



Predictive Analytics

Location Based Services

OPTIMIZED CUSTOMER EXPERIENCE



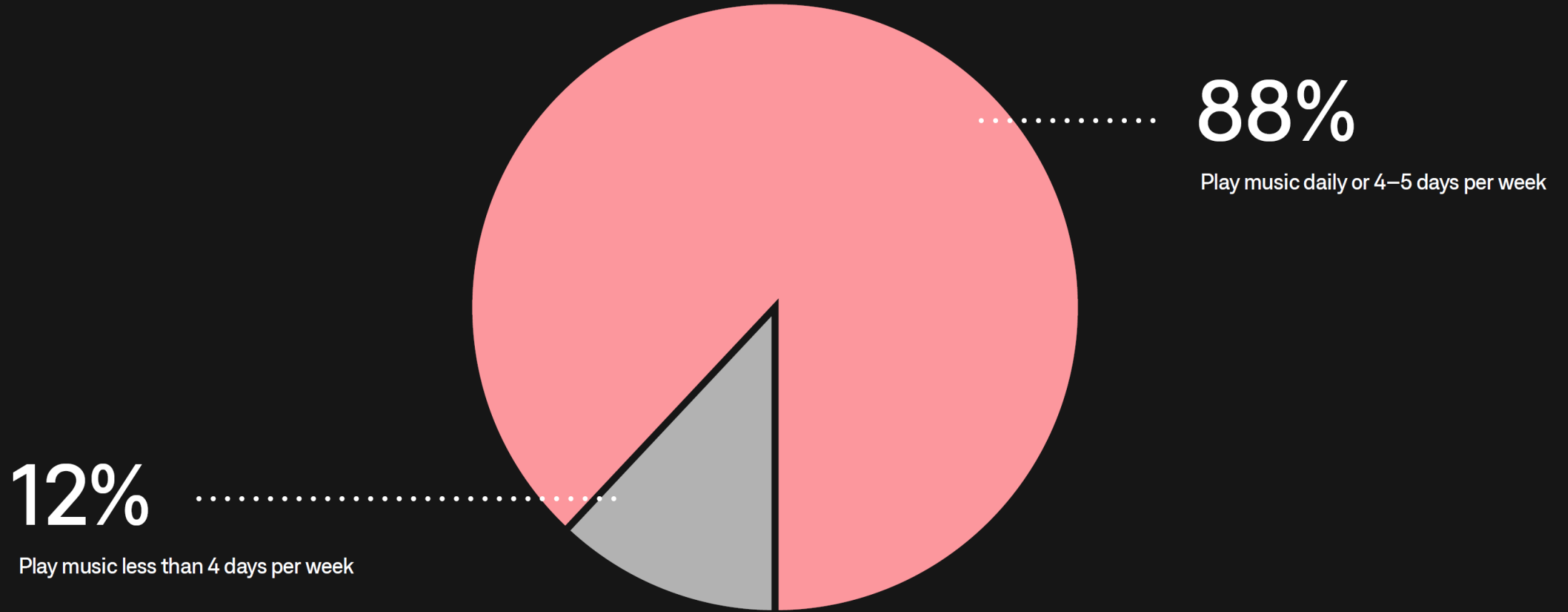
A video says more
than thousand words



www.pandaness.io/assets/video/PANDA.mp4#t=1



Businesses play music



80.3% say music is key



37.5%

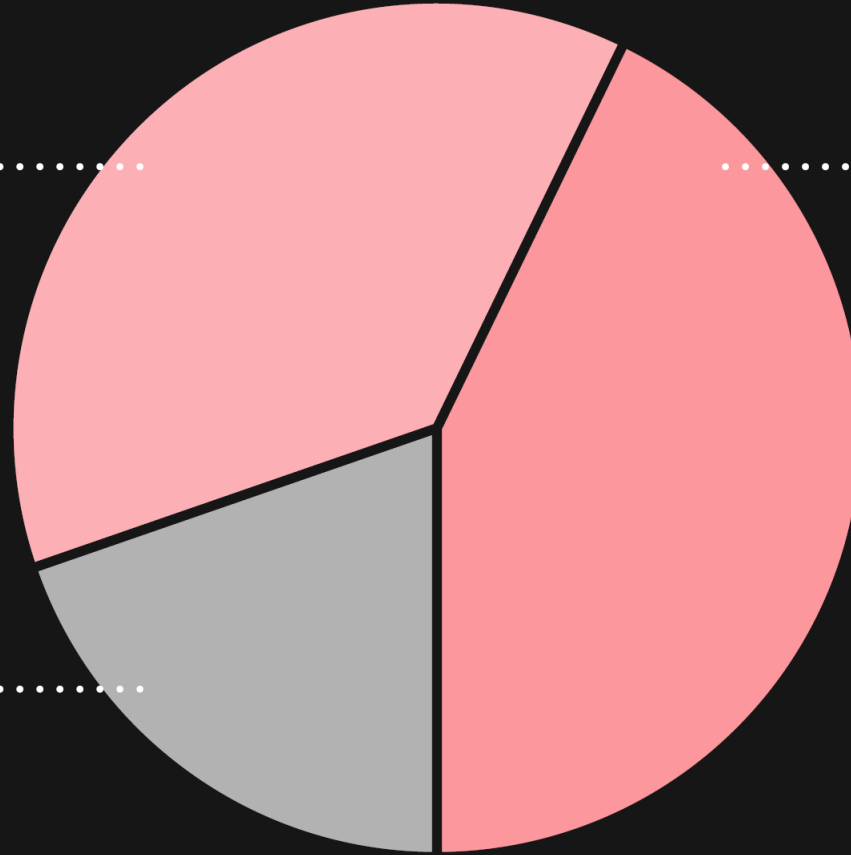
Say music is important to
their business

42.8%

Say music is very important
to their business

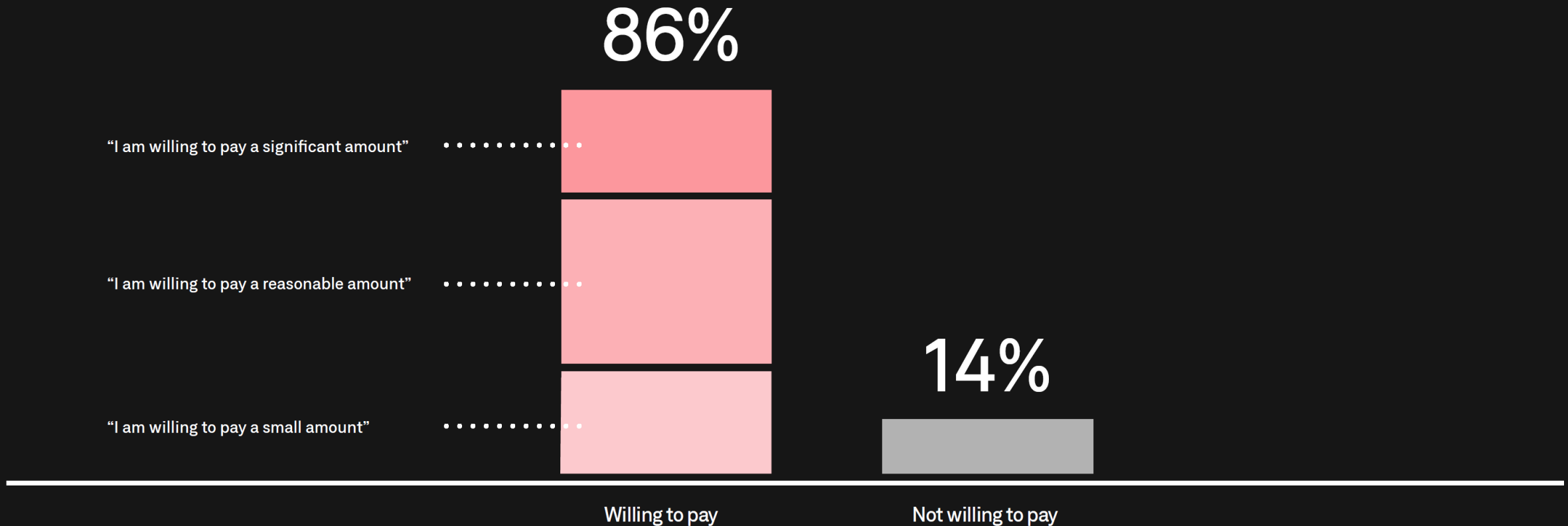
19.7%

Say music is not important
to their business





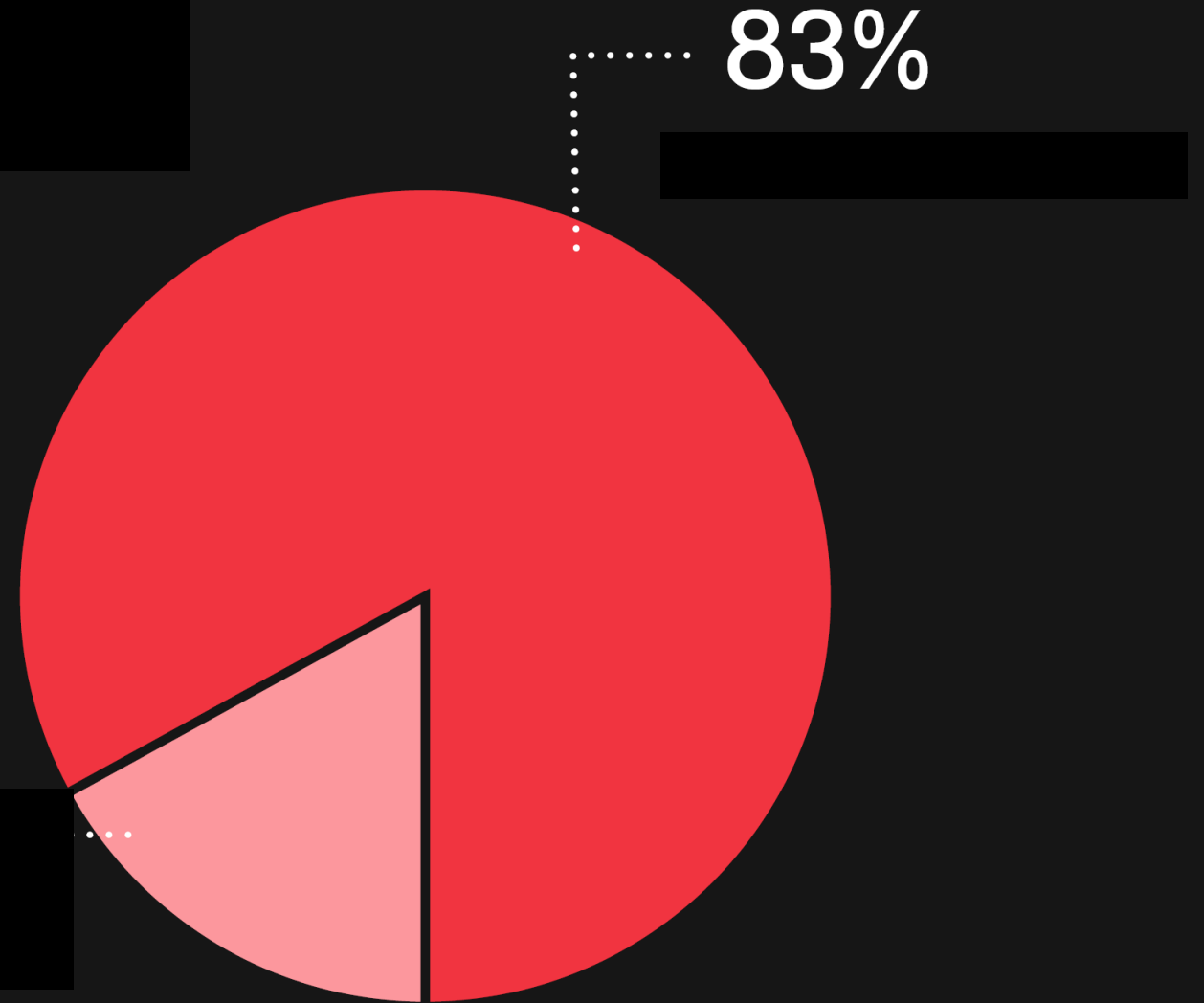
86% of them are willing to pay





But they're paying for the wrong services

83% (21.3 million) of small businesses who play background music use personal music





MUSIC CHANGES CONSUMER EXPERIENCE

- 80% of purchasing decisions are made impulsively at the point of sale
- 50% leave the store because they are bothered by the song selection
- 39% of them don't come back

A PROPER MUSICAL SELECTION INCREASES THE TIME SPENT IN THE STORE

- 40% of clients spend more time in the store if they feel the music is well chosen
- Better music = more time spent = more sales

THE ADEQUATE MUSIC INCREASES FIDELITY TO THE BRAND

- 21% recommend you if they felt good with the music
- 31% come back if the music is appropriate

MUSIC CREATES IDENTITY

- 97% of general managers of the best retailers in the world say that music strengthens the brand personality

KNOW YOUR
TARGET GROUPS'
MUSIC TASTE





AND OPTIMIZE
YOUR LOCATION'S
MUSIC ATMOSPHERE



The right atmosphere
leads to
more customers
who remain
longer onsite
and purchase more



PANDA

„Music“



Consumer's Mobile Device Application

knows about its owner's current music likes as it keeps tracking its owner's music consumption

Location's Music Service Application

connects to consumer's application, reads out the current playlists of all consumers present and adjusts location's on site music playlist accordingly

Consumers remain anonymous via unique PANDA ID



Either way,
you will be always
experiencing the
music atmosphere
you enjoy!

If there are
multiple PANDA
Customers onsite,
the PANDA
Location
calculates the
least common
denominator

If there is only
one PANDA
Customer onsite,
the PANDA
Location plays the
exact music taste
of that specific
PANDA Customer

Single
Users are
able to use
PANDA
Remote
Control





PANDA applies Artificial Intelligence and Machine Learning to further optimize the music atmosphere onsite,

considering parameters such as weather condition, amount of customers onsite, time of the year, holidays, etc.



PANDA Locations
are able to
determine the music
range, exclude
genres, and
customize filters.
Always the right
music at the right
place!



MARKET



Millions of potential clients around the globe 🐾🐾🐾

Malls, Retailers...

Restaurants, Bars, Clubs...

Hotels, Train Stations...

Taxis, Buses, Trains, Ships, Planes...

Fitness Studios, Beauty Salons, Barbers...

Sky is the limit!

At least 29 million small shop owners, plus bigger ones, and plus chains like Adidas, Starbucks, Walmart, etc.

-Nielsen Music Report

BUSINESS MODEL

Users
decides how
much ads
they want to
see

Locations
pay a yearly
subscription fee

Advertisement
Highly optimized and
personalized ads





GO TO MARKET

Go to market via key accounts

Walmart, Adidas, Ikea, H&M...

McDonalds, Subway, Starbucks...

Hilton, Wyndham...

Uber, FlixBus, Amtrak, Royal Caribbean, Turkish Airlines...

Snap Fitness, Visa, MasterCard, Payback...

Smart Cities, Associations (Malls, Retail, Hotels, Taxi)...



UBER





GO TO MARKET

Go to market via apps

Spotify, Apple Music, Amazon Music Unlimited, Shazam...
Facebook, Instagram, WhatsApp, Twitter, Snapchat...
Walmart, Carrefour, Metro...
Uber, Lyft, Municipality...
Vodafone, Turkcell, Digicel...



FOUNDERS



Levent Karahan

Founder & Chief Executive Officer

- 33+ years of in-depth music industry experience (Sony Music, Universal Music)
- 20+ years of digital music distribution experience (People Sound, YOOM, 24-7 Entertainment)



Thomas Zauner

Chief Operating/Financial Officer

- 15+ years of experience
- SAP Senior Product Manager & Solution Expert, Head Of Marketing & Sales
- Orianda Solutions, Proaxia Consulting, RUAG Services, Waibel & Partner...



PANDA PRODUCT PIPELINE

PANDA's work best when entangled!

Music + People + Things

User information exchange among the 3 PANDA Modules
optimizing predictions and therefore suggestions
in all 3 independent modules.

In any case, the Users only will receive information they are really interested in!

From Locations, such as the most/lastest searched/visited, GEO, etc.





„People“ (The Real Social Network)



Individual's Mobile Device Application

knows about its owner's current likes as it keeps tracking its owner's footprints, connects individuals with similar likes and close proximity

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Especially useful on journeys, events, sports, you name it!

Users are able to define matching accuracy

Notifications include message like „How about a tennis match?“

YES

NO

ANOTHER
TIME

ADD ME ON
FACEBOOK



PANDA

„Things“

Consumer's Mobile Device Application

knows about its owner's current likes as it keeps tracking its owner's footprints

Pandanness

Location's Application

connects to consumer's application, reads out the current likes of consumers present, informs them about products and services they were looking for, and directs them to the according locations





Some Locations do not have an onsite music system, PANDA has one for you!

Some Locations do not have a music streaming partner, use PANDA's music streaming service

APIs to Location's Inventory Management System

PANDA Checkout (e.g. via QR)

PANDA Discount

PANDA Big Data (How long do Customers remain onsite, how often do they return, Customer footprints, trends, etc.

PANDA recognizes most used third party apps to further optimize predictions

PANDA
PERSPECTIVES

A video says more than thousand words



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What if your desires became reality?

What if the world around you was shaped the way you like it?

The music and the atmosphere you enjoy

the things and people you were looking for

presented to you at the right time and the perfect place!

PANDA
Turn your desires into real life experiences