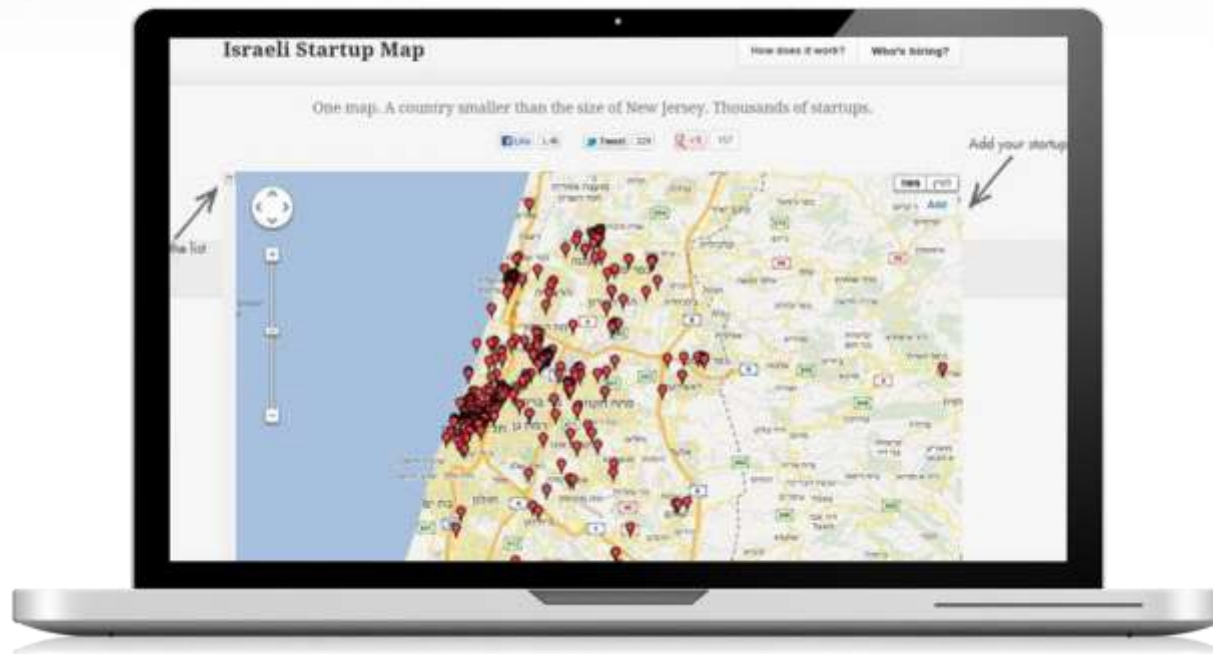


A map with red and blue circular markers overlaid on a white background. The markers are scattered across the map, with a higher concentration in the upper-left and lower-right quadrants. The map shows a network of roads and some green areas, possibly representing parks or forests. The word "Mapme" is written in a blue, cursive font in the center of the white background.

*Mapme*

# How It Started



Goes Viral

20,000

Unique Users

18,000

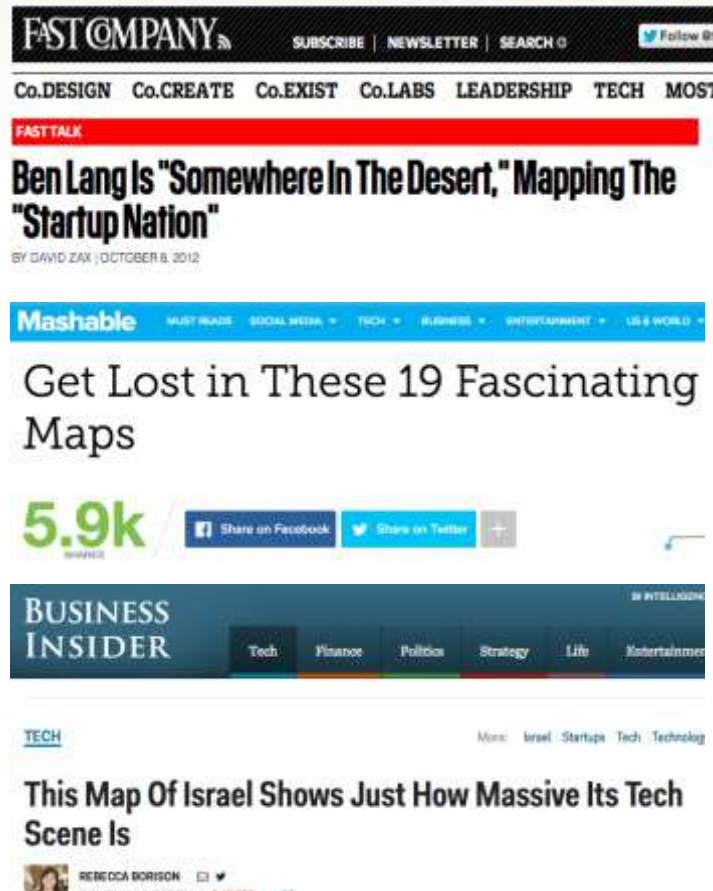
Monthly Alerts

12 Min.

Average Session

20

Embedded Websites



THE TIMES  
OF ISRAEL



# Everyone Wants It

The screenshot shows the Mapped-Israel website interface. At the top left, the title "Mapped-Israel" is visible. Below it, there are navigation links for "About", "Contact", "Blog", and "Who's hiring?". The main content area is a list of categories with associated counts: "General" (165), "Advertising" (62), "BioTech / MedTech / CleanTech" (16), "Startups" (120), "Web Technologies" (67), "Other" (127), and "R&D Centers" (55). Overlaid on this interface are several callout boxes, each containing a question and a small portrait of the user:


- "Can we use your platform to create a map of aircraft operators in Singapore?" - Andrew
- "Can we create a map of whiskey distilleries in Scotland?" - Eddie
- "Can we create a map of craft breweries in Germany?" - Rene
- "Can we use your platform to create a map of the video industry in the USA?" - [User]
- "Can we use your platform for vegetable producers in Italy?" - Walter
- "Can we use your platform for running trails in Pennsylvania?" - Aaron
- "Can we use your platform for cyber security in Israel?" - Nancy
- "Can we use your platform for non-profits in South Africa?" - Brian
- "Can we use your platform to create a map of tech companies in France?" - Valerie
- "Can we use your platform to create a map of lawyers in Sao Paulo?" - Luiza

There's no solution to build these communities.



# *Mapme*

Platform that empowers passionate people  
to build, launch and grow Community Maps.



# How it Works



## Community



### Organizers

Create & customize map, Validate info



### Contributors

Contribute new data, Update info



### Users

Search map data, Receive alerts

Value



**Organizer**

Branding, revenue



**Contributors**

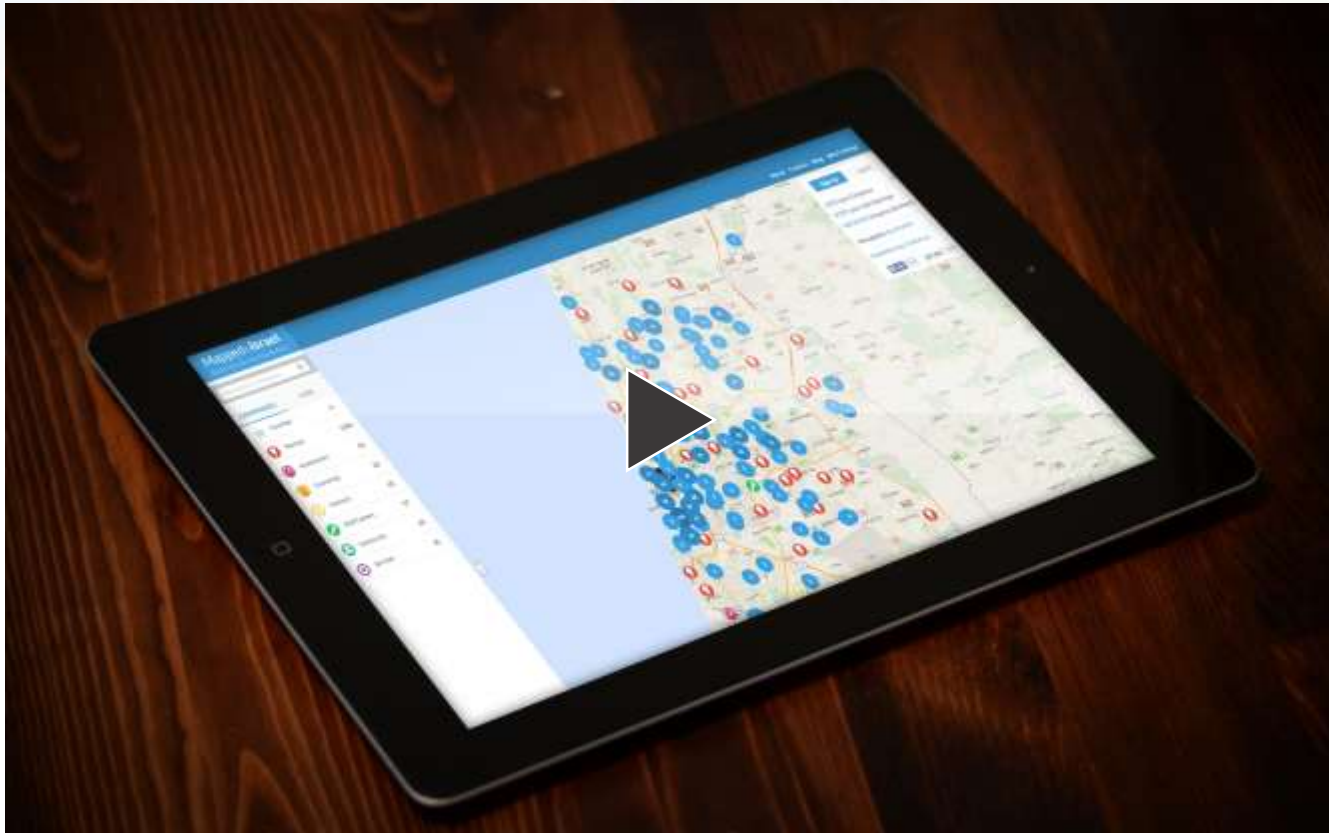
Exposure, validation



**Users**

Actionable data

# Demo Time





# Go-To Market

## **Pre-launch**

- › Pilot maps: Yoga, BitCoin, 3DPrinting
- › Generate 500 organizer leads

## **Post Launch**

- › Early adopter communities
- › Highly viral product
- › Social sharing built into product
- › Product Hunt, Hacker News
- › PR, blogger connections
- › Bring influential organizers

# Market Potential

Our maps will tap into any passionate community



Vineyard Map of France



Hiking Map of the Rockies



Cheese Map of Belgium



Organic Foods Map of LA



Graffiti Map of NYC



University Map in Taiwan

And many more...

# Business Model Opportunities



## Data

- › Up-to-date and comprehensive data is unique and extremely valuable (Yandex, Yahoo, Facebook...)



## Referral Program

- › Add call to action to Places on Community Maps (e.g. apply to job, register for class, get a trial)



## SAAS

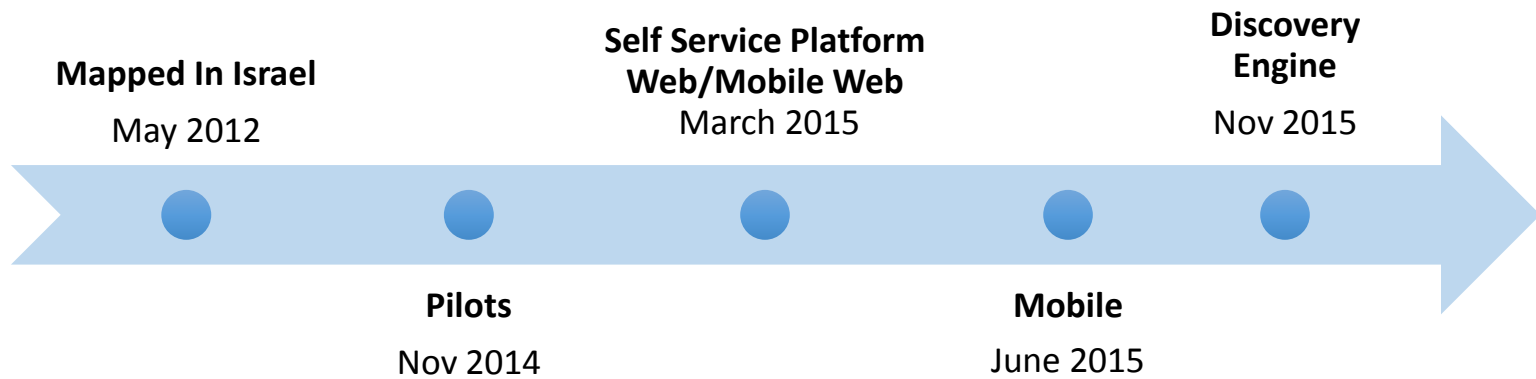
- › Freemium model with premium paid features (private map, branding, user data)



## Highly targeted advertising

- › Mobile, Email, Web distribution
- › Advertising campaigns and premium listings

# Timeline



# Team



**Ben Lang**  
Co-founder & CEO



**BUSINESS  
INSIDER**



**wibiya**  
a conduit company



**Philippe Lang**  
Co-founder & COO



**Amir Zucker**  
Co-founder & CTO



**Ariel Finkelstein**  
Advisor







A background map with various colored circular markers (red, blue, orange) scattered across it. A white rectangular box is overlaid on the top left of the map.

Seeking

**\$1M to build our self service platform**

**Ben Lang**

 0503330345  
 ben@mapme.com  
 @benln  
 Ben Lang