

FASTR ***MOBI***

The future of intelligent
physical spaces

Please find the project
video [here](#)



USE PLACES

SHOPING MALL



AIRPORT



RETAIL



HEALTHCARE



ARENA



CAMPUS



STORE

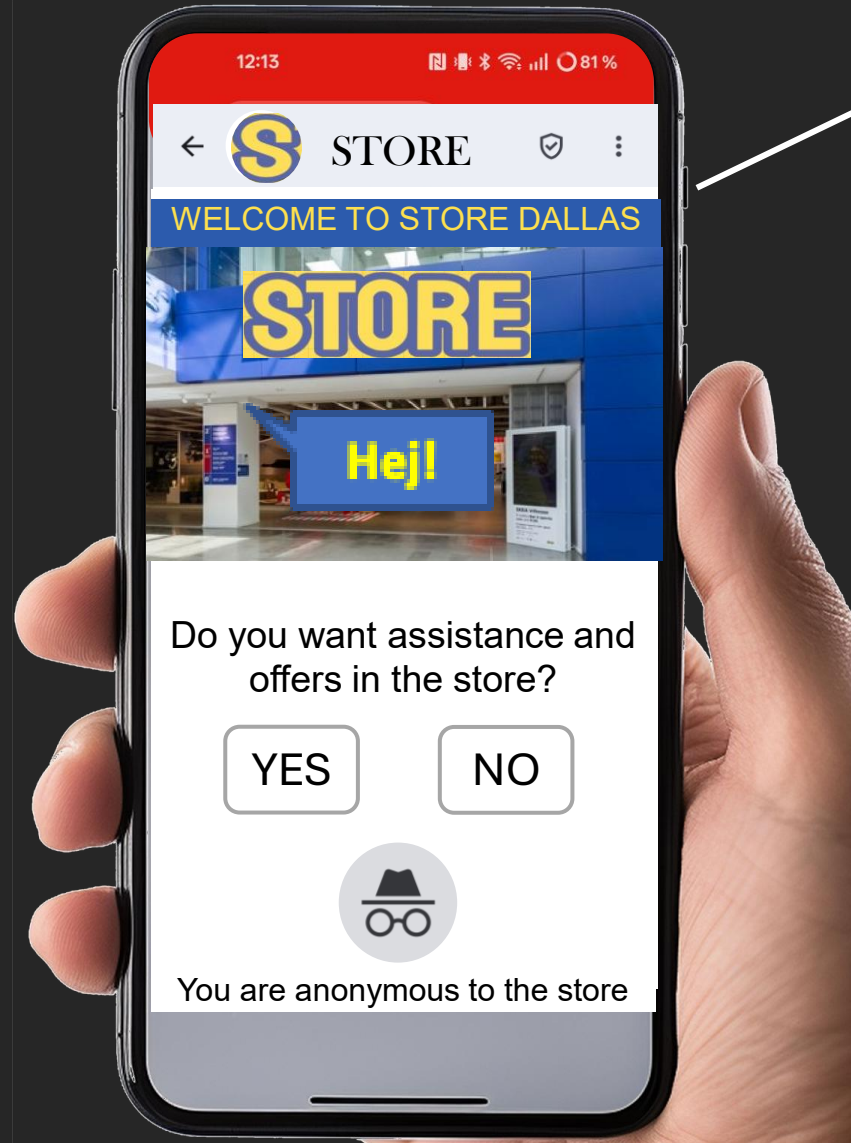


WHO ARE THE VISITORS ENTERING THE STORE?

Anonymous On-Site Visitor Communication



- WAYFINDING
- INFORMATION/OFFERS
- BECOME MEMBER/LOGIN
- RATE VISIT
- ...



RCS messaging

COMMUNICATION DURING VIST

- Anonymous (via token - default)
- Manually Identified (one visit)
- Automatically Identified (every visit)

PERSONA (PRE-DEFINED)

- Demography (Gender, Age, Zip)
- Membership (Type)
- Interests (Health, Fashion etc.)
- WEB history (Visited pages & campaigns)

DATA AT VISIT

- Entry & Track & Exit (Timestamps)

GDPR compliant



DIPHY CONSORTIUM & PROJECT

VINNOVA



Epicenter Innovation house, Stockholm



Åhléns department store, Stockholm



Consortium/Partners

Live demo stores

Planned pilots

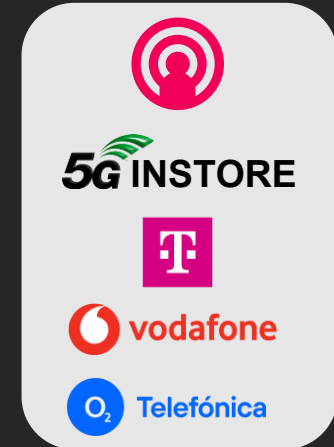
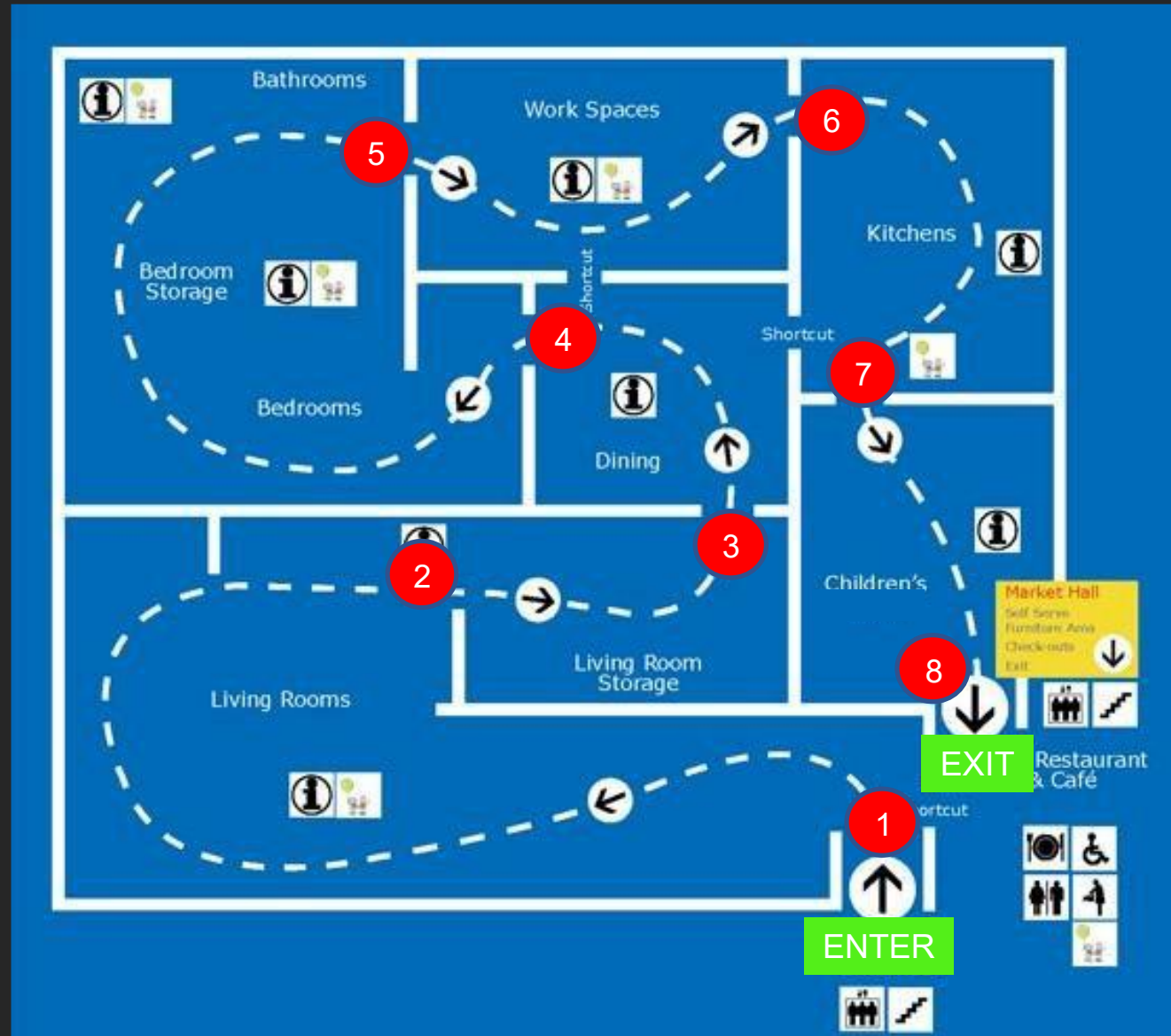
2024

2025

2026



Utilizing indoor 5G

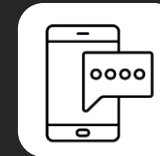


SaaS BUSINESS MODEL

Fixed monthly cost (Insight data)



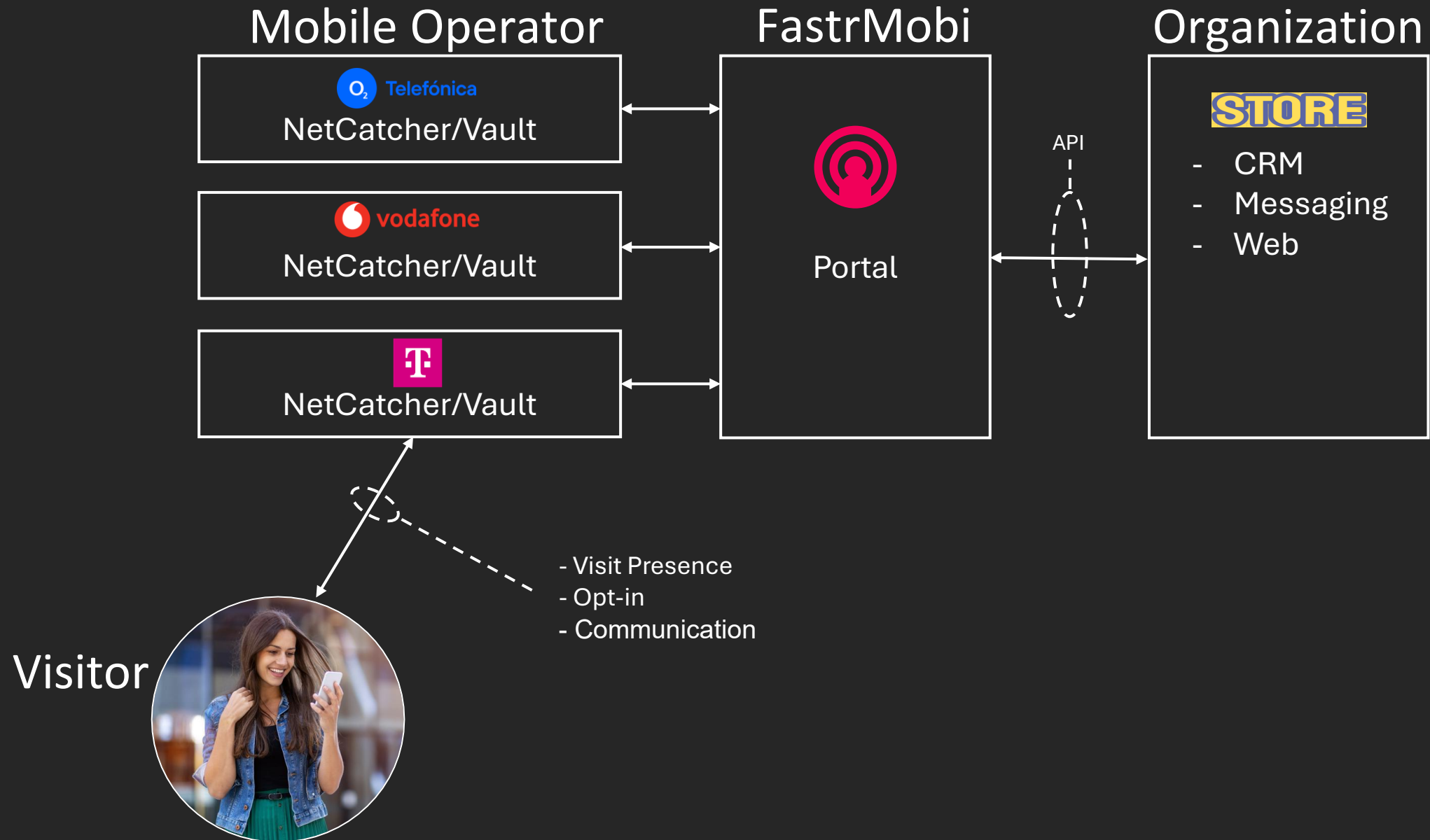
Pay per contact (Communication)



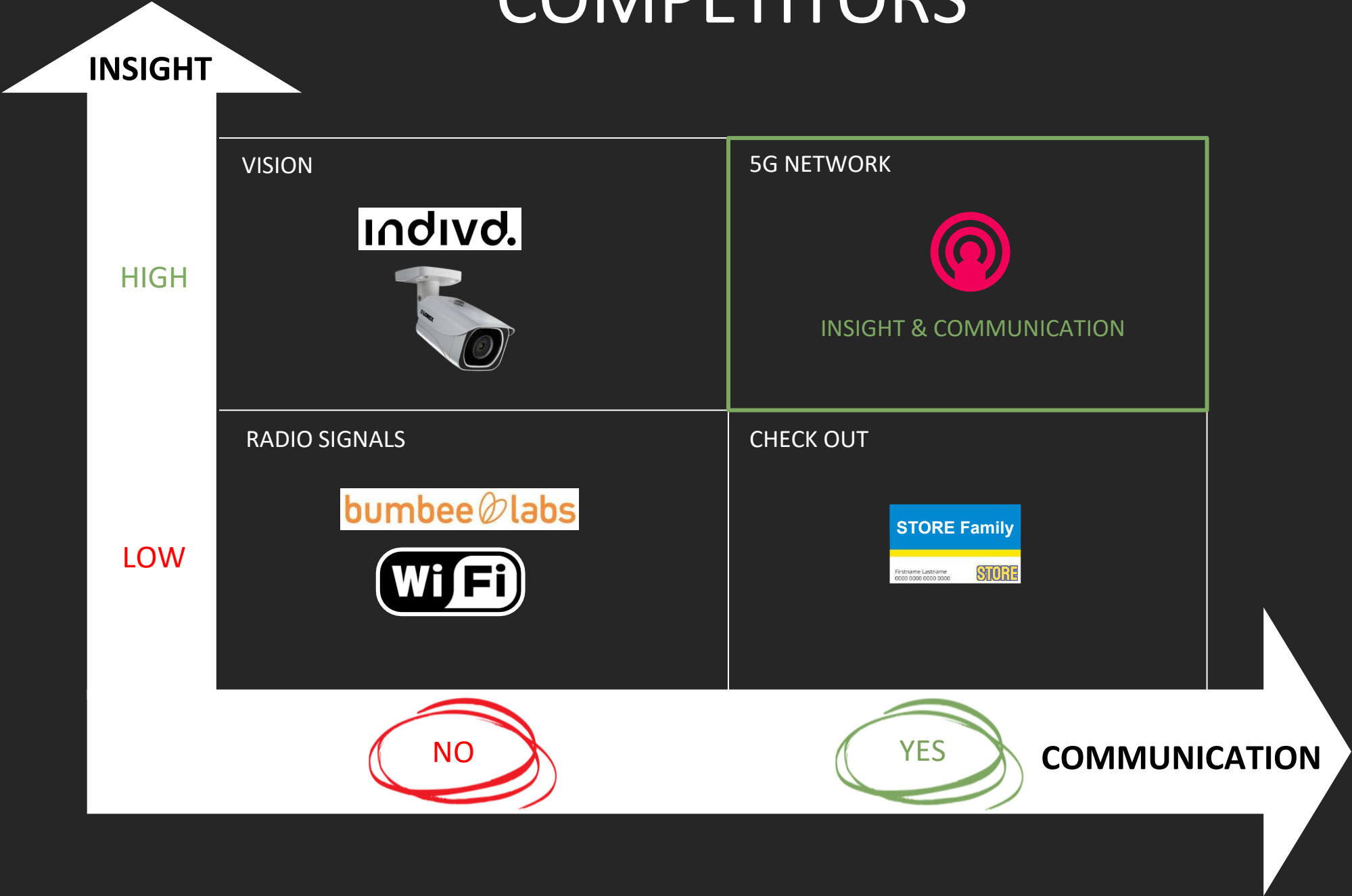
No upfront investment



INTEGRATION



COMPETITORS



GO TO MARKET

Integration & technology partners



TEAM & EXPERIENCE



Niklas Magnusson
CEO
Co-founder Swedmeter

SULZER



Tommy Ljunggren,
Advisor & Chairman
Telia, VEON, Northstream

 **Telia**



Kristina Pettersson
Advisor & Board member
H&M, Unilever

H&M



Joakim Fredin
CFO
CFO, Visma Retail

 **VISMA**



Roberth Lundin
Security & GDPR
IT Security expert, Knowit

knowit



Katarina Ladenfors
Head of Legal
Lawyer & Partner, MarLaw

MarLaw



Robert Fredenberg
Platform System Architect
Senior Consultant IKEA

IKEA



David Hultgren
Product design & Marketing
Hyper Island, Medieinstitutet, Volvo Cars

VOLVO



Sebastian Gedda
Fullstack Developer
Backend developer, Ving

VING



Patrik Andersson
Head of Insight Data
Data privacy technology specialist RISE

RISE



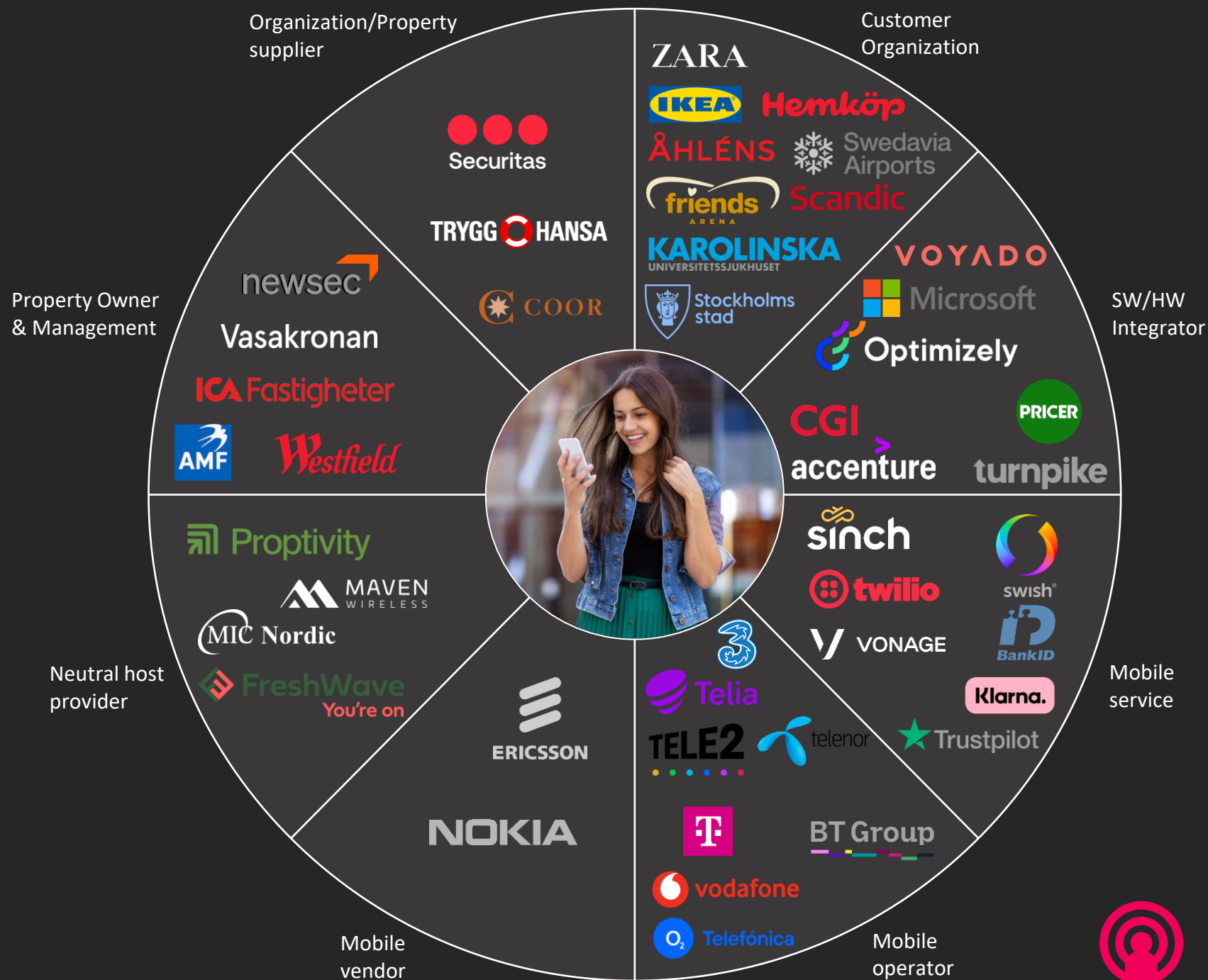
Legal process

MNO in control of legal process and opt-in experience





ECO SYSTEM



Authorities



Associations



What's in it for MNO?

FastrMobi add new sales/revenue streams for:

1. RCS messaging volumes & revenues
2. Added values to Neutral Host network
3. Insight data revenues

