geon

FACT SHEET

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Who we are?

Based in Gibraltar and with the development team in Poland, Geon Network combines smart contracts, blockchain, geolocation and augmented reality (AR) in a single platform that revolutionises Location-based marketing and client acquisition.
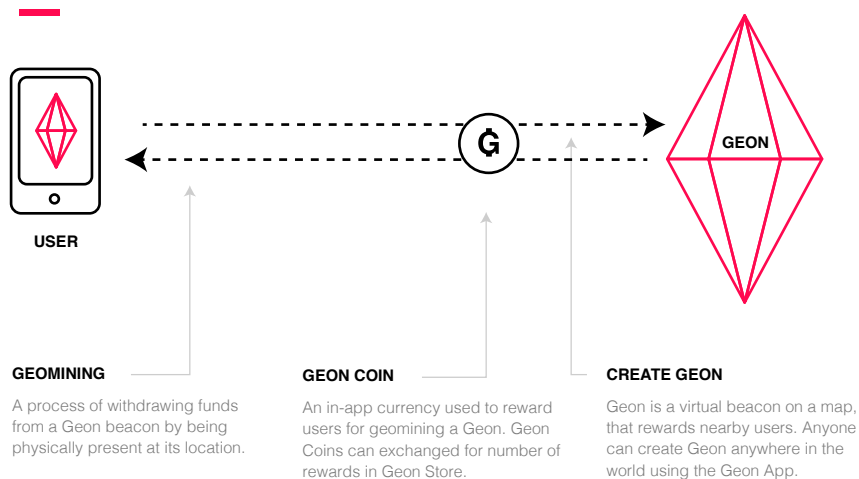
What we do?

Geon Network created a technology that helps reward people for their time, presence and attention in specified locations. It can be used in marketing, impact funding, crowdfunding, tourism, entertainment, market research and many other applications.

Geon App (iOS & Android) allows users to create Geons - virtual, augmented reality (AR) objects which can hold monetary value. Users can withdraw the stored value by being physically present at the location of a Geon and completing any extra tasks defined by that Geon's creator. In essence, users get rewarded for simply visiting various locations.

What problems do we solve?

One of Geon Network's main goals is to help businesses attract clients to their physical location. Geon Network allows you to create localised rewards and therefore incentivise potential customers to travel to a specified location. Geon Network allows to pay only for people that comes to the place which make calculation of Return of Investment much easier.

How does it work?

USER

GEON

GEOMINING
A process of withdrawing funds from a Geon beacon by being physically present at its location.

GEON COIN
An in-app currency used to reward users for geomining a Geon. Geon Coins can exchanged for number of rewards in Geon Store.

CREATE GEON
Geon is a virtual beacon on a map, that rewards nearby users. Anyone can create Geon anywhere in the world using the Geon App.

geon = 💲 + FOURSQUARE + Pokémon GO

COMPETITORS

Executive Team

+12 TEAMMATES

Robert Radek
Chief Executive Officer
LinkedIn

Maciej Rynarzewski
Chief Product Officer
LinkedIn

Aleksander Debski
Chief Operating Officer
LinkedIn

Peter Budkowski
Blockchain Architect
LinkedIn

- Previously worked with -

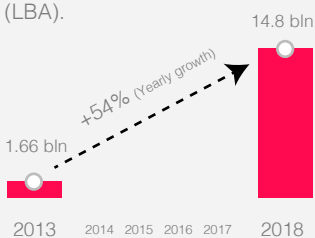Microsoft   BNP PARIBAS   Allianz   G2A   cPanel

Revenue Model

The Geon Network prepared multiple monetisation options:

- ✔ Transfer fees
- ✔ Advanced geomining tasks
- ✔ Extra Geon customisation
- ✔ Highlighting and featuring Geons on the world map
- ✔ Search result preference
- ✔ Paid research

Market Size

The total value of the global real-time mobile location-based advertising and marketing (LBA).

14.8 bln
+54% (Yearly growth)
1.66 bln

2013 2014 2015 2016 2017 2018

SOURCE
http://www.eweek.com/mobile/location-based-advertising-market-to-hit-nearly-15-billion-by-2018?fbclid=IwAR1pPK5OqvlWU-Xj-L3Og3N33zHValufJr_-yfVdApjkH5S_H6VWj-_0Lwk

Target Markets

Businesses: Tourist brand and Retail
Consumers: 18-29 years old

Achieved milestones

Over $800k raised in Seed Round
June 2018

Geon App Beta Release
April 2019

41 000 monthly active users
May 2019

100k Geon App Download
June 2019

Future focus

- ✔ Gamification mechanism (levels, badges, missions)
- ✔ Implementing Token Utilities
- ✔ New Geomining Conditions
- ✔ Continuous user-base growth