



**HYPRLOCO**

Big Solutions using Small Data

# Mission

HyprLoco is a location based platform that gathers 4D data, **Identity, Location, Time** and **Behavior** for a precisely defined locality. Our competition can only gather data in a flat 2D model using identity and location.

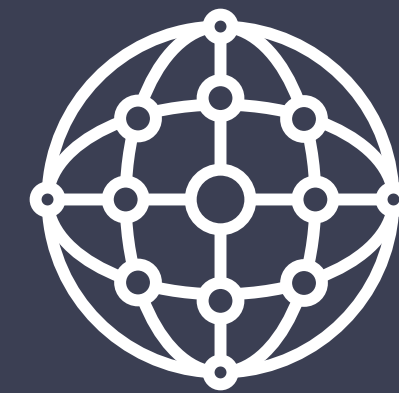
Once this data has been gathered it is analyzed by the HyprCloud Platform and Information is sent back to decision makers at the locality in real time precision.

# The HyprLoco Solution

HyprCloud is a software platform that gathers location data, applies rules to data then sends an intelligent response back to our customer in real time.



1. DATA



2. HYPRCLOUD



3. NEXT STEPS

# HyprLoco Signal Recognition

HyprCloud is signal neutral, it accepts data from any geolocation service. When a device enters a HyprZone data is accepted and sent to the HyprCloud.



# HyprLoco Reactive Intelligence



Once HyprCloud has completed its calculations a reactive intelligence notification is sent to our clients regarding an event within one of their HyprZones. This can be via a Dashboard, Text or Display.

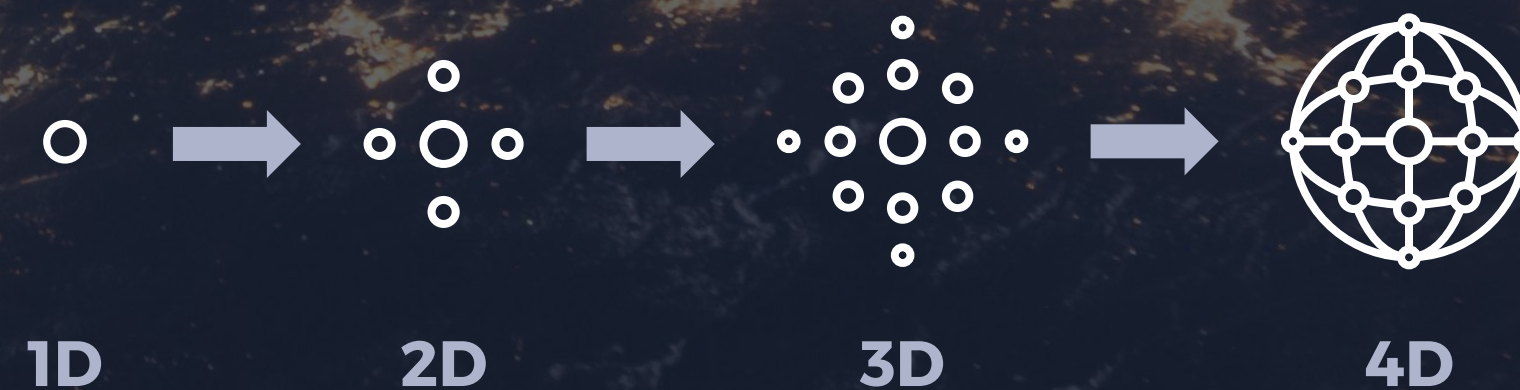
HyprLoco will be able to provide Analytics to its customer reporting on event statistics. In the near future we will be able to provide **Predictive Information**.



Location based software all record *Identity* and *Location*. HyprCloud adds two more dimensions to the equation:

**Time** and **Behavior**

*We work in 4D, everyone else is just flat 2D!*



# 4 HyprCloud Dimensions



## Identity

Business personnel need to know:  
Who is in need?



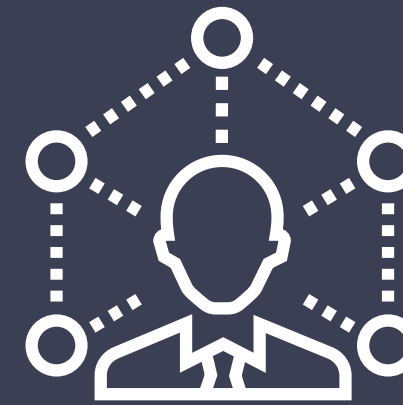
## Time

When did the equipment get to  
the job site?



## Location

Is the customer in route, if so how  
far out?



## Behavior

What does the customer need?

# Examples



## Identity

Is it a customer wanting lunch or a supervisor needing an asset.



## Time

Mining supervisor look for the equipment to get the job done.



## Location

The customer is 5 minutes out fire up the chicken sandwich.



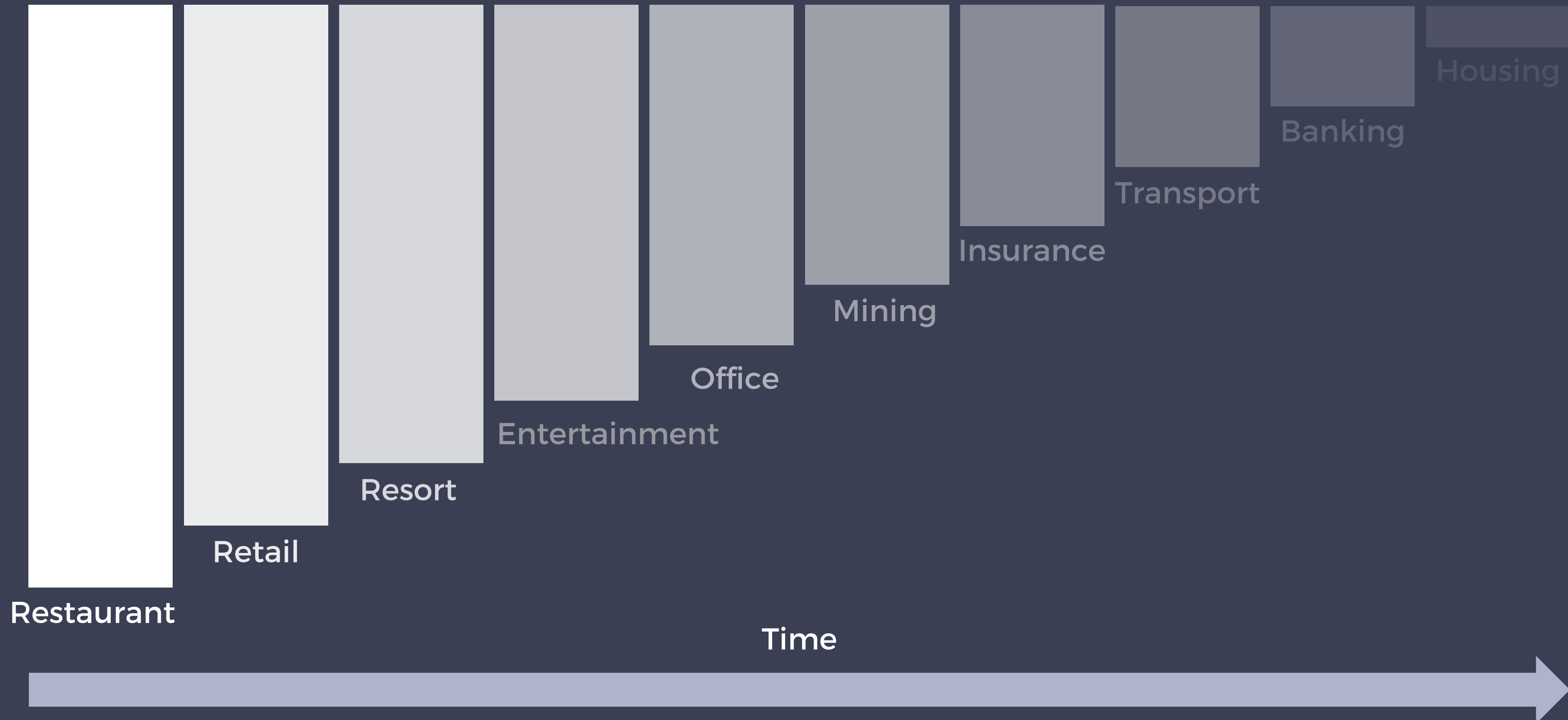
## Behavior

What is the request “I need to know if the area is secure”.



# Vertical Markets

Current vertical market: Restaurant Industry



# Current Market

Restaurants are searching for technology to help run their operations more efficiently – HyprCloud helps by providing the right Business Intelligence at the right time.

HyprCloud solves throughput which converts to **increased capacity opportunity**.





“The global Business Intelligence market size is expected to grow from USD \$17.09 Billion in 2016 to **USD \$26.88 Billion by 2021**”

*MarketsandMarkets provides quantified B2B research on 30,000 high growth niche opportunities/threats which will impact 70% to 80% of worldwide companies' revenues.*

# Milestones

- 2007 ● CTO Damon starts work on HyprLoco
- 2013 ● Nic (CEO)& Damon begin conversation around HyprLoco
- 2014 ● March: Begin development HyprCloud
- 2015 ● Sep: **HyprCloud 1.0** launches
- 2016 ● Jan: HyprCloud Alpha built
- Aug: Signed first **Customer**
- Oct: Live launch of **HyprCloud 1.0**
- 2017 ● Apr: Multiple customers and **product scaling**
- Sep: **HyprCloud 2.0** ready to ship & **Cash Flow Positive**



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