DATA DUOPOLY

Revolutionising the visitor experience in any venue worldwide

Strictly Private and Confidential

Executive Summary

Short and sweet!

Who are we?

Data Duopoly is driven by data and creativity to create the best possible visitor experience. Our co-founders, Tanuvi, a data whizz, and Erin, a creative wonder, identified a need by venues to better understand their visitors' behaviours on-site, to improve visitors' experiences and ultimately increase their revenues.

What problem do we solve?

We solve the issue of congestion and frustrations experienced by visitors by facilitating personalised incentives to discover and navigate venues. We provide unique data insights to venues to help them make informed operational and strategic decisions.

Our journey so far

We were founded in 2019 and have grown from a team of 2 to 6. Since then we have worked with leading visitor attractions, including the Eden Project and National Trust Partnership, and continue to work with a leading University.

What is our vision?

We want to be the "Waze" of venue navigation, working to create a better experience for visitors and helping venues make better decisions using data. Our technology is scalable, and we want to be in shopping centres, campuses, event stadiums and visitor attractions worldwide.

Our Mission

To revolutionise the visitor experience in any venue worldwide

We believe we can do things better than the status quo!

Data Duopoly incentivises visitors to explore. We gather powerful data insights to shape a venues' future.

Our mission is to use the power of data and AI to be the go-to supplier for visitor experience solutions in any venue.

We have built a unique platform that makes mapping a new site quick and easy. What used to take days, now takes hours.

Our technology can work in theme parks, visitor attractions, museums, campuses, airports, shopping centres and even town centres!

So, while we may have already met Tim Peake when we won Pitch to the Primes at the UK Space Conference, we know we can skyrocket Data Duopoly to the next level!

The Problem

The pain points suffered by our clients

⚙ QUEUES AND OVERCROWDING

Congestion negatively affects visitor experience and revenue.

⚙ INSUFFICIENT DATA

Lack of data around actual visitor behaviour inhibits effective planning.

⚙ POOR USER EXPERIENCE

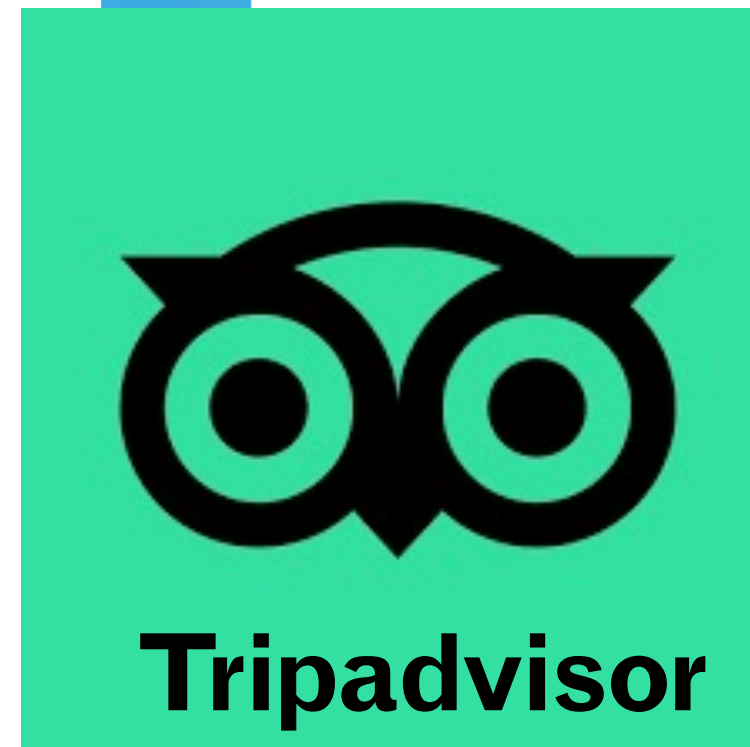*This means bad reviews, premature departure, loss of future custom and revenue.*

⚙ POOR VISITOR ENGAGEMENT

On-demand consumption is shortening attention spans, making engagement difficult.

⚙ ENVIRONMENTALLY UNFRIENDLY PAPER MAPS

Traditional maps lack information. Paper maps and guide books are both costly and wasteful.

Tripadvisor

Our Solution XPLORIT

WE PROVIDE WIN-WIN SITUATIONS FOR VISITORS AND VENUES, HELPING EVERYONE LOVE THEIR DAY OUT

DATA ANALYSIS

- Predict and analyse visitor behaviour to drive growth, conversion and loyalty.

REDUCE ON SITE CONGESTION

- Automatic notifications and incentives to select visitor clusters disperse crowds and increase concessionary spending.

AN INTERACTIVE VISITOR EXPERIENCE

- Our beautifully illustrated maps, provide pop-up information based on exact location. Engaged visitors increase dwell time, which increases spend per head.
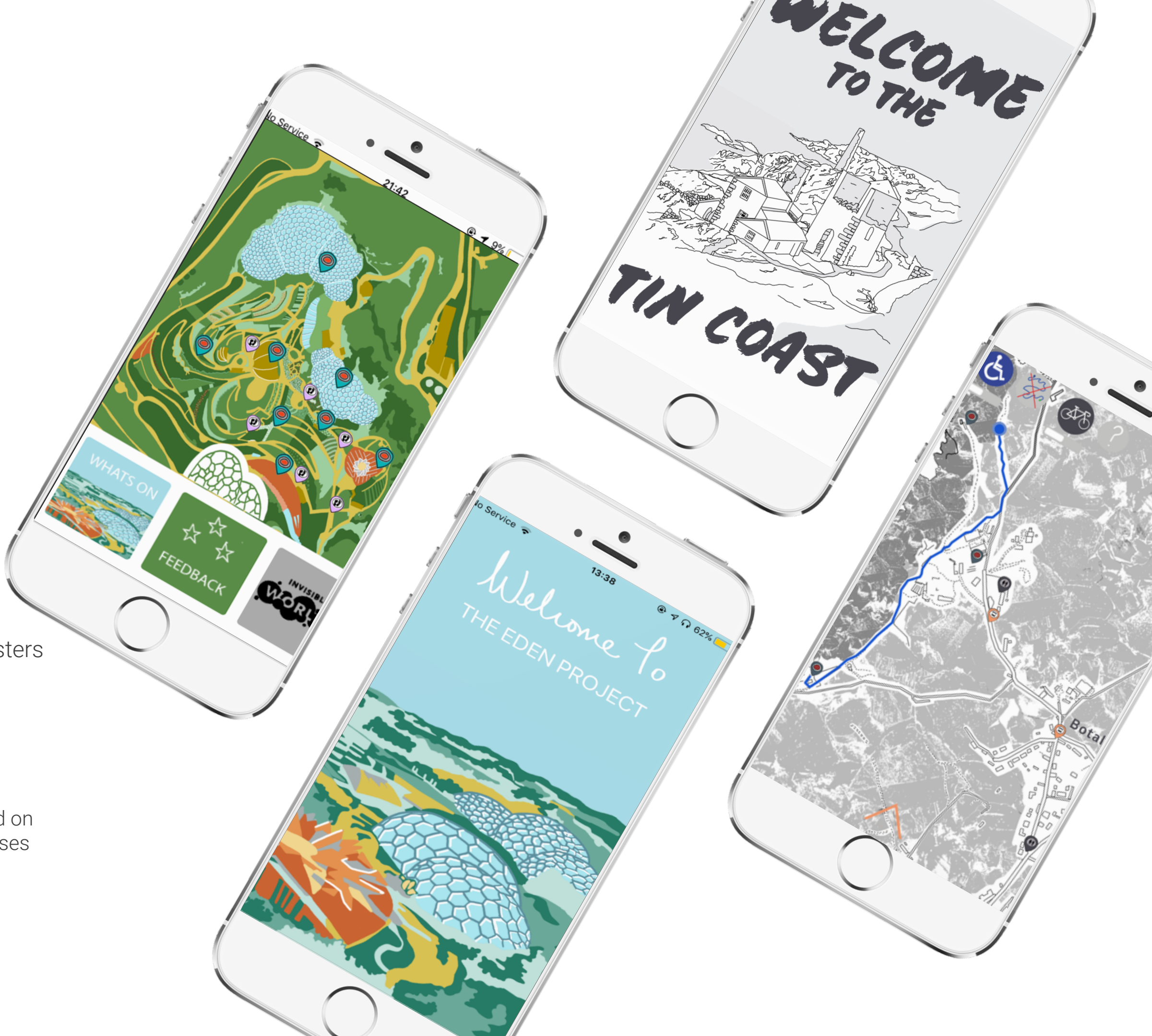
The Product - XplorIT

Meet our dashboard, the home of powerful data insights

Visitor flow optimisation

We help venues manage visitor flow safely and optimise capacity → which means higher ticket sales and less queues for visitors.
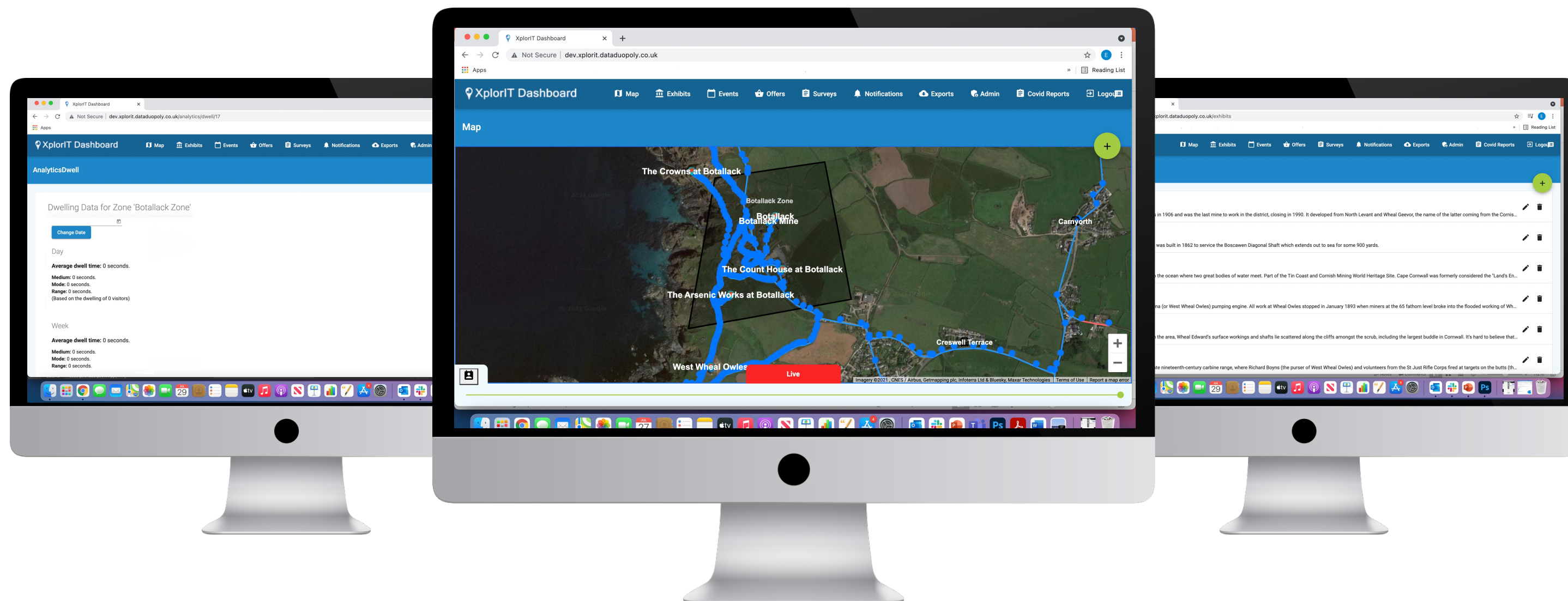
Visitor Confidence

We allow venues to adjust capacity limits for specific areas, and automatically allow visitors to see busyness via a traffic light system in the app.

Data for better Operational and Strategic Planning

We provide powerful data insights to venues, about their visitor's journey's on site, including dwell time.

Case Study – National Trust

Connecting communities, retail units and attractions in one app - XplorTINCOAST

We provide individual dashboards for multiple retail and visitor attraction venues within the Tin Coast area to enable local businesses to benefit from tourism in the area.

Promoting sustainable tourism

There has been a shift towards sustainable tourism within the industry. We facilitate this in venues, with our ability to engage with visitors via personalised notifications, educational gamification and routing visitors to quieter areas.

Data driven insights

We provide valuable data insights into 'dwell' time, 'busyness' and location data to show visitor flow, which gives venues the information they need to make informed operational and long term strategic decisions.
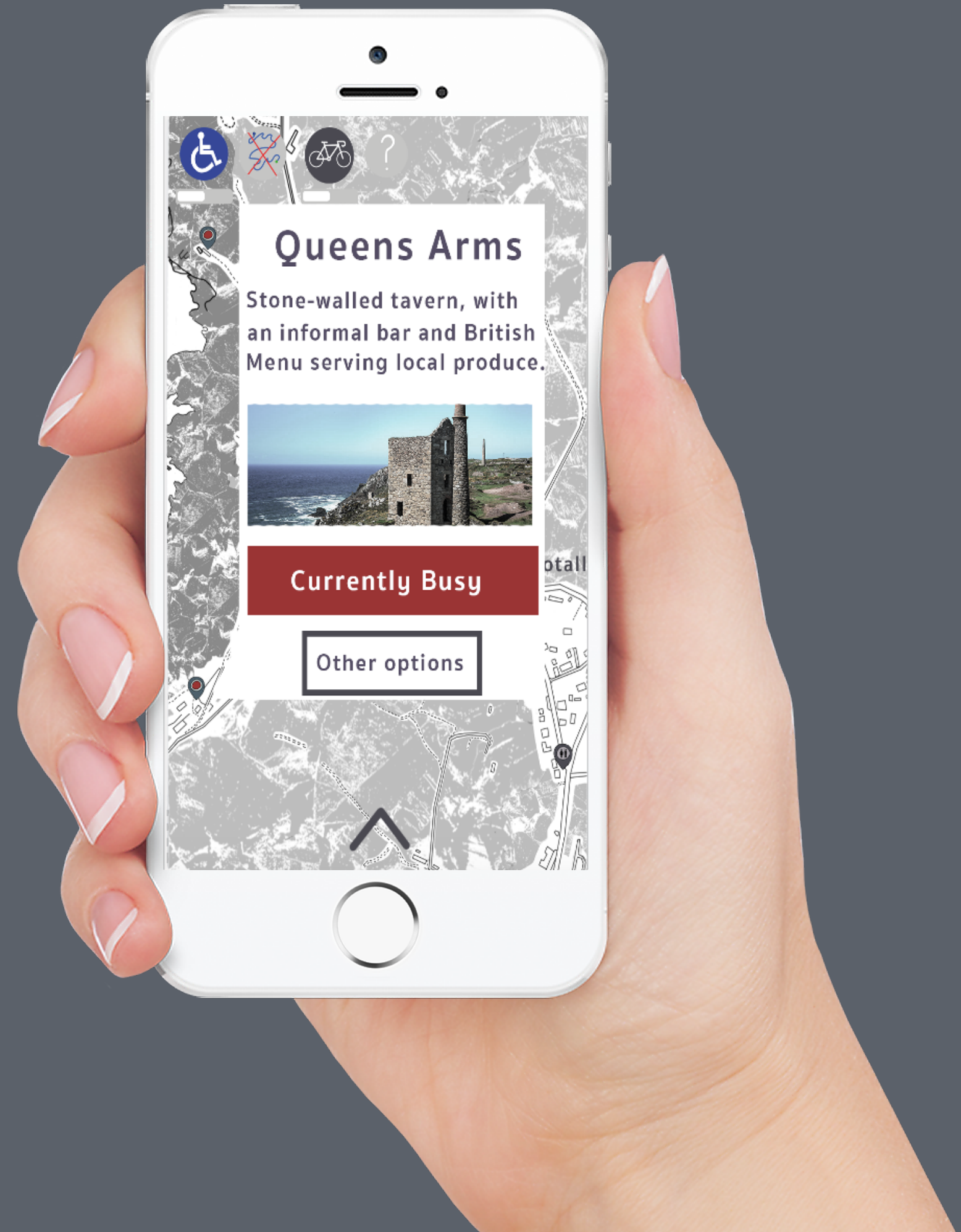
Case Study - XplorCAMPUS

XplorIT in a university setting

We are an agile team and responded to the pandemic with a solution for campuses. Driven by customer need, we adapted our existing technology to help students and staff return to campus safely.

We provide data to Universities about how the campus is being used, which improves operational and strategic estate planning.

We allow students and staff to make informed decisions of where to study or dine on campus.

What's more, we can provide the technology via our plug-in API which can sit behind an existing app!

Our Founders

The dynamic duo

The Story

Both Founders met at the Launchpad Incubator programme in 2018, where they brought together their data driven and creative mindsets to solve a genuine problem in the visitor attraction industry. After feeling frustrated by days out ruined by queues, they knew they could improve the status quo. After countless user interviews, plenty of prototyping and sheer determination they created the XplorIT product range to bring the focus back on enjoying the time with your loved ones, rather than being stuck in a queue!

Tanuvi Ethunandan
CEO & Co-Founder

A Chartered Accountant from EY, and Cambridge University Economics graduate, Tanuvi is obsessed with data. Leading the business and financial strategy at Data Duopoly, she understands the data analysis requirements for venues. As a Booking.com 2020 Playmaker of Year Finalist and a member of the St Ives Tate Advisory Board, she is an innovator in visitor experiences.

Erin Morris
CCO & Co-Founder

An award winning Film Director and an innovative animator, Erin is the creative visionary here at Data Duopoly. Driving the product development and creating our unique illustrative style of maps, she understands the user experience. Winning the Miami Jewish Film Festival in 2018 with her original animation of Strings, she has a track record of bringing a creative vision to life.

Our Board and Team

A wealth of expertise, supporting the company to reach new heights

Data Duopoly is supported by experts in their fields, helping us grow from strength to strength.

We have a diverse mix of skills and experiences in our team, from sales and marketing to in-house software development.

Our board ranges from legal, technical to fundraising expertise, opening doors and providing us with guidance as we navigate scaling up as company.

The critically acclaimed Launchpad incubator provides us with access to on-demand resources to help us in every stage of our business journey. Previous companies include Codices and Glas Data.

Claudine Ang

Early-stage investor and board member. Formerly a lawyer specialising in Corporate Finance and M&A.
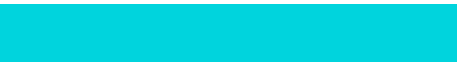
Alun Morgan

Engineer with 25+ years business management experience.

Adrian Scales

Senior Investment Manager at Launchpad and Chartered Financial Analyst.

Ben Sewell

Chartered Engineer and technology innovator with 20+ years of experience.

Launchpad

Traction

What have we achieved so far?

We are revenue generating and have launched our XplorTINCOAST app with the National Trust Tin Coast Partnership. We have also provided 'add-on' services to Cousin Jacks, who are a cultural theatre company to create gamified trails at existing locations. We are in talks to expand within the National Trust network.

We have a strong belief in sustainable tourism, which has been reinforced by our pilot with the Eden Project in 2019, and current talks with a large visitor attraction in the South West.

We have also expanded into the University sector, working with leading Falmouth University to develop our indoor positioning technology (so XplorIT can work outdoors and indoors!).

The Market

Who are we targeting?

Visitor attractions

The visitor attraction industry is worth $135bn globally.

Towns and Outdoor events

There are 112 towns in the UK alone, and the value of the total spend of the top 20 high street retails centres in the UK is £58.2bn, with 45% of shoppers being incentivised by personalised offers.

Shopping Centres

Westfield one of the largest shopping centre groups, owning and operating 35 shopping centres in the US, UK and Europe, valued at $31bn. The two Westfield centres in London attract 73 million shoppers and generated $2.1bn of retail sales.

Campuses

The value of the UK university sector is £27.9 billion.

Monetisation

The big question, how do we make money?

★ SaaS

We charge an annual license fee for our white-label XplorIT product (e.g. XplorTINCOAST)

★ Add-on features

We offer additional features, such as gamified trails using our existing code base, or can provide custom content (e.g. Cousin Jacks)

★ MetaData

We can offer venues an additional data analysis package as part of the XplorIT product. This allows venues to visualise the data collected and use it to help with future planning.

Data Analysis Reports

Add-On features

SaaS revenue model
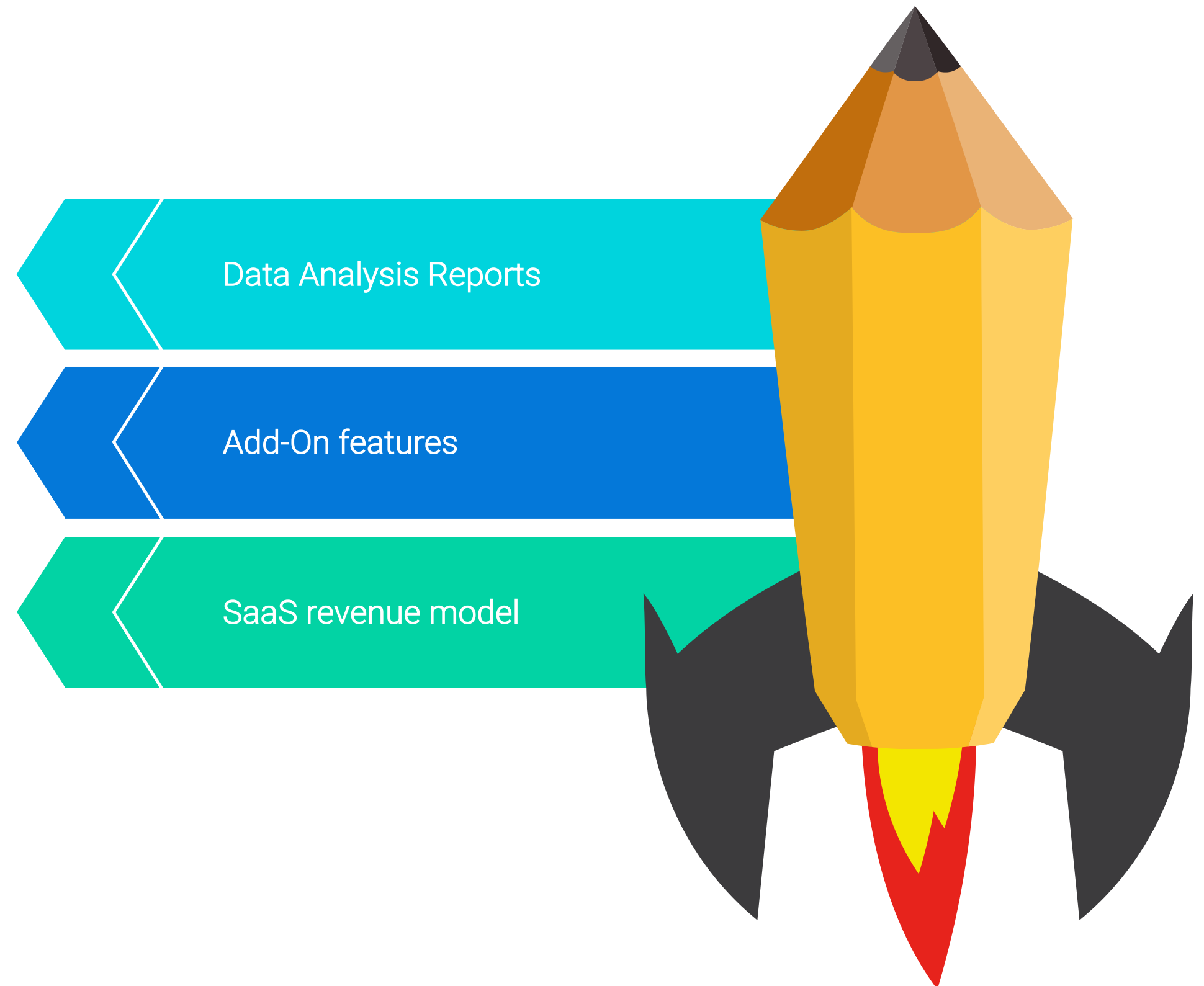
Potential Exits

What does the future hold for Data Duopoly?

Waze

The social mapping location data startup was bought by Google for c.$1bn* in 2013

TravelCLICK

The global hospitality solutions provider was acquired by Amadeus for $1.5bn* in 2018

CityMaps

The social mapping application was acquired by TripAdvisor. The startup had previously raised $12m from investors prior to sale.

Data Duopoly

We are aiming for an exit via acquisition in 5 years. We forecast high GPM due to the low cost of adapting our library of modular code to new clients, making us an attractive acquisition prospect. We foresee potential buyers including Merlin Entertainments (owned by LegoVentures) or travel tech giants, Amadeus.
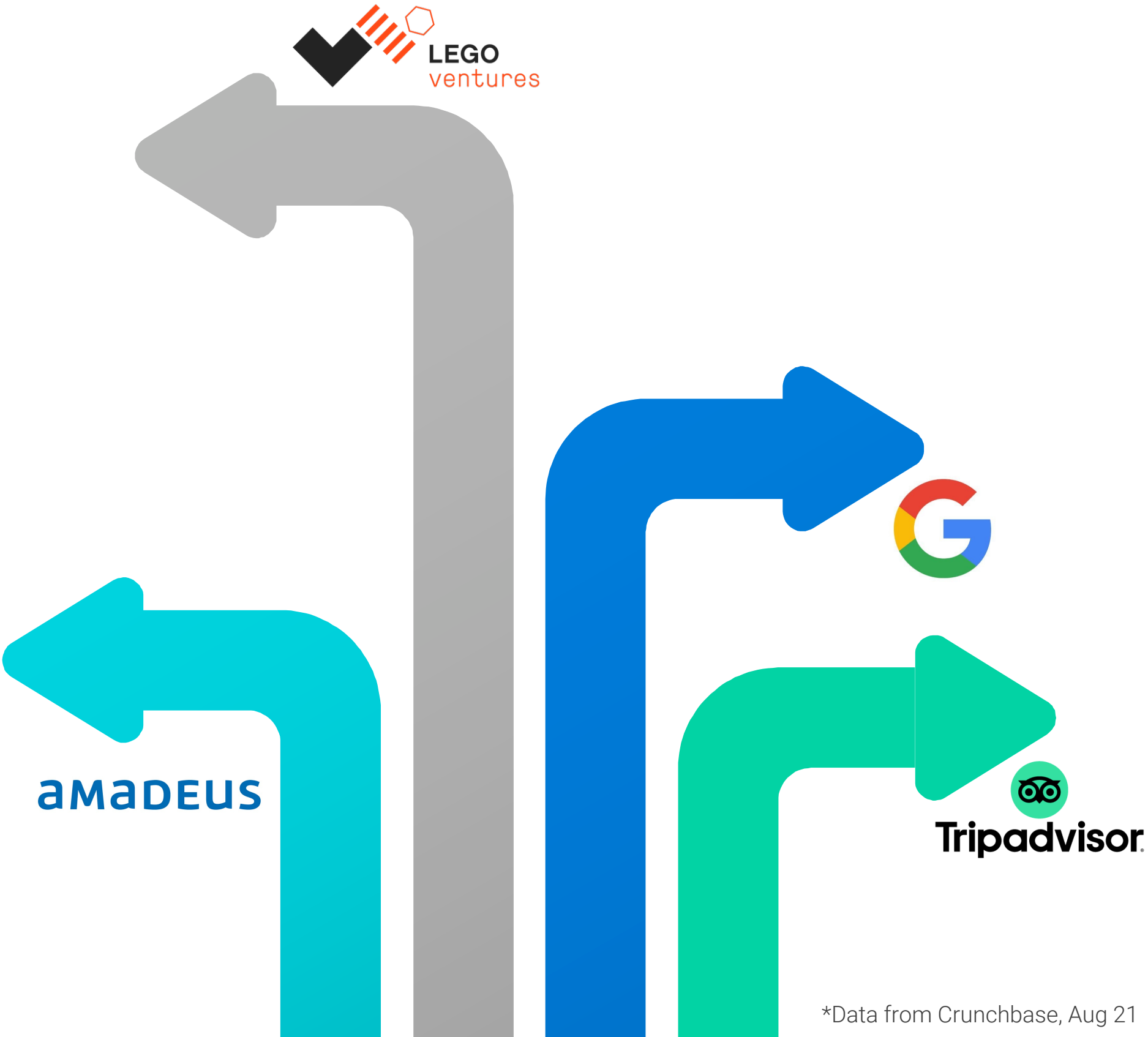
*Data from Crunchbase, Aug 21

Pricing tables

An example package

BASIC
£12,500
per acre

Outdoor sites only

Illustrated interactive map

Monthly data report

1x Full access dashboard login

ALL SITES
£20,000
per acre

Indoor and Outdoor sites

Includes accessible routes

4 x Gamified trails per year

3x Full access dashboard logins

3x View only dashboard logins

*includes features in Basic

PRO
£30,000
per acre

Indoor and Outdoor sites

Includes all required route types
E.g. accessible, cycle paths etc.

10 x Gamified trails per year

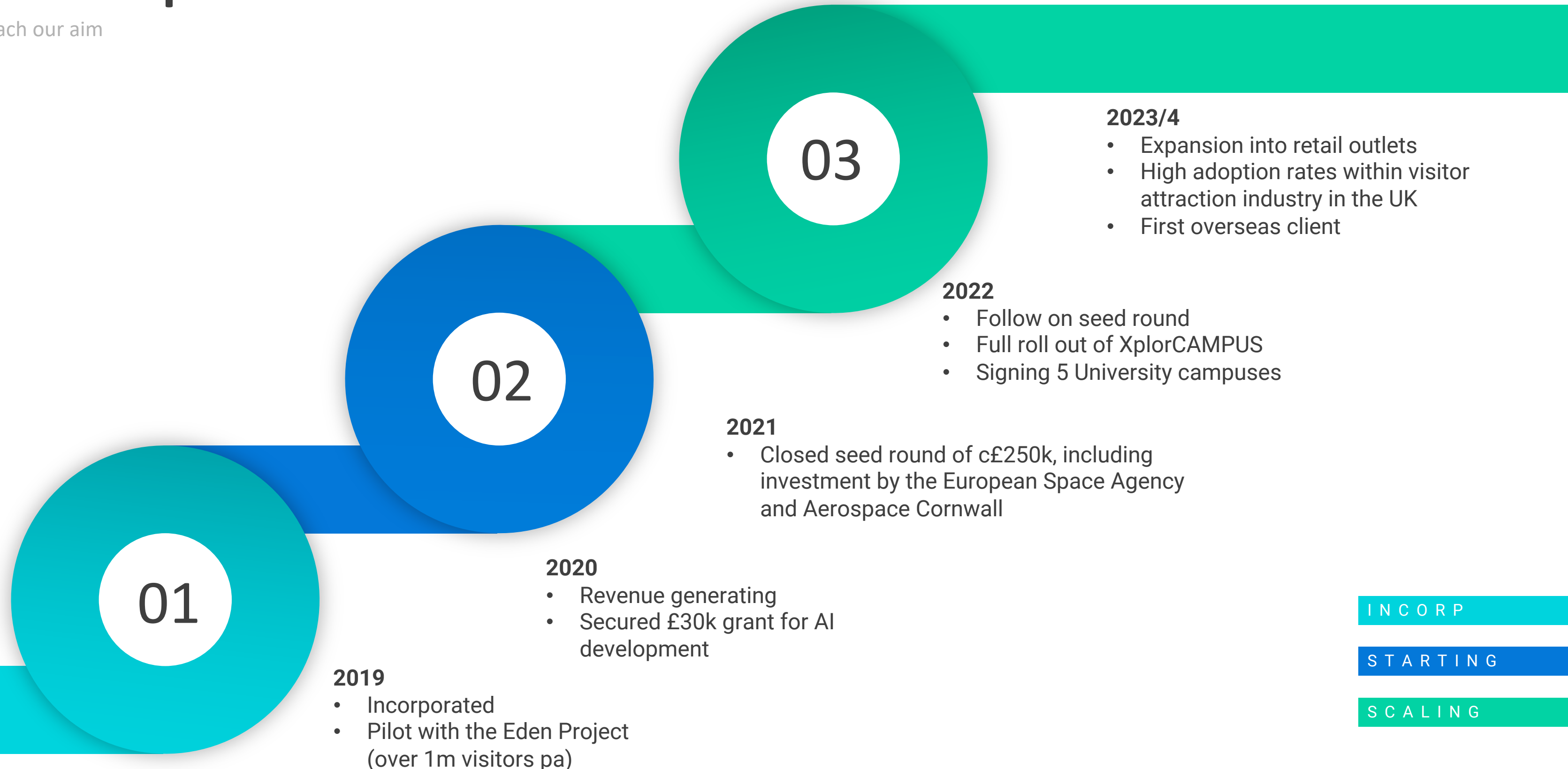Monthly full data report with
recommended action points

Unlimited Full access and View
only dashboard logins

*includes features in Basic

Roadmap

Our plan to reach our aim

01

02

03

2019
- Incorporated
- Pilot with the Eden Project (over 1m visitors pa)

2020
- Revenue generating
- Secured £30k grant for AI development

2021
- Closed seed round of c£250k, including investment by the European Space Agency and Aerospace Cornwall

2022
- Follow on seed round
- Full roll out of XplorCAMPUS
- Signing 5 University campuses

2023/4
- Expansion into retail outlets
- High adoption rates within visitor attraction industry in the UK
- First overseas client

INCORP

STARTING

SCALING

The Future - XplorRETAIL

The future of the shopping experience

We have an ambitious vision to change the visitor experience in shopping centres worldwide.

We want to build a dynamic pricing system, where individual retail units can encourage shoppers into their stores via super targeted adverts.

EXAMPLE

1

Reiss is quiet. The shop manager wants to encourage people to visit the store and browse their Autumn sale.

2

The shop manager receives a notification on their personalised XplorRETAIL dashboard that there are 200 people who previously visited dress shops nearby, do they want to reach them?

3

Targeted shoppers receive a notification within the XplorWESTFIELD app about the Reiss Autumn sale with an exclusive QR code discount.
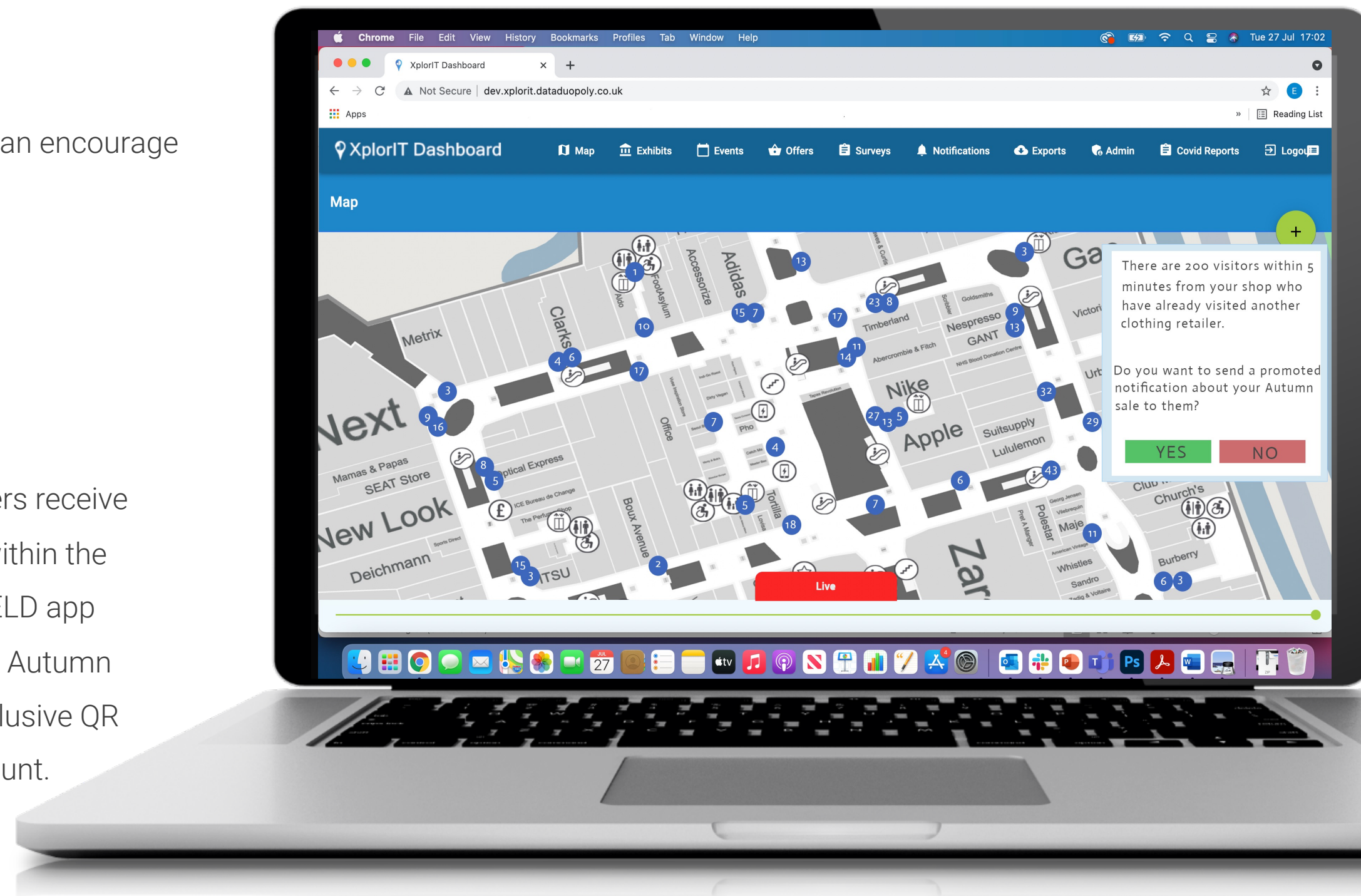
In the spotlight

> The Covid crisis has hit visitor attractions hard but using [Data Duopoly's] technology they can encourage people to come back. [Data Duopoly] give visitors a safe way to make their own decisions about how they want to socially distance…and give[s] them the information they need to feel confident" – Business Cornwall, G7 edition
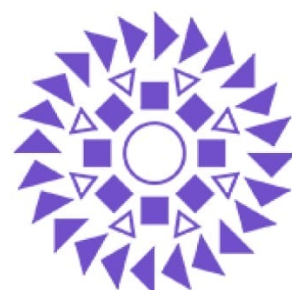
Booking.com Technology Playmaker Awards 2020

insider MEDIA LIMITED

the Pitch

C AEROSPACE CORNWALL

TECH NATION RISING STARS We're a Rising Stars 3.0 regional winner #WeAreTechNation technation.io/rising-stars

esa European Space Agency

STARTUPS MAGAZINE

SOUTH WEST CREATIVE TECHNOLOGY NETWORK

The Guardian

UK SPACE AGENCY

BIG DATA LDN.

Financials

The forecast

£53m

90%

£280k
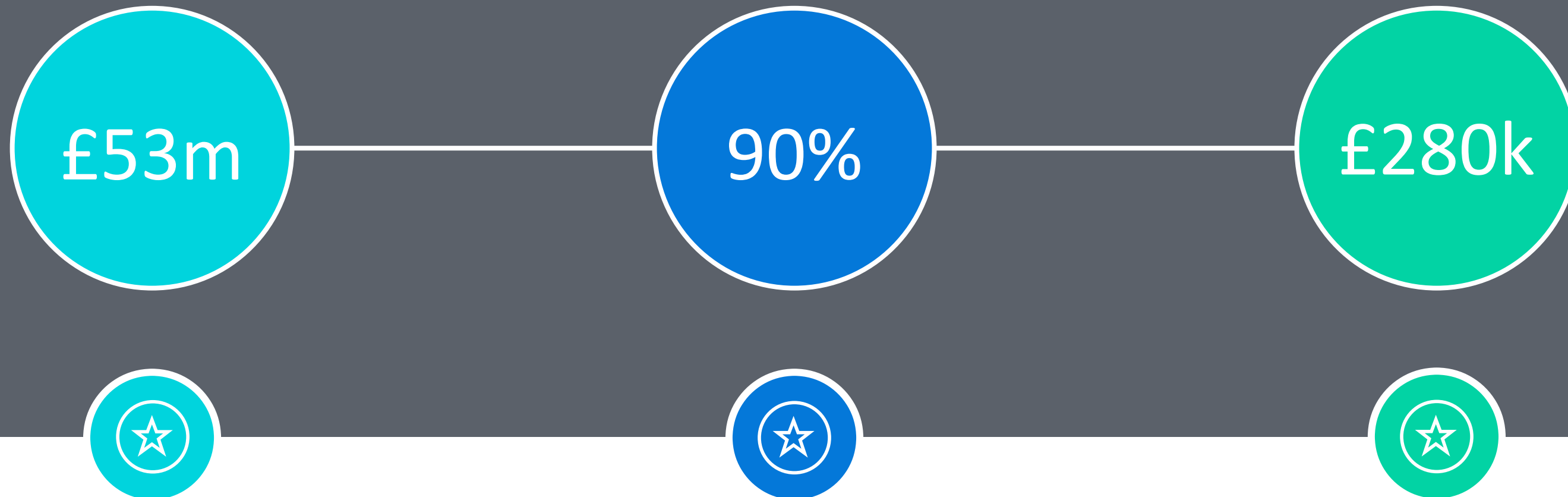
Annualised Revenue in 3 years

We have 6 revenue streams, from our product range and data reports.

GPM

We have built our code base in a modular structure, which allows us to scale quickly and efficiently, without increasing our costs.

Funding to Date

We have received funding from the European Space Agency, Aerospace Cornwall and the South West Creative Technology network.
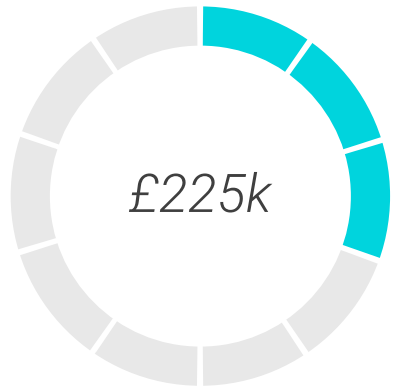
Investment Plans

We are seeking £750k EIS investment

Onboarding 20 new visitor attraction clients

This will be achieved by attending and exhibiting at key industry events, including the Visitor Attraction Conference, the Family Attraction Expo and Arival – which Merlin Entertainments, a global attraction operator, attends.

£225k

Onboarding 5 university campuses for the next academic year

This will be achieved by expanding our sales and marketing team, with an increased focus on Higher Education sectors.

£225k
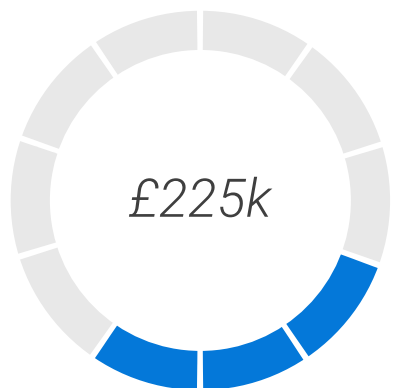
Onboarding 10 towns as clients

We will be expanding our software development team and onboarding a UI/UX designer to cope with the increased number of clients. We also be focusing on scaling our technical architecture.

£300k
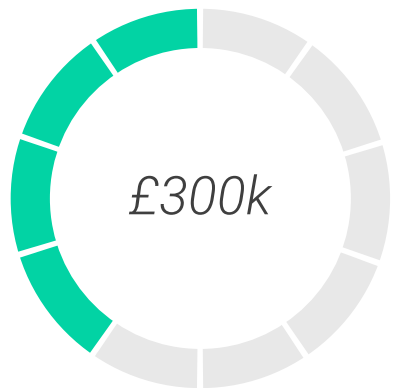
We hope you are excited to join our journey!

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