Walc

Making the world walkable

CONFIDENTIAL

Outline

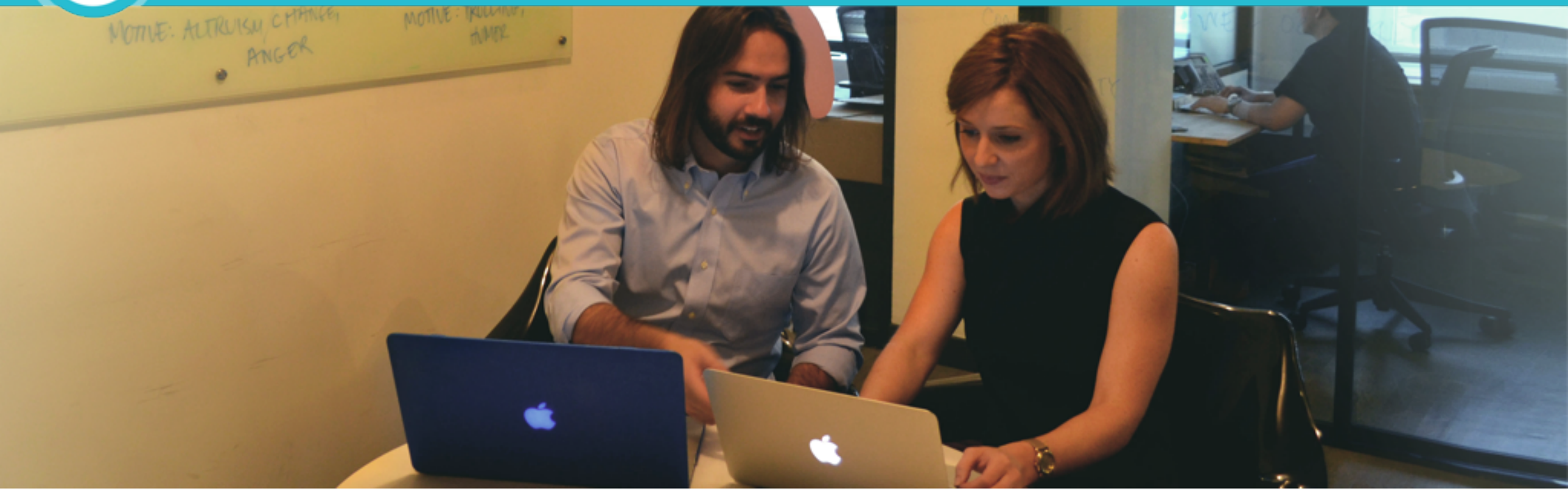
Background

The Science of the Pitch

Pitch Workshop

- 3 Groups
- 3 Pitches
  - Angel, Consumer, VC

Who are we?



Allison McGuire

CO-FOUNDER & CEO

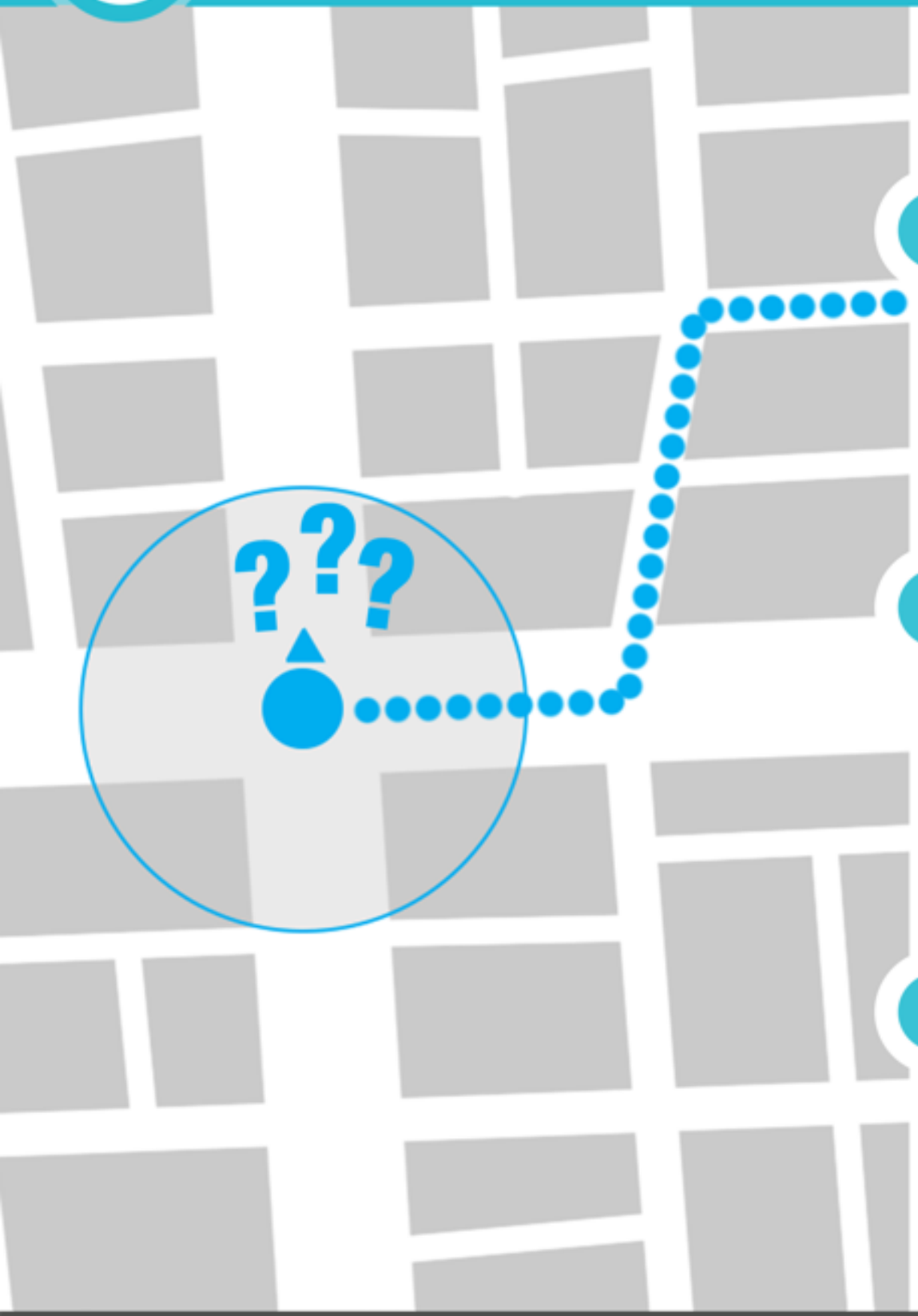
- Founded and developed SketchFactor, #3 Navigation App, 100K downloads in 6 months
- Created and strategized on national security and human rights legislation
- Managed product development and marketing at Network for Good, a social good technology company
- Youngest to receive awards by Rockwood Leadership Institute, Truman National Security Project, and Vista Caballo

Daniel Herrington

CO-FOUNDER & CTO

- Co-Founder & CTO of SketchFactor
- Owner of College Rites, social mobile app
- Field sales engineer with $3M portfolio for National Instruments, an engineering company
- Designed and supported large-scale automation and testing for projects including NASA, SpaceX, CERN, Department of Defense, and MythBusters.
- Patented inventor in smartphone technology

The problem with **map apps**

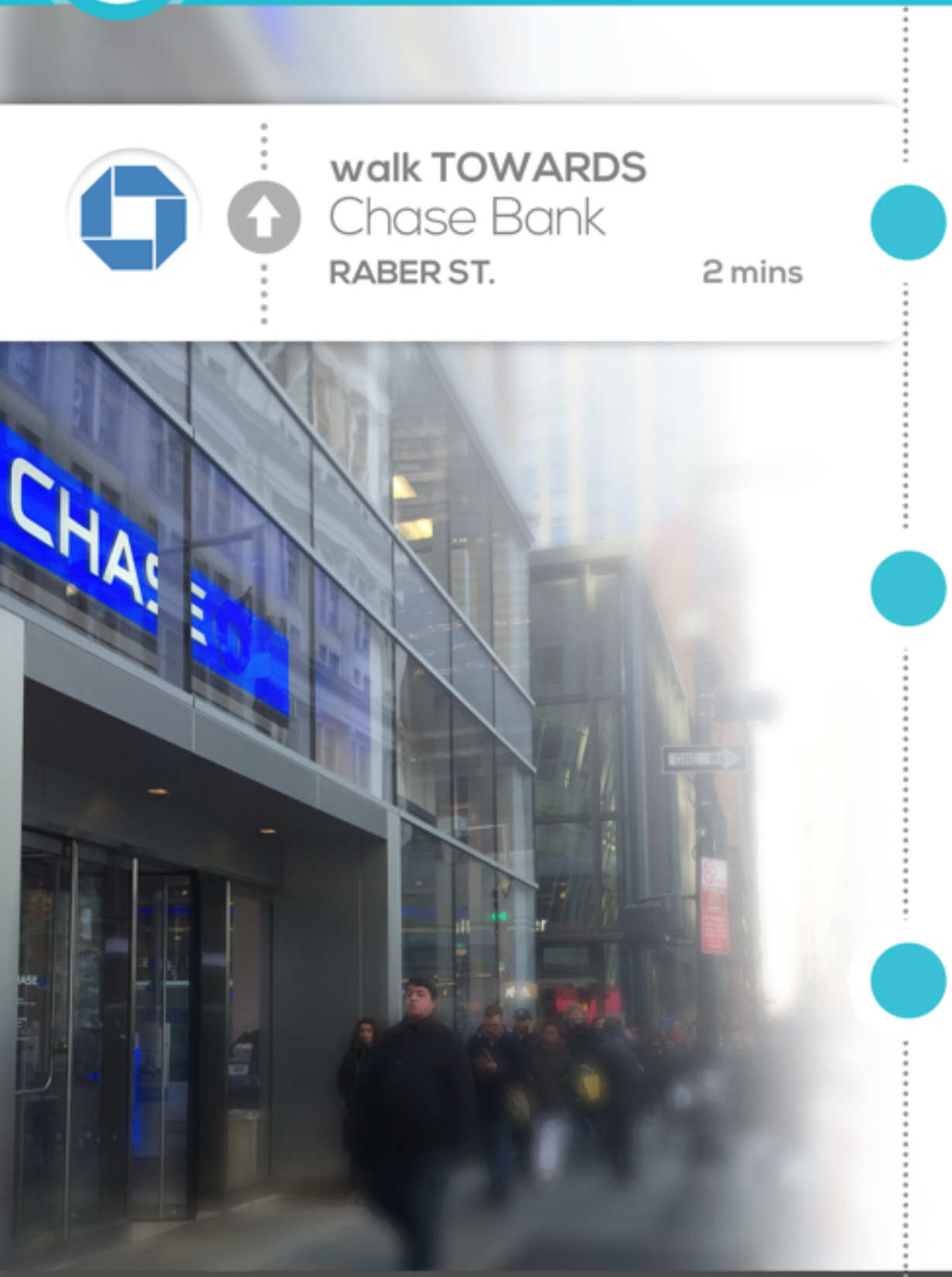


Made for drivers, not walkers

"Head North" isn't helpful when you're not sure where you are

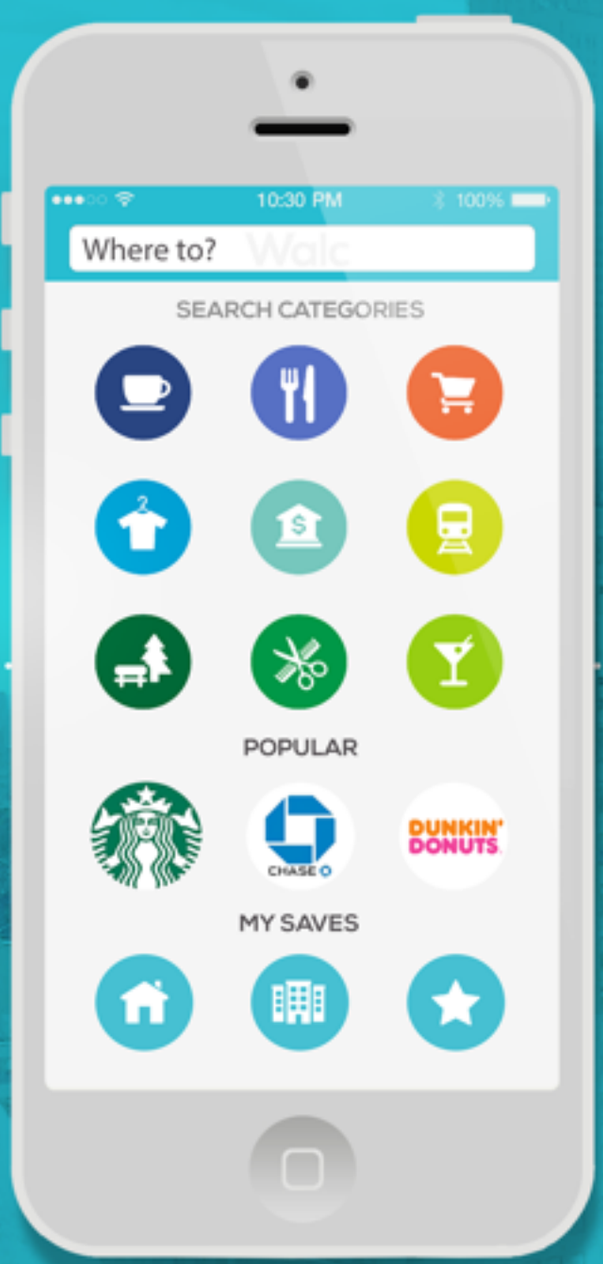
Blue dotted line showing route covers street names on route

The answer is **Walc**

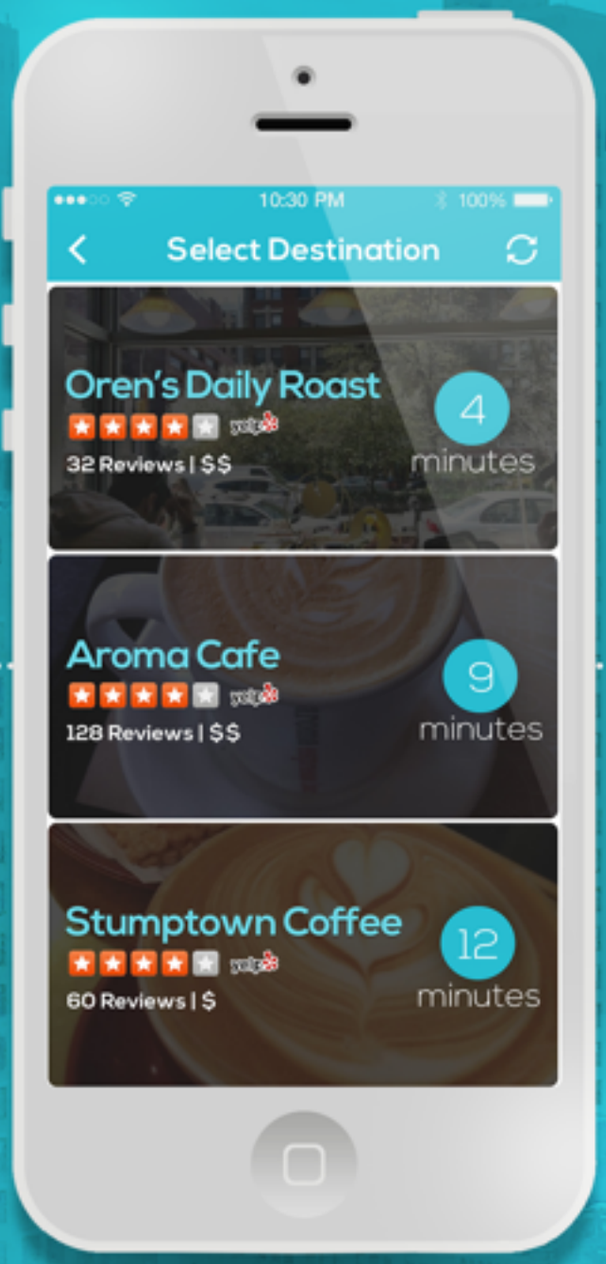


- Uses landmarks for orientation
- Gets you walking in three taps
- Fundamentally changes walking in cities

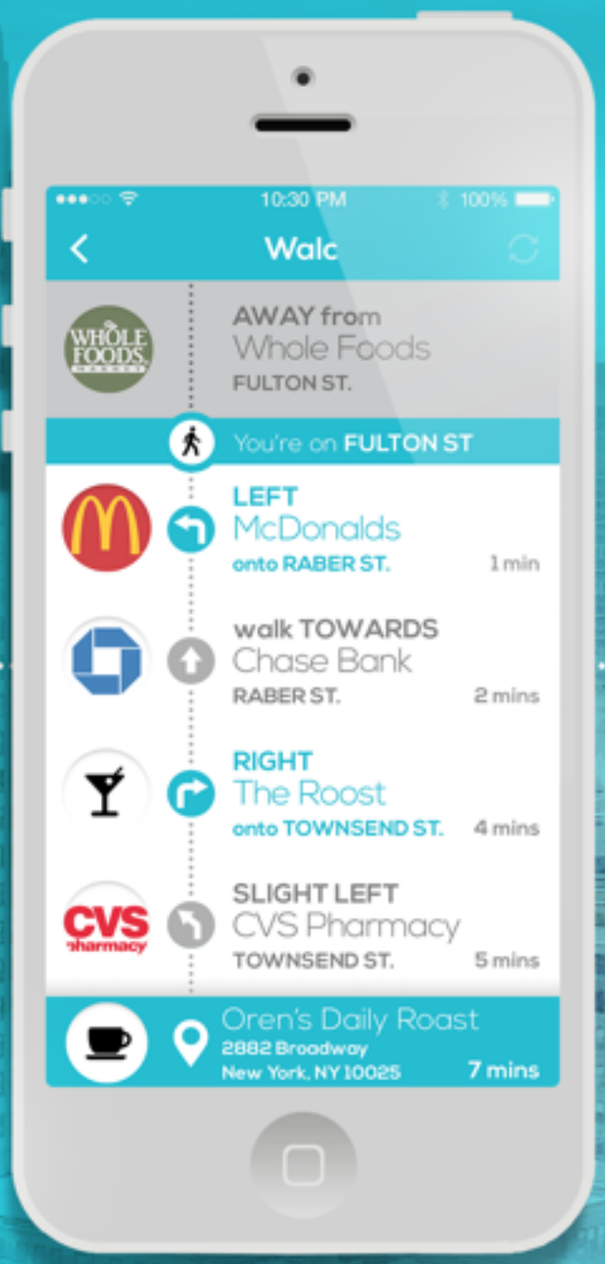
Arrive at your destination in **three taps**



Pick category



Select destination

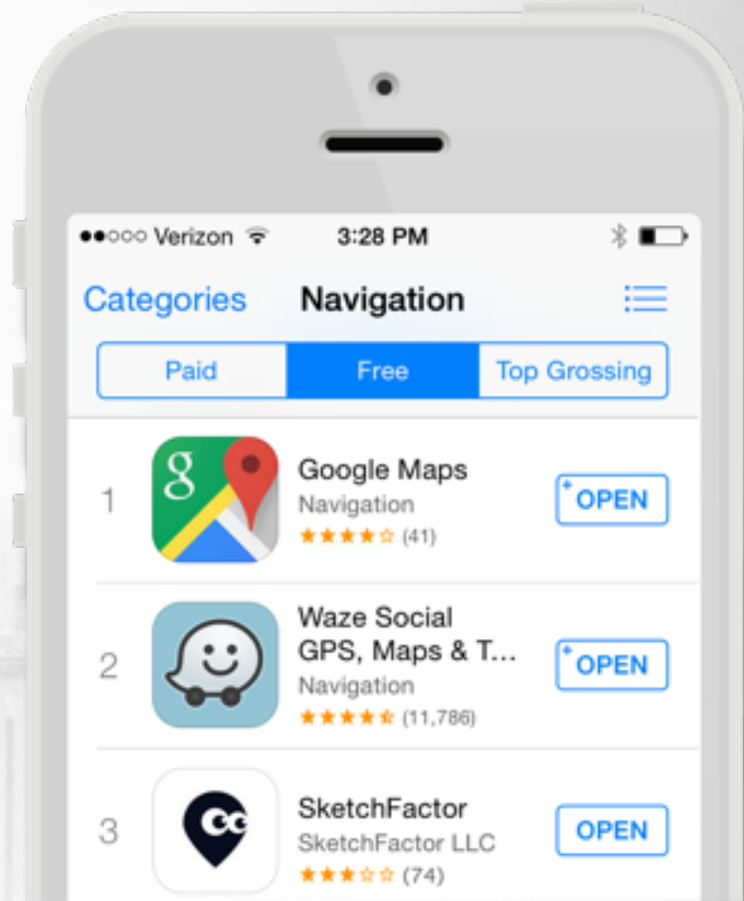


Follow signs

Walc is the **evolution** of **SketchFactor**

SketchFactor. Crowdsourcing experiences on city streets.

- **Landed at #3 in Navigation Apps** behind Google Maps & Waze
- **Downloads:** projected 10,000 in 3 months (double apps in the space); actual: 10,000 in first 4 hours of launch; 100K in 6 months.
- **Addictive reading:** users collectively spent 2 years 1 month reading stories within app
- **Viral sharing:** 10,000 stories composed and shared
- **National coverage:** used across 1,700 US cities
- **Spent $0 in paid marketing & PR**



The Next Step

We've taken lessons learned from and technology created by SketchFactor and applied them to our vision: the world as a walkable place.

All along, our dream was the same: to build the ultimate walking tool.

And now we have.

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Science of Pitching

- Be clear about your product.
- Be clear about your intention.
- Make bold statements.
- Know your unfair advantage.
- Confidence is key - drive the conversation.
- Accept that you won't have the answers.
- Always have an "ask".