and effective place-based communication to venues and brands

www.displr.com

Rui José (co-founder)
rui.jose@displr.com



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websummit
LISBON, NOVEMBER 7-10, 2016

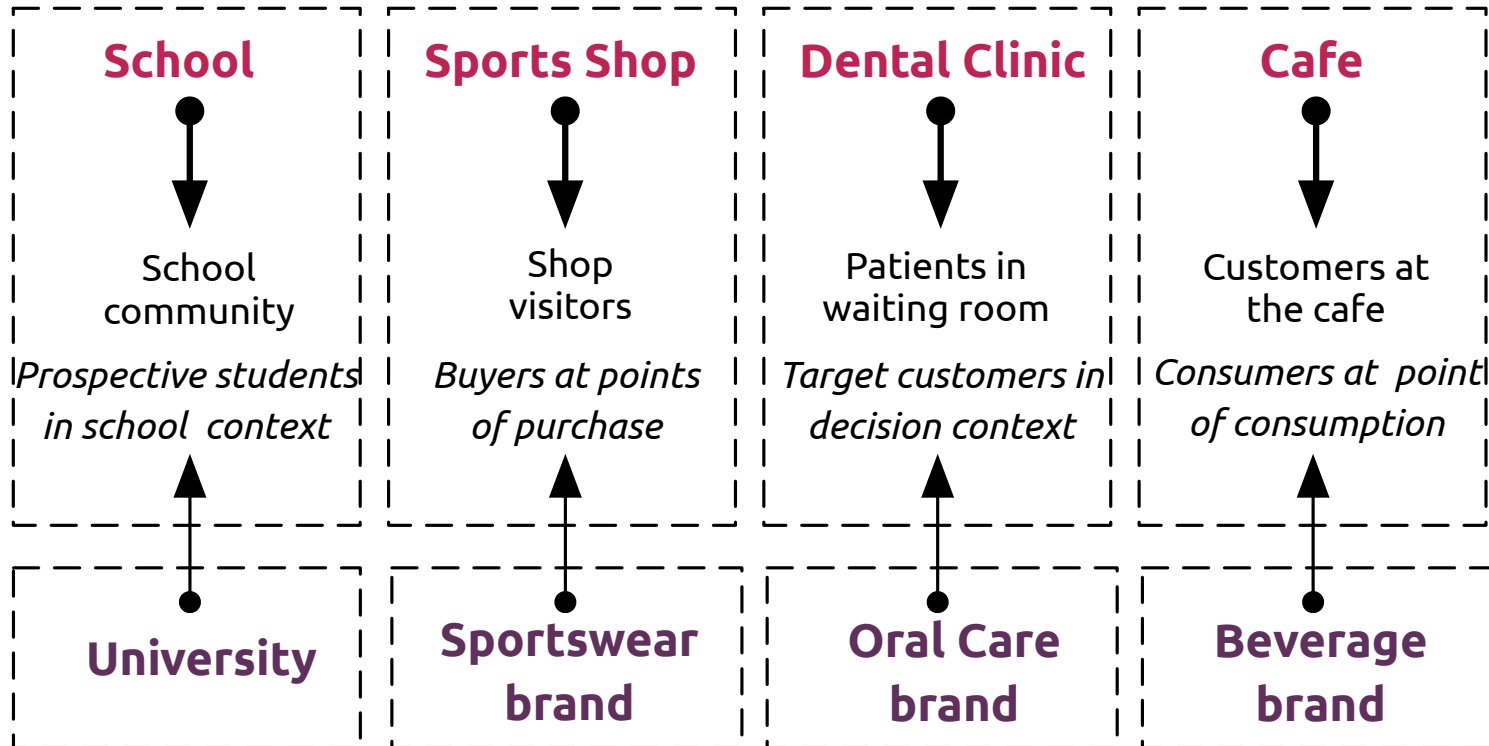
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In a world of digital overload and media fragmentation, organizations need to reach people in more meaningful ways

Place-based communication explores the meaning of being in a place by delivering highly contextualised messages, at specific public locations, where certain types of people congregate for specific purposes



Place-based communication is a very strong need for all sorts of organizations that own places ...



... and also for those seeking to reach customers wherever they might be more receptive to their message

Problem

- ➔ No easy way exists for organizations to deliver effective digital place-based communication
- ➔ Dispersion across many partial solutions leads to **media management complexity and fragmented engagement space**

Social Media



Branded apps



Digital Signage



- ➔ Social media and mobile are now mainstream but **place-based communication remains a complex undertaking and a pending opportunity**



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Save Money

Creating a place-based multiplatform media space is a productised service. No expensive custom projects or messy workarounds

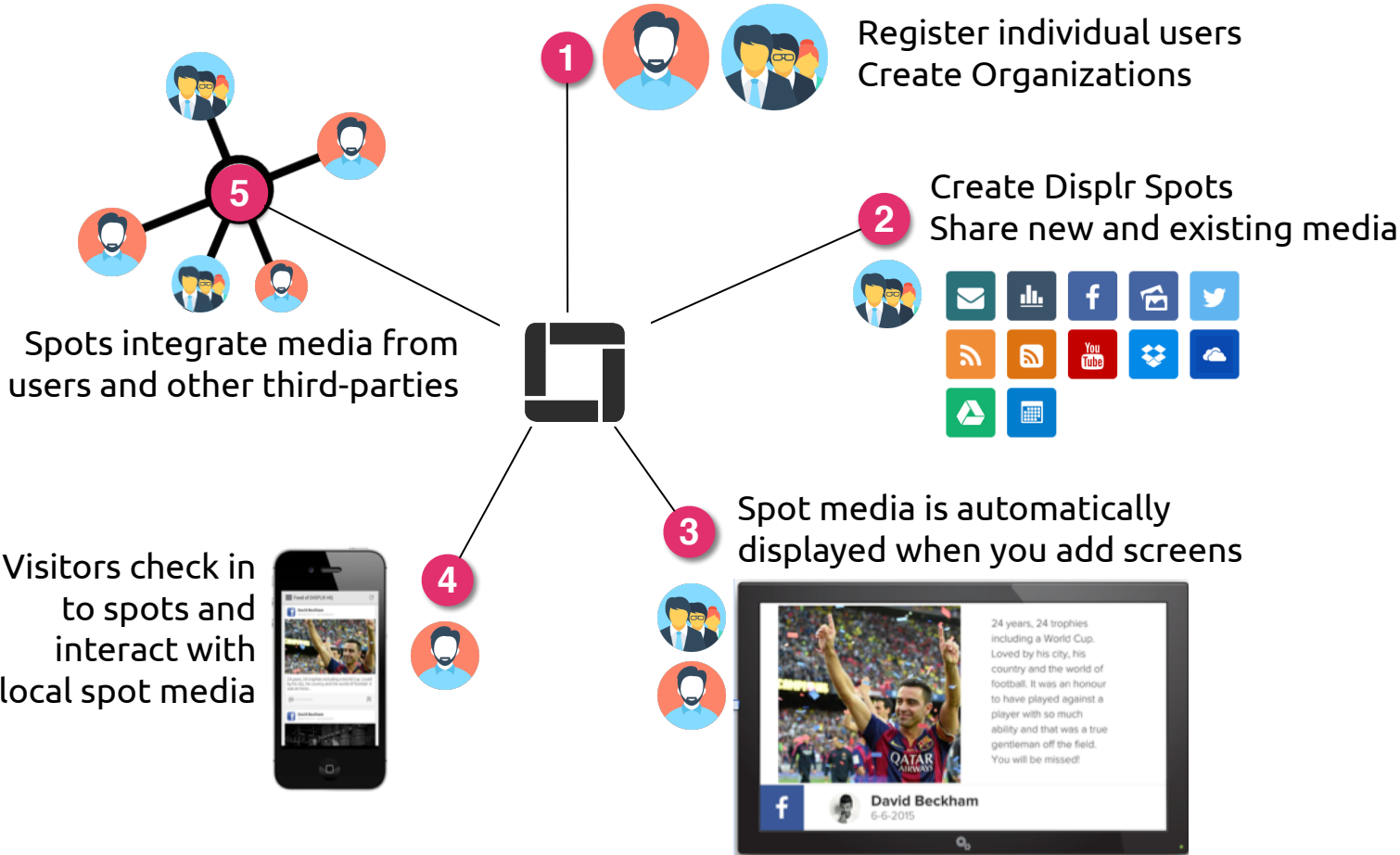
Engage

Combined use of public displays and personal devices maximises engagement, analytics and media creation






Share

Places become part of a global platform where they can share their media space with media publishers, partners and sponsors

How it works



Competition

	Digital Signage		In-Venue Entertainment		
					
Range of vertical domains	High	High	Low	Low	High
Out-of-the-box value	Low	Low	Very High	Very High	High
Social Experience	Low	Low	High	High	High
Collaborative value chains	Low	Low	Medium	Medium	Very High

Why is Displr a game changer?

Our unique platform approach unleashes 3 major sources of value

Productised service

Creating a place-based media space is a simple standard process supported by a product.

No need for expensive custom projects or improvised workarounds

Sharing economy

Displr spots become part a global platform where they can share some of their media space with sponsors and advertisers

Users as a source of value

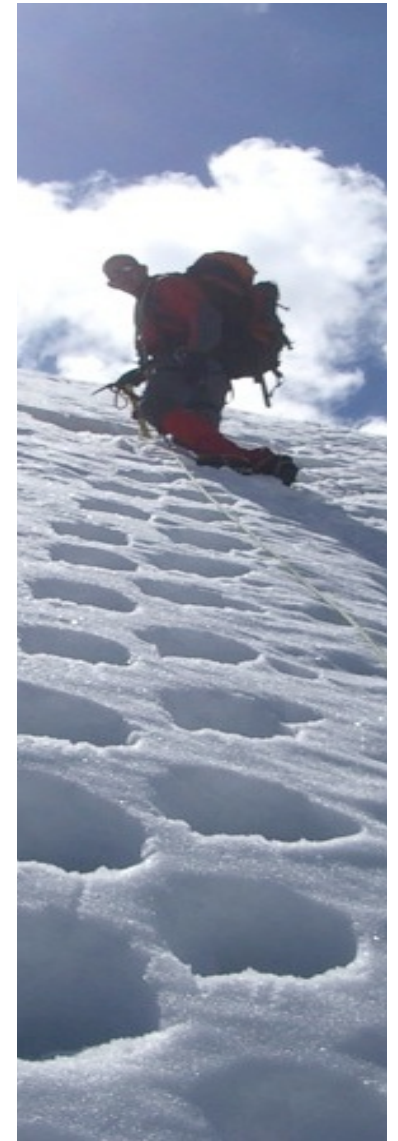
Interaction by design creates value for users and for media creators

Systematized Interaction generates powerful media and place analytics

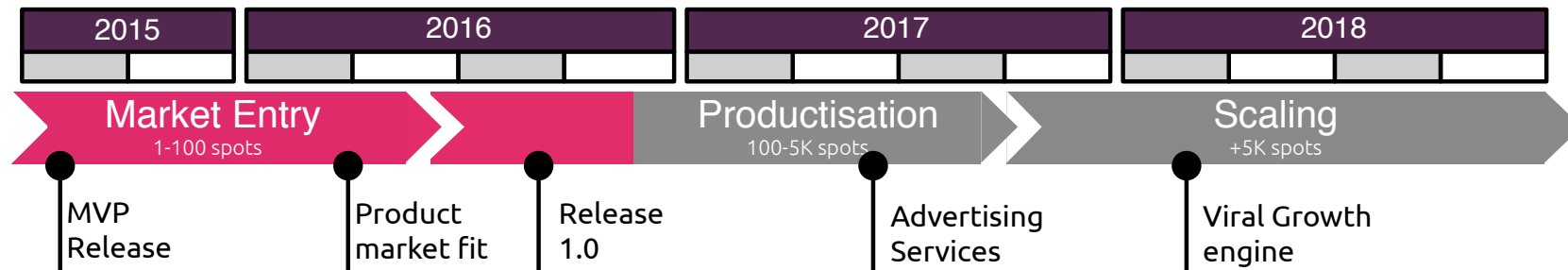
Many-to-many media sharing unleashes creativity, improves relevance and feeds a rapid innovation loop

Competitive Advantages

- ① **Unique expertise**
6 years, over 2M€ of international research on open display networks, and 60+ scientific publications
- ② **Platform thinking approach**
Productised service **empowers organizations and saves the costs of paying experts for custom projects**
Platform aggregates value from multiple parties and delivers more value than Displr alone could ever offer
Platform approach enables a broad range of **new business models**
With scale, **network effects** become major entry barrier for competitors



Go to Market Roadmap



Highly successful market entry (market leader in Portuguese Schools)
3 months into productisation phase
Standard subscription: 424€/ Year/Spot

Go to Market

100+
spots

10000
Media items posted
per month

45000
People reached
per day

Target customer: Mid-size organizations that directly or indirectly own many places
Multiple verticals: Municipalities, Universities, Retail, Cafes, Education, Tourism
Partners network
International markets in Q2-2017



Universidade do Minho
Escola de Engenharia





Adriana



Rui



Pedro



Hélder



Mário



Bruno



André

The team that is making it happen
 working together for a few years
 combined expertise in management, marketing, media,
 sales, product architecture and development

Professional Experience



Research background



+6 years research, 60+ scientific publications, +2M€ funding, multiple international projects

Mentoring and Advisors





Communication where it matters

Rui José
rui.jose@displr.com

www.displr.com