High Potential Initiatives Profiles

1 Accelerator

European Pioneers

2 Project and Organization

BeaconInside
BeaconInside GmbH.

2.1 Country

Germany

2.2 Project Abstract

1 billion+ smartphone users rely on satellite-based GPS for location-based services. However, GPS does not work indoors and leads to imprecise results and a high battery drain. In today's mobile world indoor location services are nearly non-existent but people spend 90% of their time inside buildings. It's time to change this situation!

Beaconinside is a vendor-agnostic iBeacon and Eddystone-beacon management platform provider to enable enterprise customers to set up large-scale beacon solutions in days, not months. Beaconinside's USP is a holistic service offering from data analytics and security up to an enterprise-grade "Made in Germany" iBeacon device with 5 years lifetime for high-precision location-sensing in indoor environments. Applicable for indoor navigation, location-based marketing, digital signage and location-aware mobile guides. Beaconinside was part of the Berlin-based Hardware.co Accelerator in July 2014.

2.3 Target Market

B2B

2.4 Business Model

SMART CITY SOLUTION	NO
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	NO
IOT	YES

2.5 Website

http://www.beaconinside.com/