



# PROMPTWAVE

SMART CITIZEN PARTICIPATION

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## WHAT IS PROMPTWAVE?

PROMPTWAVE is civic app to enter the application ecosystem managing privacy and data security for individuals and organizations in their relationships and collaboration with others.

Based on a **Freemium model**, PROMPTWAVE deliver tools and services to Citizens and Entities that manages the interaction and collaboration of individuals and organizations.

Citizens will have the chance to try, use and cash in the support to other apps connecting their "e-You" profile to our "AppMarketPlace".

Thanks to our powerful development platform ([Buildyour.city](#)) we provide access to SmartCity platforms, IoT devices and bigdata.



## WHAT CAN WE ACCOMPLISH WITH PROMPTWAVE?

PROMPTWAVE is an app for Citizens and Entities, that allows them to work together as a "Collective" defining and contracting the tools to be used.

With PROMPTWAVE, citizens and entities (whether they be public, private, associations, formal groups or simply groups of regular people) share geographic information and multimedia, which launches a "Wave" that triggers a coordinated, traceable and transparent action to achieve a beneficial result for these citizens and entities, along with their locality or society as a whole.

## PROMPTWAVE E-YOU PROFILE

Once you install the free app PROMPTWAVE, your "e-You Profile" will be set. The information you provide will be save in your profile and you will have the ability to share that information at the registration of a new app or service ("Allow information share"). A single login will be set up directly by PROMPTWAVE (user and password), so you will not need to remember all the login data.

With this profile you will have the ability to participate in the evaluation, test and use of the new app cashing in for this service (Sharing the revenue for "Customer Acquisition Cost" of other projects, startups or companies).

### 01 Get together → make it happen

As Free services, PROMPTWAVE is a collaborative social network and capitalizes on entities coming together to achieve a common goal.

### 02 Select → Contract → Configure

Citizens and entities will perform their tasks deploying the technology as they wish following a procedure to:

- Select Standard Functionalities
- Contract services
- Configure the use

### 03 Access any SmartCity Platform

Buildyour.city is a business layer for:

- The interaction between different Smart City platforms.
- The creation of productivity tools that allows access to the Smartcity devices.
- The creation of business process outsourcing and automation (BPO and BPA).

## STRATEGY AND CONCEPTS

### Vision

Creation of a **Global Citizen Platform**, delivering products and services to increase their productivity and collaboration with others ensuring the privacy, sharing capabilities and storage of their data.

### Mision

We want to revolutionize the concept of privacy of information and effective collaboration between people and organizations providing products and services based on a freemium model.

## TARGET CLIENTS

45%

**Citizens**  
through B2C services

35%

**Businesses**  
with B2B services and, of course, M2M systems

20%

**Government and Administrative Entities**

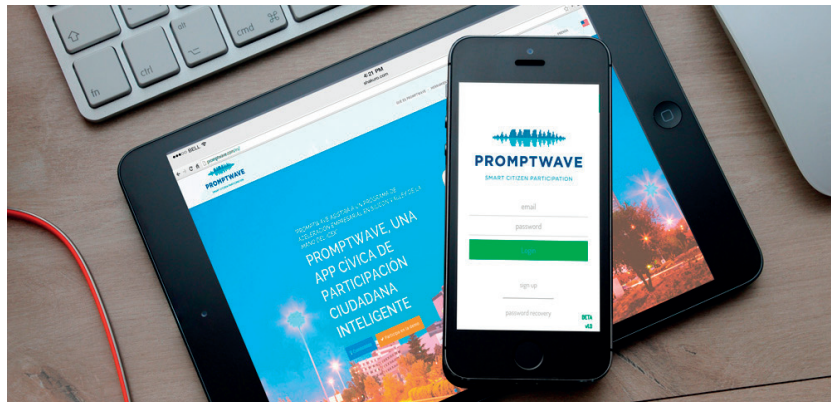
For the development and implementation of Smart Cities related services (B2A)

# BUSINESS MODEL

PROMPTWAVE uses a FREEMIUM model.

Revenues comes from 3 Business Lines:

- Productivity Services
- Premium Services: Service Modules + Standard Functionalities
- Citizen Participation and SmartCity Services



## Free Services

Our business model focus on having a free to download app for people and entities. PROMPTWAVE comes with a set of standard services for free and a payment gateway to more complex services under a SaaS model (Software as a Service)

## Productivity Services

### Productivity Basic

This service is based in the creation of a "Private Cloud" to save, secure and share all the personal data and content generated by the user: Extended Profile, Photo, Video and Notes.

### Productivity Premium

Thanks to an international Partner, PROMPTWAVE will provide a SIM card for Voice and/or Data to be used in over 200 countries to challenge the status quo of high cost and poor coverage abroad.

## AppMarketPlace: Product and Services

PROMPTWAVE is app to manage and contract other services, creating an AppMarketPlace. Some of this services will be included in the called "Service Module", a bundle of functionalities with specific goals for which we recognize an existing need.

### PW-QuantaMarket

Service for individuals that wants to sell their professional time to customers without giving their contact Data.

### PW-Association

Designed to maximize the collaboration of the users inside an "Entity".

### PW-Social Impact

Surveys and polls gathering value information from population and users groups.

### PW-Big Data

Big Data service on demand.

### PW-Nature

Promotion of rural tourism using geolocation technology to provide citizen travelers all types of information about their surroundings and give both local businesses and town governments a way to promote themselves.

### PW-Ticketing

Based on "private Entities" (pre approval of user is required) a Ticketing service will be deployed to the Entity.

### PW-Advertisement

Service Module to enable end users to cash by accepting advertising on the app.

## Buildyour.City The Smartcity Platform

PROMPTWAVE's middleware, Buildyour.city is a business layer to access any SmartCity platform.



# MARKET

Our market includes all the smartphone users that collaborate and interact with others and the app ecosystem worldwide.

	2016	2017	2018	2019
Active Users	24,594	1,362,401	4,091,124	5,588,375
Active Entities	300	900	2,700	8,100

# GO TO MARKET STRATEGY

We will address big Associations and Collectives to offer then a free tool to collaborate efficiently. They will bring their members to our platform. Then premium services will be offered inside the app to Citizens and Entities.

	2016	2017	2018	2019
RESULTS	-271,028.64 €	3,324,924.67 €	19,134,246.03 €	27,944,484.17 €
INCOMES	156,921.00 €	4,394,845.50 €	20,560,322.70 €	29,592,982.50 €
EXPENSES	427,949.64 €	1,069,920.83 €	1,426,076.67 €	1,648,498.33 €

Note: Incomes only consider SM Productivity Basic, SM QuantaMarket and SM Association

## OUR ASSETS

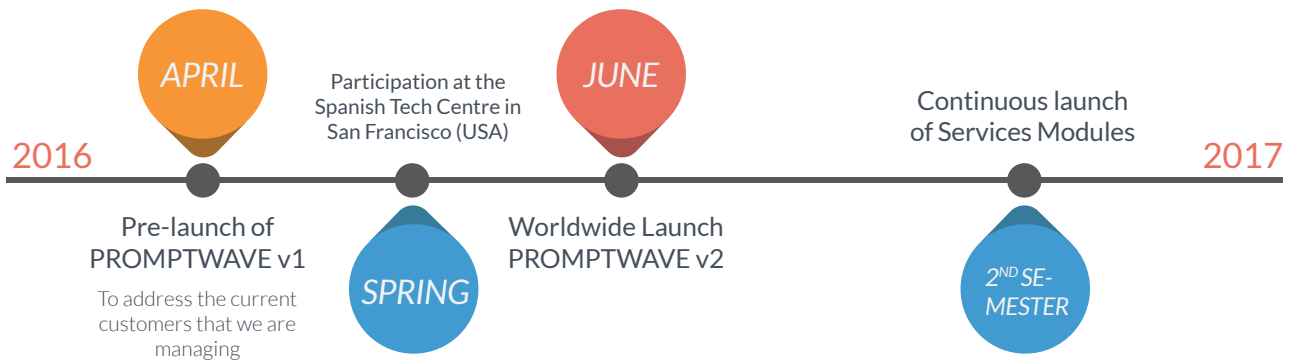
We are developing a **large international team in Europe and USA** made up of professionals aged between 20 and 65 years in all the necessary areas for our project to succeed. We are currently working on **three major projects**:

1. **Espaniards**: the community of Spaniards in the United States, 1.5 million people for whom we are creating the proper technology to strengthen relationships within the community and to position professional services for them.

2. The creation of a sustainable urban management indicator-based model.

3. Spanish region with an ambitious rural tourism project

## ROAD MAP



## AWARDS



### ZincShower 2015

Main Award sponsored by ICEX to participate in the immersion and business acceleration program in Silicon Valley (Spanish Tech Centre – Rocket Space San Francisco, US)



### South Summit 2015

Selected as a Top 100 Disruptive Startups.



Startup Accelerator Award sponsored by Finnova Foundation.



### Smart City Expo World Congress SCEWC 2015

Selected by 4YFN as Top 25 Startups in the field of Smartcity Solutions.



## THE KEY TEAM

**Luis García Lorente**  
Founder & CEO



**Luis García San Luis**  
Chief Advisory Board



## CONTACT INFORMATION

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