

Smartphone Sharing Platform for iOS and Android

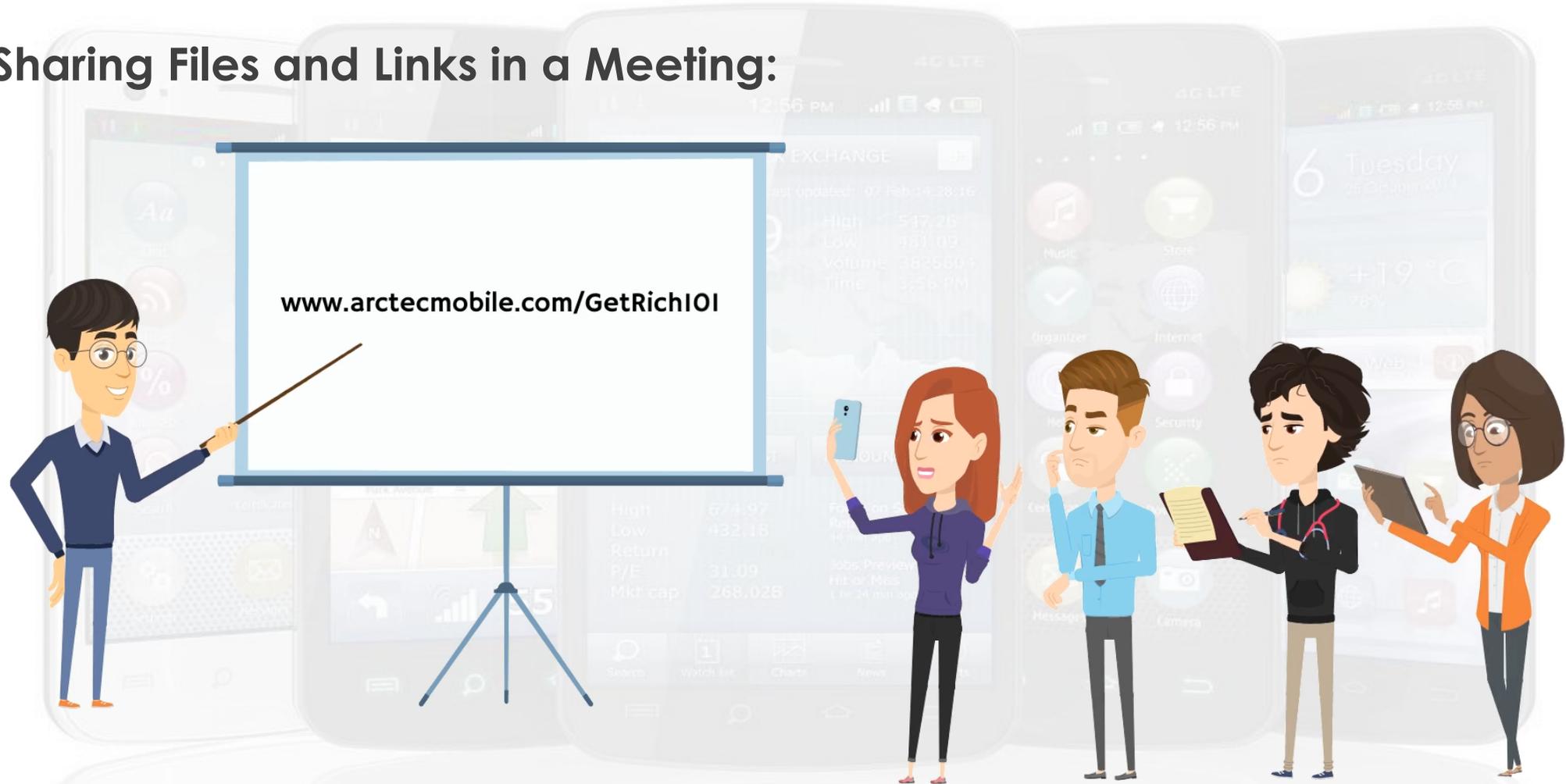
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The Problem

► Sharing Files and Links in a Meeting:



The Problem

➤ Sharing Files and Links in a Meeting - Options, Issues:

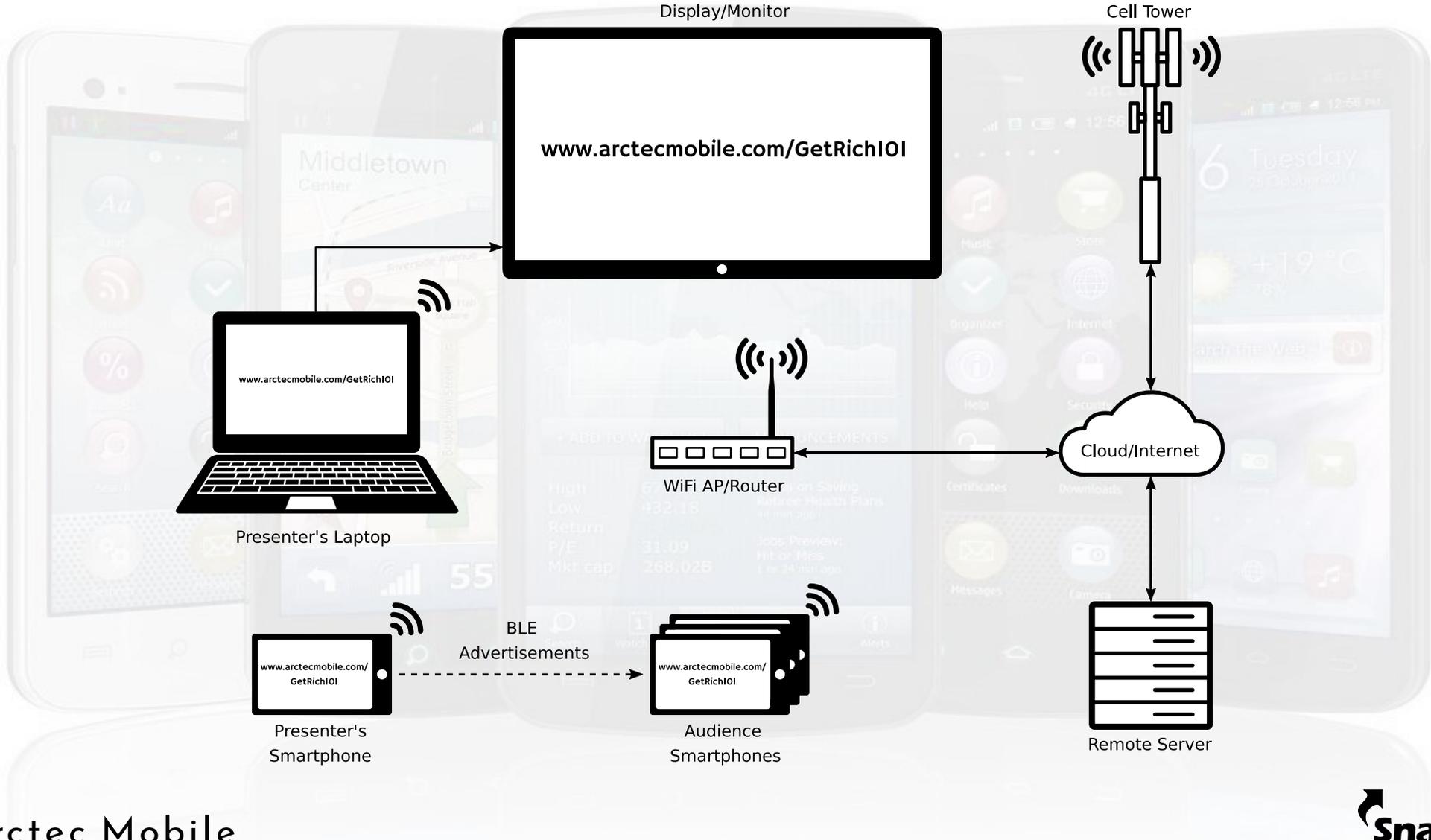
- Audience members manually enter a URL on a mobile device: error-prone
 - Audience members try to memorize, write down or take a photo of the URL: poor conversion rate
 - Audience members scan a QR Code: screen too far away, awkward to get to
 - Collect contact information and send a mass email or message: impractical for a large audience; social distancing issues
 - Use iOS Airdrop or Google Nearby Share: limited number of simultaneous transfers and not interoperable across iOS and Android devices
- Current solutions: impractical logistics or fragmented sharing platforms

The Solution

➤ SnapLinx - a Universal Smartphone Sharing Platform:

- SnapLinx uploads the file or link to be shared to a remote server from presenter's smartphone over WiFi or cellular data connection
- SnapLinx on presenter's smartphone transmits one-way BLE Advertisements
- BLE Advertisements received by nearby smartphones (30m+ range)
- SnapLinx provides a notification on receiving smartphones, click to download the file or link over WiFi or cellular data connection and open it in a viewer
- No audience contact information required
- Server-based, one-to-many sharing, no device-to-device connections
- Interoperable for Android and iOS smartphones with BT 4.0+

System Diagram



Potential Uses / Advantages

- Share files and links in business meetings and conventions, classes in schools and universities
- Share photos in a gathering, send digital business cards and brochures to nearby smartphones
- Proximity marketing: send flyers, coupons and links to nearby smartphones; examples:
 - Coffee shops, restaurants, stores, malls, car dealerships, etc.
 - Exhibitors at trade shows and convention centers
- Ease of use: no additional hardware or display screen required
- Ad-hoc: no prior QR code preparation or file storage on server required

- “**Ad Hoc File And Link Sharing For Nearby Mobile Devices**” filed as US Provisional Application in April 2019 and as PCT Application in April 2020
- Domain name **snaplinx.com**
- **SnapLinx 1.0 (free version)** available on the Play Store and the App Store (“snaplinx”) for Android 7+ and iOS 13+ smartphones, with Google Firebase Cloud Services, Google AdMob for in-app advertisements



Funding / Market Size / Business Models

- Currently bootstrapped (approx. \$25K + 1.5 person-years):
 - Limited testing of SnapLinX 1.0 in meetups before COVID-19 shutdown; common response “Very cool!”
- **Looking for Seed funding, \$2M:**
 - Marketing of SnapLinX 1.0 (free version)
 - Explore integration of SnapLinX into other apps
- Potential market size: similar to WhatsApp, WeChat, SnapChat, etc.
- Business models:
 - “Blitzscaling”: add users quickly, revenue from in-app ads
 - License or sell IP to large messaging app companies

Summary

- **SnapLinx:** Smartphone Sharing Platform for iOS and Android
- **IP:** US Provisional & PCT Applications, snaplinx.com, SnapLinx 1.0
- **Ask:** \$2M Seed Funding
- **More info:** www.arctecmobile.com
- **Team (based in Vancouver, BC):**
 - **Inderjit Bains** - Founder and President of Arctec Mobile Inc., patent author; BAsC EE, 20+ years software, systems and embedded hardware
 - **Murray Duncan** - Co-Founder of Arctec Mobile Inc.; 20+ years corporate finance, 10+ years film and television production