crowdless

Real-time info on the crowdedness of stores with help from your community.

From Lanterne.AI

The Problem We're All Facing

We spend approximately 5.5 hours a month waiting in queues.[1]

Queues for post offices, restaurants, bars, and now; with social distancing measures, supermarkets and pharmacies.

The time to develop a comprehensive app to help with crowd and queue management is now, while it's front and centre of everyone's minds.

> *"Crowdless is perfect for busy people looking to minimise the time they spend queuing to get into the shop. This will be an on-going use case long after COVID-19 has gone."*
>
> *– User Review*

[1] https://www.telegraph.co.uk/news/newstopics/howaboutthat/5052956/Britons-spent-six-months-queuing.html

Introducing Crowdless

Crowdless helps you save time by knowing an area like a local

- Our starting point is providing real-time info on how crowded supermarkets are
- Help you avoid queues and crowds
- Free
- Global coverage

The future of Crowdless

Examples of what we want to help you with in the future:

Know how busy a post office is, so you don't need to spend your lunch break waiting in line

Know what items are in stock at a supermarket so you don't waste time going from store to store

Virtually queuing for restaurants/cafes/bars so you don't spend your Friday night in a queue

Business Model

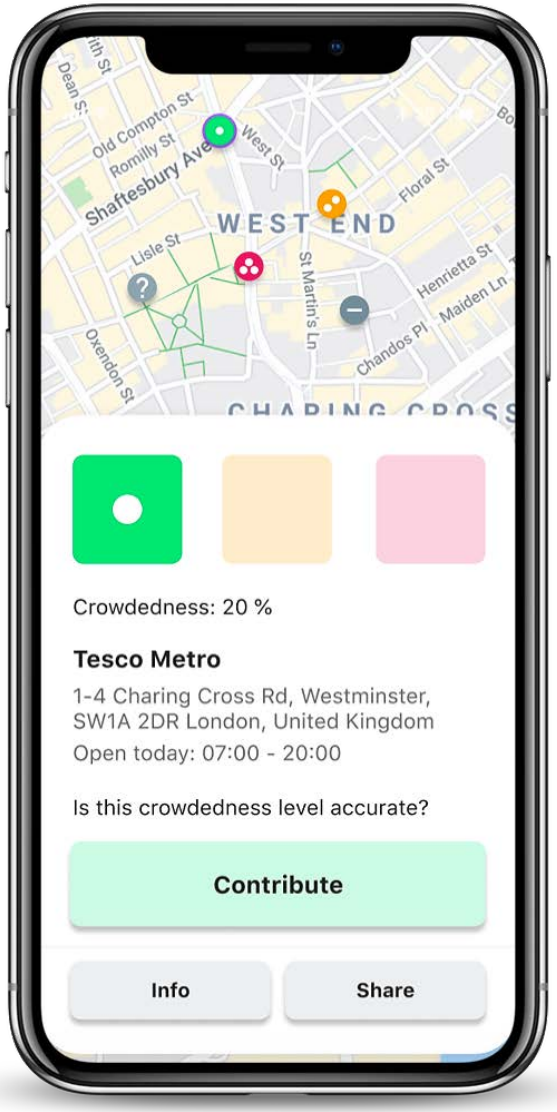
We help stores optimise footfall, not just increase it

Places with large crowds and queues lose customers - revenue loss through ‘turnaways’.

We help businesses capture turnaway revenue by providing an app to show users when stores have excess capacity.

This helps businesses to minimise the number of hours they are under capacity.

We can also capture data on which competitor stores our users visit when their store of choice is over capacity.



How we will monetise

1 Analytics

We provide accurate data to users on when stores are *predicted* to have capacity, in addition to real-time information. This encourages users to visit in quieter periods. We can also provide data on which competitor stores users visit when their store of choice is over capacity.

2 Advertising

Suggestions: if a user searches for a Tesco that's too busy, we can suggest a less busy Tesco.

We will also offer native advertising (logos, local offers, etc.).

3 Virtual Queuing

Join a queue to a cafe/restaurant/bar/club from the comfort of your own home. No need to wait outside for hours in the cold and rain.

4 White-labelling

Supermarkets/restaurant chains/pharmacies can host white-labelled web-apps on their websites to show users which of their stores are the least busy right now.

5 Crowdedness API

We can sell data on how crowded places are to other companies, e.g. food delivery companies. If an Uber Eats user orders from a chain like Pret, with our data, the order can be directed to the least busy Pret in the area.

How our technology works

We get real-time info on how crowded stores are from two sources:

Data from External Parties

E.g. Google Maps and Google Places

(currently in partnership with Google Maps - supplying us with $20k in free data per month till July).

Crowdsourced data from users

For further accuracy and ground-truth

Traction

We currently have over 28,000 monthly active users

- Idea conceived mid-March 2020
- 1st prototype built in 3 days
- Secured partnership with Google Maps ($20k free data per month till July)
- 4th most popular navigation app on the UK App Store
- 28,000 users in 14 days since launch
- Currently in initial discussions with large supermarket chains regarding commercial partnerships

Press & Coverage

United Kingdom

BBC NEWS

The Guardian

UNIVERSITY OF OXFORD

LSE THE LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE

UKRI Science and Technology Facilities Council

Germany

RTL

SWR2

WDR 5

MK Mediengruppe Kreiszeitung

Europe

esa European Space Agency

Spain

EL PAÍS

europa press

PB

Portugal

dinheiro vivo

Italy

askanews

Slovakia

webnoviny

Japan

CatchApp

Australia

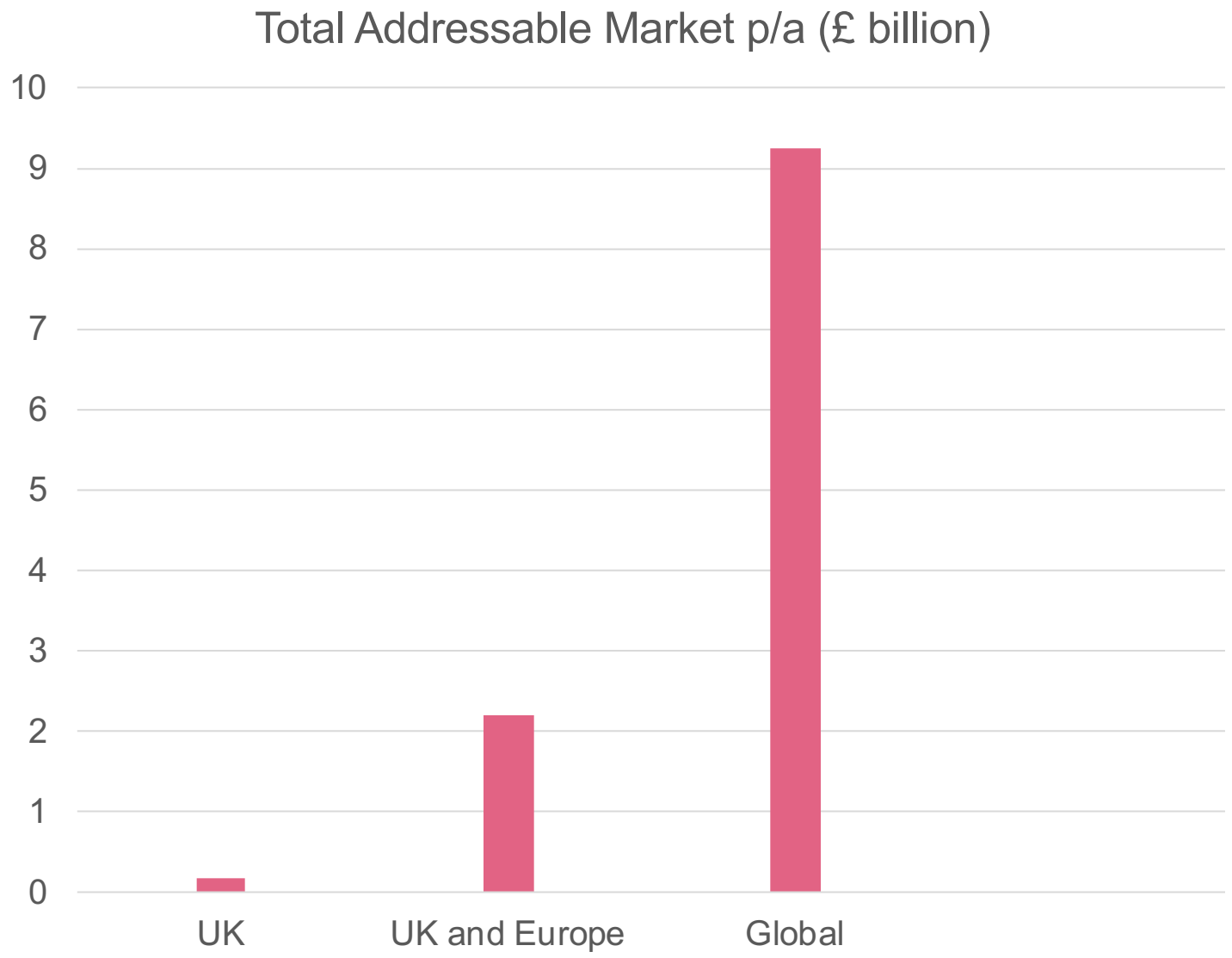
FINANCIAL REVIEW

Total Addressable Market

Every adult smart phone user who currently uses a navigation app would be a Crowdless user.

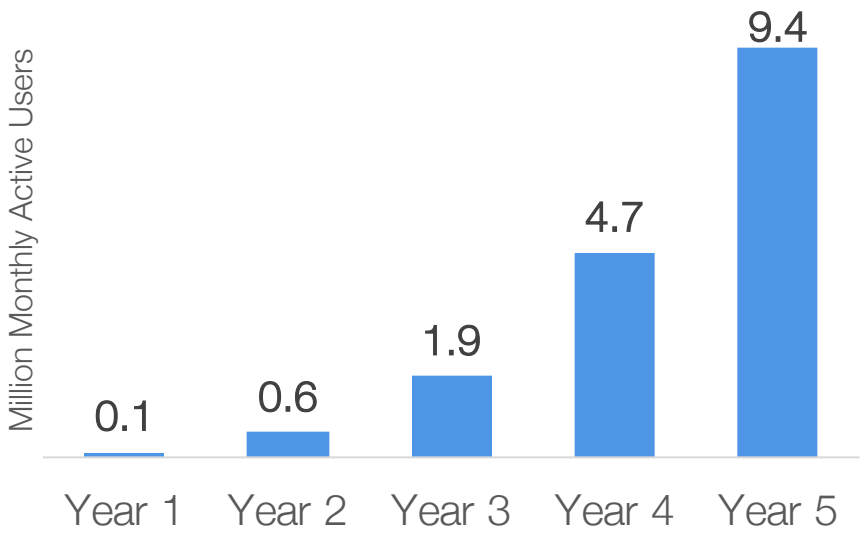
We know that navigation apps like Google Maps make approximately £3.50 per user per year from advertising.

Based on this, the global TAM (just for advertising) is approximately £9.3 billion, while the TAM for the UK is £160m a year.



User Growth Projections

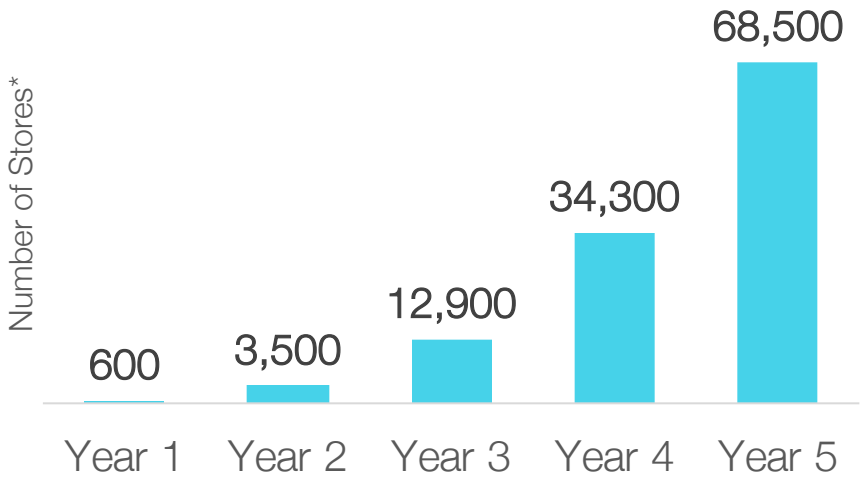
User Growth Forecast



Assumptions

- User growth forecast derived from user growth rates of a basket of mapping / location intelligence services companies (e.g. CityMapper, Waze and Foursquare).

B2B Growth



**Purchasing Virtual Queuing System and Data Analytics Services*

Assumptions

- One supermarket chain has approximately 960 stores (from UK average).
- The B2B growth derived from a combination of user growth and marketing expenditures.

12-month Roadmap

Milestone 1

- Tech: Refine crowdsourcing algorithms, re-design UX, foreign-language versions
- Business model: 1st partnership with supermarket.

May 20

Milestone 2

- Target: 100,000 users.
- Tech: Expand coverage to pharmacies, and other public spaces.
- Marketing: expand outreach to US

Jul 20

Milestone 3

- Tech: refine tech to target retail stores (e.g. restaurants, bars)
- Business model: introduce in-app advertising.

Sep 20

Milestone 4

- Tech: integrate other third-party data sources for improved accuracy.
- Business model: partnerships with bars, restaurants, cafes

Nov 20

Milestone 5

- Business model: onboarding other retailers (pharmacies, hardware stores).
- Marketing: Expand outreach to Australia/South America

Jan 21

Milestone 6

- Tech: implement further changes to passively collect user data.
- Marketing: Expand outreach to Africa

Mar 21

Potential Competitors

	Accurate Crowdedness Data	Focus on Crowd Management	Affordable	Usability
	▬	✗	✓	✓
waze	✗	✗	✓	✓
	✓	✗	✗	✓
line:scouts	▬	✓	✓	✗
crowdless	✓	✓	✓	✓

How is this different to Google Maps ‘Popularity’ Data?

We speak with members of the Google Maps team on a weekly basis.

Crowdless is different to Google Maps in two ways:

1 More accurate data

Google Maps tell us there is room to make their data more accurate. We solve this by adding in crowdsourced data and data from third party location intelligence service providers (currently in discussions).

2 Micro-level data

Google Maps is good at providing data on larger stores and chains. However, they struggle to obtain data on local mom and pop stores, off licenses, convenience stores, neighbourhood restaurants/cafes. Our hyper-local community of users are able to provide us with this data.

Why choose Crowdless?

We have accurate data.

Our technology combines the best of third-party datasets with crowdsourced data.

We have credibility.

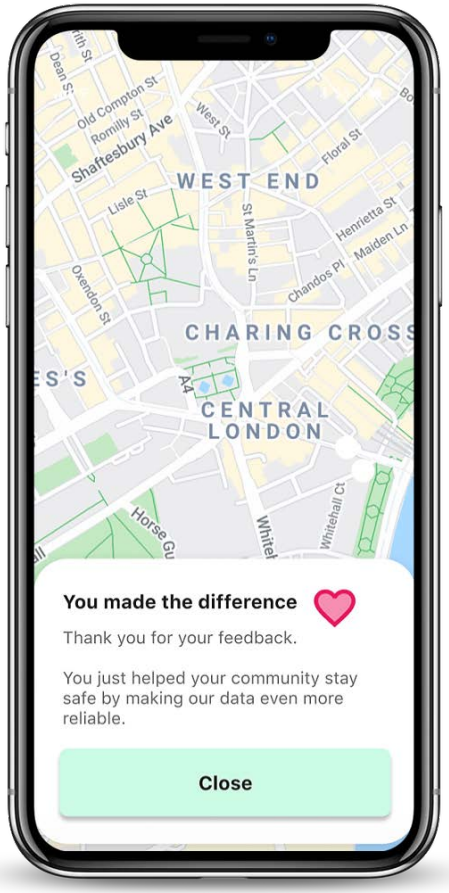
This is vital given questions around data privacy and data ethics of Covid-related apps. We are backed by the European Space Agency's Business Incubation Centre, the University of Oxford, the London School of Economics and Santander Universities.

Our team is phenomenal.

We blend expertise in data science, software engineering, geospatial systems, law and humanitarian emergencies.

We have traction.

We built a product from scratch in 4 weeks. We reached 28,000 users in 14 days.



Founding team

Yohan Iddawela

Co-CEO

Yohan is a geographic information systems (GIS) specialist and economist. His PhD is in Economic Geography from LSE. He previously worked as an economist for the Institute for State Effectiveness and the Australian Cabinet Office. He has founded 3 businesses previously.

Alex Barnes

Co-CEO

Alex has previously worked as a senior analyst for IHS Markit advising Fortune 500 companies. His DPhil is in International Development from the University of Oxford. He also has over five years experiencing working for the Australian Department of Defence.

Sebastian Mueller

CTO

Sebastian is Lanterne's Chief Technology Officer and Head of Product. He specialises in natural language processing and machine learning. He holds an MSc from the London School of Economics where he has previously taught NLP.

Team & Advisors

Mateusz Bednarski

Lead Software Engineer

Full-stack developer who also specialises in blockchain and graphic design. BSc in Computer Science from King's College London.

Wian Stipp

Lead Data Scientist

Specialises in machine learning: NLP, computer vision and deep learning. BSc in Mathematics from LSE.

Edoardo Pona

Full-Stack Developer

Full-stack developer who also specialises in machine learning and blockchain. BSc in Computer Science from King's College London.

Sam Watts

Legal Officer

Lanterne's Legal Officer. Currently a Senior Crown Prosecutor for the UK Crown Prosecution Service.

Veronika Kapustina

Finance Advisor

Founder, Houghton St Ventures

Hannah Leach

Product Strategy Advisor

Specialist in partnerships, product strategy

James Berrill

Cyber Security Advisor

Fintech Cyber-Security expertise

Ken Banks

Social Impact Advisor

(via Yoti Humanitarian Data Program)
Head of Social Purpose, Yoti

Our ask

£250k in funding to help us achieve our roadmap milestones.

Contact: yohan@lanterne.ai
Website: crowdlessapp.co