



## DATA DUOPOLY

Revolutionising the visitor experience in any venue worldwide

*Co-Founders:*

*Tanuvi Ethunandan*

*Erin Morris*

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*Strictly Private and Confidential*

## Covid-19 Business Review

During a time of great uncertainty, Data Duopoly has remained **resilient**.

We have progressed with our AI integrations, and have secured our first paying client, the **National Trust Cornish Tin Coast**.

The **National Trust** gives us the **opportunity to scale quickly** within their network of properties. Having worked with the Eden Project, the National Trust endorses our brand image as promoting **sustainable tourism**.

Our client acquisition strategy remains one of low-cost pilots, to gain market share, with the addition of our new social-distancing tool offering, “**Crowd Tracker**” and our tracing feature, “**Covid Reporter**”.

We have secured £125,000 of match funding, which will be unlocked by private equity finance, to kick-start our pre-seed SEIS/EIS round.

**We remain an agile team responding to industry events, and applying our technology to make the largest impact for the tourism industry.**



## Recent Progress since Q2

### April 2020

Recognised by travel heavyweight, Booking.com, as Finalists for Playmaker of the Year Awards 2020



TaylorWessing

**Booking.com**

Secured place at industry leading event, Voyager HQ / Taylor Wessing - Virtual Travel Pitch Night

### May 2020

Hosted webinar with the Cornwall Chamber of Commerce as experts on "How Tech can Save Tourism in Cornwall"



Secured a pilot with the National Trust Cornish Tin Coast to start in Autumn 2020



Secured £4,000 of funding from Launchpad to help with upfront development costs for Xplor-Tin Coast

## May 2020

"Crowd-Tracker" Development started – a tool within our XplorIT product to help venues re-open safely and help maintain social distancing



Data Duopoly selected as a Top 50 startup on an international stage by the European Space Agency, one of the Top 5 startups representing the UK



Work on National Trust Cornish Tin Coast begins

## July 2020

Secured conditional 120k EUR match funding from European Space Project for our work helping with the post-Covid recovery in venues

Secured £25k\* match-funding to develop tool to help with recovery post-Covid from Aerospace Cornwall

\*Our £25k grant is dependent on securing a further £50k private investment



European Space Agency

Conversations with Dartmoor National Park progressing well, for a future pilot in partnership with the European Space Agency

## June 2020

Kick-Started Pre-Seed SEIS/EIS Round with £25k grant already secured

Bidding for St Ives Town Hub visitor flow optimisation



In talks with Falmouth University for a pilot with XplorCAMPUS to help students return to campus sooner and safely



## Aerospace Cornwall Grant to position ourselves as a solution for venues recovering post Covid

On the back of our Innovate “Response to Covid-19” bid, we received match funding of £25k, for a £50k project.



## ESA Project to fast-track growth

We pitched to the UK Space Agency (UKSA) and European Space Agency (ESA) for a project to implement our XplorIT product in 2-3 pilot venues. Previously, this project was only due next year, however, they have offered to bring it forward to fast-track our growth during these times.

# The Problem

The average person spends

**6 months**

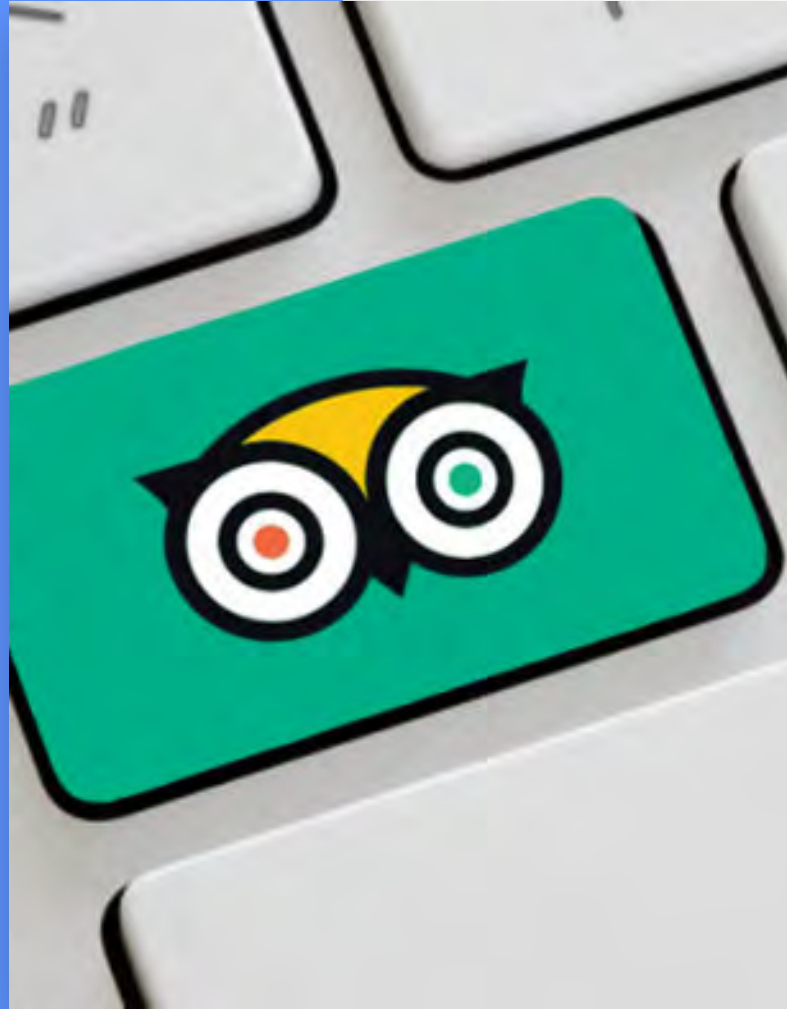
Queuing in their lifetime

**5 hours**

Queuing at attractions during a trip to London

**19% TripAdvisor Reviews**

since Summer 2016, relate to queues, crowds and busyness, as an average for the top 5 ALVA attractions in the UK



This is a wide scale problem across industries

Data Duopoly provides a solution



# Our Solution



## Win Win

For both visitors and venues.



## Incentive Driven

We facilitate personalised discounts to visitors to visit less busy areas. We help drive increases in concessionary spending on-site.



## Location Data

Obtained by GPS tracking within the visitor app, to improve long term planning at attractions, and staff allocation.



## Experience

We offer visitors an engaging and tailored experience.



## Optimise

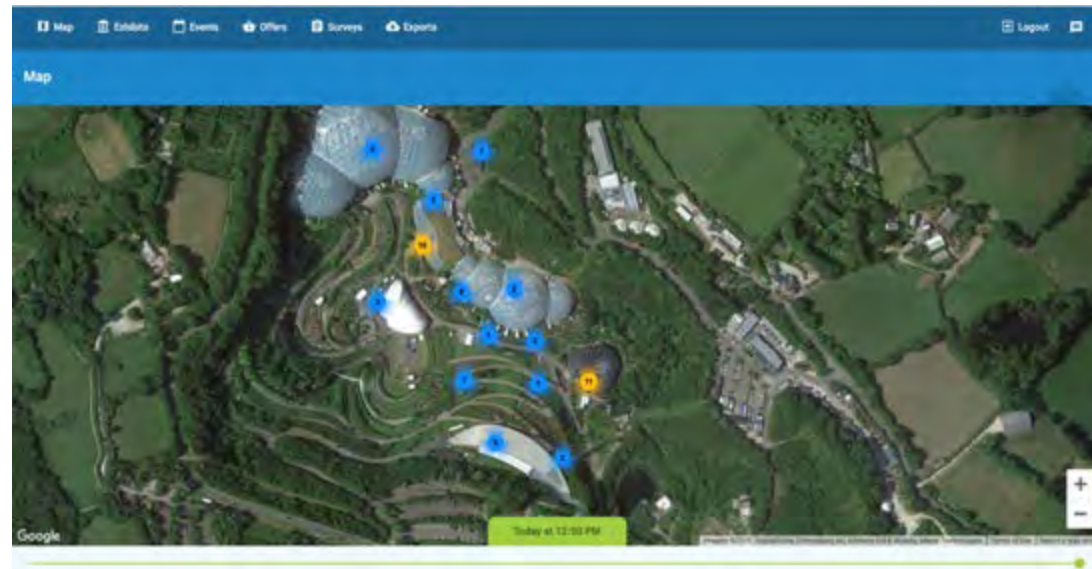
We help to optimise the visitor distribution at any venue, meaning less queues, and happier visitors.



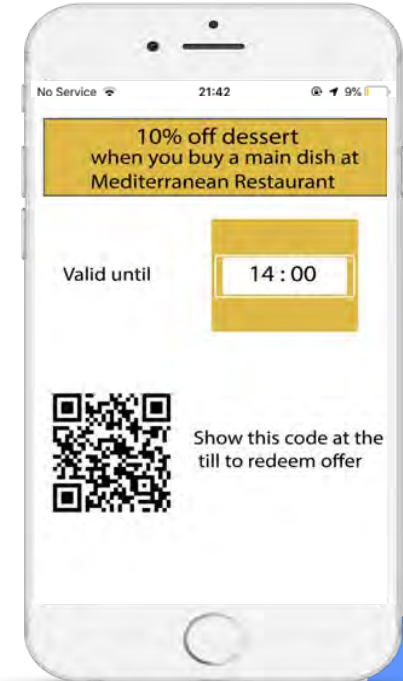
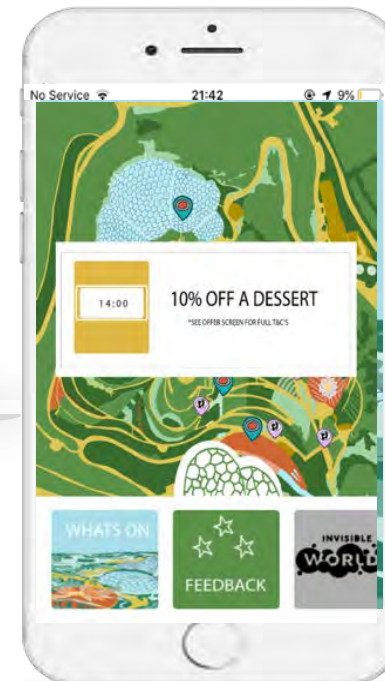
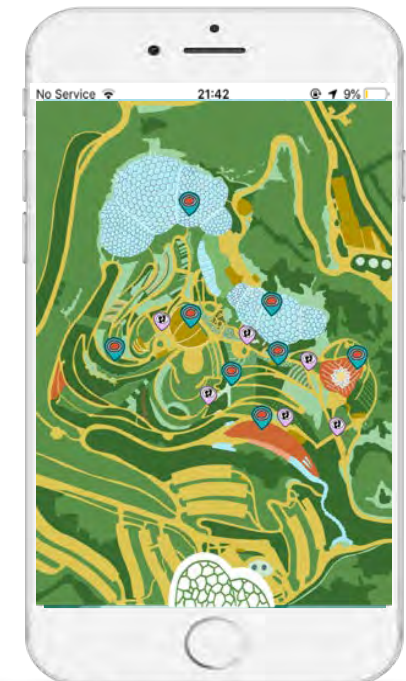


# The Product: Xplor-IT

(XplorEDEN shown here)



Web Analytics Dashboard



Mobile App (iOS and Android)







## Pilot – Eden Project

### THE OUTCOMES

95%

Of surveyed users would use the app for their next day out at a visitor attraction if it was offered

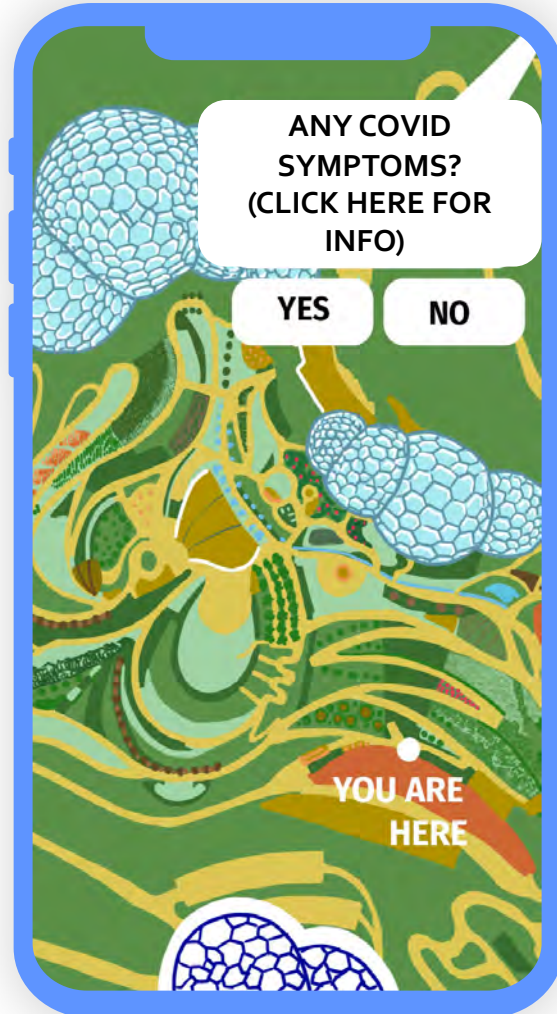
33%

Of surveyed users responded to monetary offers sent



# Data Duopoly's NEW Crowd Tracker and Covid Alert Feature Set

Tools to help venues and visitors make  
informed social distanced decisions.



**VERY BUSY** – try visiting the quieter core building instead.

**MEDIUM BUSY**– will likely be quieter in an hour, try the café now?

**QUIET** – perfect time to visit now!

# Data Duopoly in the Press



Finalists at The Pitch, 2019



Exhibited at TTE and on a panel of leading experts including the ETOA, 2020



Hosted a webinar for Cornwall Chamber of Commerce, 2020



Won the Pitch to the Primes Competition at the UK Space Conference, 2019



Featured in Guardian article, 2020

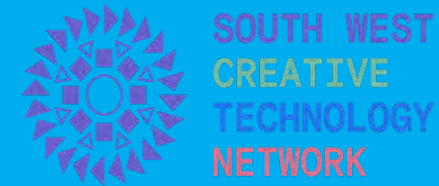


Finalist for Booking.com Playmaker of the year, 2020



European Space Agency

Named as Top 50 Startups by ESA, 2020



Received a grant from SWCTN, 2020



Piloted with the Eden Project, 2019





# The Team



Tanuvi Ethunandan  
CEO and Co-Founder

A Chartered Accountant with strong data analysis experience.

Responsible for **Business Strategy**.



Erin Morris  
CCO and Co-Founder

An Award-Winning Film Director who is the creative visionary.

Responsible for **Product Development**.



Ben Sewell  
Non-Executive Director

A Chartered Engineer, and Lead Software Engineer at Launchpad Incubator, with over 20 years software development experience.

Responsible for advising on **Technical Strategy**.



Michael Dickinson  
Investment Planner

Commercialisation and Investment Manager at Launchpad, with over 30 years experience in the banking world.

Responsible for advising on **Investment Strategy**.



# Join our Journey



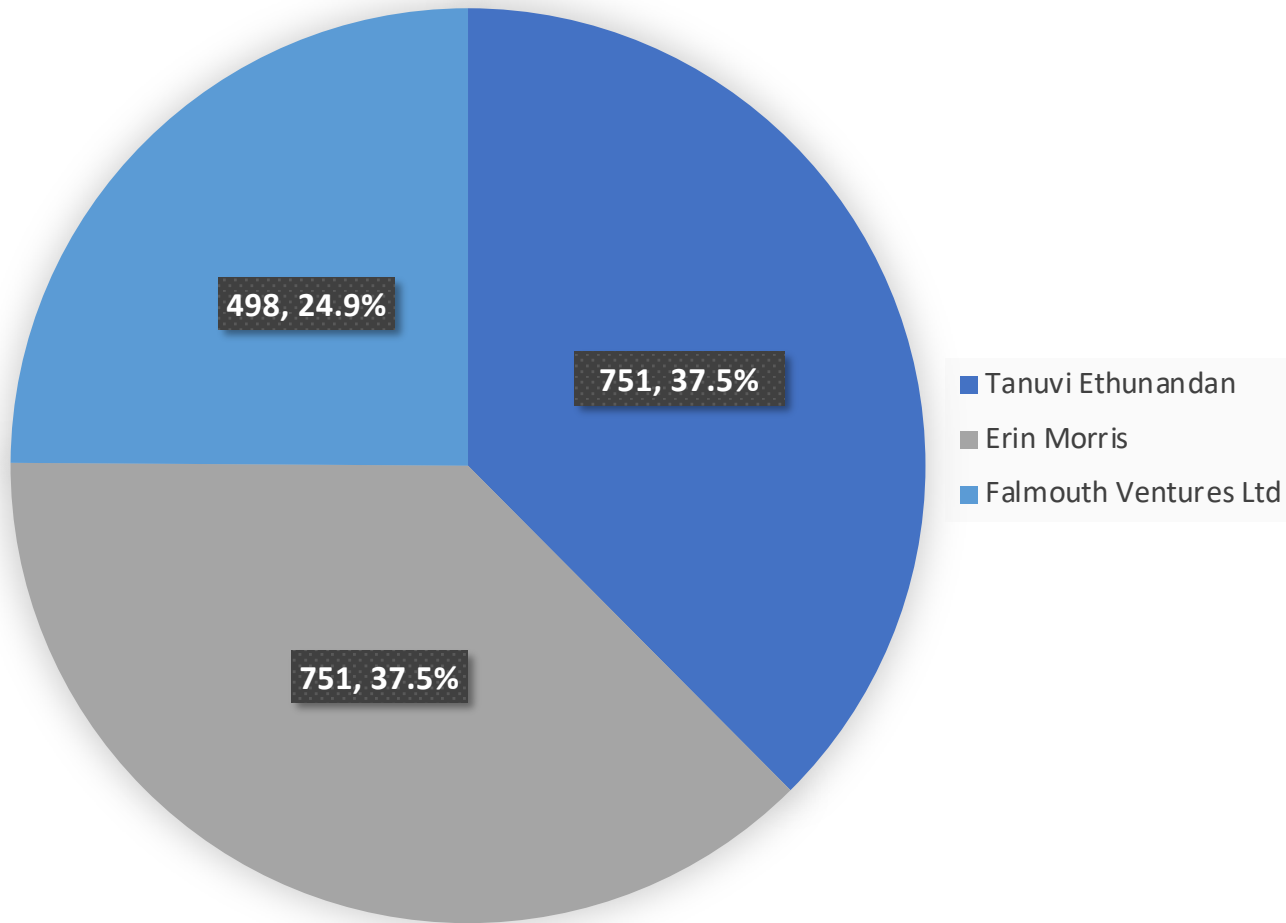
We would love for you to join the Data Duopoly journey!

We have received SEIS/EIS advance assurance from HMRC.

We are currently raising £125k of private investment, which will unlock a further £125k of capital. We have already secured 20% of our private raise to date.

We hope you are as excited as we are, for the future of Data Duopoly!





## Current Shareholder Structure



# Proposed Capital Spending

Product Development

On-boarding New Clients

Growing Our Team

We will invest in...

Our MVP has been built and piloted at the Eden Project. We have secured funding to integrate AI technology. We need to develop our base library of modular code to meet the demands of future clients. We will use the funds to grow our in-house developer team to work on our technical stack and maintenance of existing products.

We are on-boarding new clients and undertaking low cost pilots. The funds will subsidise these, as part of our broader sales strategy. We will also be attending key trade shows to increase our brand awareness to the relevant visitor experience personnel at our target venues.

We are growing our team so we can scale quickly. We want to recruit a full-time CTO to manage our development team. We plan to hire a sales and marketing expert to find new client leads following the success of our low cost pilots. We plan to grow our design team to meet the demands of our growing client base.



# What we will be able to achieve with our fundraising round?

Area	Objective	Amount	Details
Pilots	To demonstrate our technology with 2-3 high profile clients.	c.£85k	This will include: <ul style="list-style-type: none"> <li>- Junior Designer (c.£25k) to decrease time to on-board a new client.</li> <li>- Additional Developers (c.£60k) to work on our indoor positioning capabilities.</li> </ul>
Technical Development	To accelerate our team growth, and technical development.	c.£60k	Hiring two junior developers to work with our CTO.
Sales and Marketing	To increase our client acquisition and promote Data Duopoly to our target audience more effectively.	c. £30k	Promoting ourselves at targeted industry hubs, such as BlooLoop (a leading Visitor Attraction website) and attending key industry events (virtual or in-person). We will also utilise sales and marketing personnel when required.
Product Design	To ensure our XplorIT product's UI/UX is tailored to our target audience, as we continue to develop our unique illustrative design.	c.£25k	This will be led by Erin.
Business and Financial Strategy	To continue the growth success of Data Duopoly by leading the strategic direction of the company.	c.£25k	This will be led by Tanuvi.
IP Strategy	To protect our brand.	c.£10k	We have engaged in conversations with Trade Mark Attorneys to discuss our IP strategy. We will carry out UK trade marking and consider any strategic geographical regions.
Working Capital	To ensure a positive cashflow position.	c.15k	Working capital.
Total Investment	£125k equity + £125k grant	£250k	



*Travel in this new world will look different, and we need to evolve...People will want options that are closer to home, safer, and more affordable.*

Brian Chesky, CEO and Co-Founder of Airbnb



*We at Data Duopoly want to spearhead this.*





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