

**Stage:**

Product In Development

Industry: Mobile**Location:**

Tel Aviv, Israel

Founded: 2015**Employees:** 5**Website:** insitesapp.com**Contact:**

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InSites, by yalla-ya!

InSites upgrades Shopping Malls into Smart Buildings

so consumers can discover, navigate and connect with businesses and shops intelligently.

Company Summary - InSites upgrades shopping malls into smart buildings so visitors can discover, navigate and connect with businesses and shops intelligently. InSites is a mobile app that together with beacons infrastructure technology, enables accurate indoor navigation and enhanced business and content discovery. The malls collect and provide information from and to its customers, while creating a personal shopping experience for each of them. InSites offers retailers the ability to launch a location-based mobile ads a step away from the shop, and create special loyalty clubs for which the consumers can join.

Management Team

Ido Kobelkowsky, serial entrepreneur with vast experience in tech and mobile industry, founder of yalla-ya! IT company, restaurants and falafel chain in Mexico, had previously launched a digital invoice platform to the Mexican market.

Nimrod Kobelkowsky - Applications specialist, works as a programmer for more than a decade creating hundreds of applications. CEO of yalla ya! Israel.

Shlomo Dahan - doors openers and connectors in the Israeli market, vast expertise in local knowledge and management.

Customer Problem - Consumers are repeatedly overwhelmed with newer and bigger shopping malls, where discoverability and navigation to what they are looking for becomes a burden. They keep missing a step-away discounts and opportunities and are no longer raising their heads from the mobile. From retailers POV, e-commerce is biting a bigger share from shopping mall's revenue but though sales have somehow declined, traffic in stays in stagnation for years because the malls are serving the consumer with things he can't find online. InSites is providing shopping malls a seamless solution to monitoring and marketing problems in this new era.

Products & Services - InSites Mobile App - a free, all-malls-in-one app that enables discovery and navigation towards affiliated sites including specific shops and points of interest while being exposed to events and promotions, and browsing personal favorite businesses and membership clubs. Business Membership is a paid service for shops which enables them a better discoverability – and additional marketing tool to reach their potential market.

Target Market - We are aiming for shopping malls that has min of 80 shops and a total of at least 100 POS. We offer a low entry cost that is attractive for smaller sites as well as big ones. Initially starting in **Israel**, and planning to expand to **USA** and **Mexico**.

Business Model - InSites generate revenue from affiliated shopping malls paying for leased beacons and software license, and those help us to affiliate their tenants/businesses that under premium monthly service, get access to a marketing platform that allows them to engage with shopping malls visitors. Additionally we open a proximity publicity platform to third party agencies and media.

Customer Segments

- Shopping malls with more than 100 POS and/or complex building structure
- Retailers, brands and product advertisers
- Other complex sites such as; hospitals, universities and museums
- Shopping mall's visitors
- Shops located in malls
- Media agencies

Sales & Marketing Strategy - Kick-off mobile apps downloads will be reached by printed marketing materials in shopping malls and affiliated shops, together with a "traditional" location-based advertising on social networks and mobile apps. Exclusive coupons and promotions will be designed together with the shopping malls and affiliated shops to offer distinguished offers. Constant advertisement in digital media and social networks on related communities and pages.

Competitors - Most of our competitors are located in the US\ concentrating in the US market. The business models are relied on the investment of the site in the system and the infrastructure. We provide shopping malls a low entry cost and revenue from ongoing sales, so our revenue is not mainly from the shopping mall end. There are several Apps with maps for Shopping Malls/ Airports, though they are branded - so users identifies with the app, we focus to gain larger market by the way we have one app to all venues, and provide them indoor location and a robust marketing platform of proximity marketing.

Competitive Advantage - We had experiencing with the technology for more than three years, prototyping services for museums and commercial industries. InSites contains all Shopping Malls ("Sites") in one app. We provide the affiliated shops with a strong tools to promote its business. Our navigation algorithm handles special needs as cradles, wheelchairs, one-ways, stairs and more.

Fundraising information	
Seeking	\$250k USD
Round	Founder

Funding History: \$100k USD - Founders Capital