

Company Profile

GeoJunxion is a Dutch scale-up with a difference: it has already decades of history. In the last three years, the Company has refocused, rebranded, added a new dynamic executive management team and is now creating and delivering premium location-aware content and services to corporates and global tech platforms, as well as public entities.

The Company, originally founded in 1984, with a strong past in digital map development, evolved into a creator of specialized map-agnostic, value added, geolocated data and services, for a variety of industries, markets, and applications.

GeoJunxion simplifies data complexity providing smart geo-located solutions to B2B clients. Our product and service portfolio are centered around safety on the road, environmental sustainability, and social utility, enabling solutions for smart and shared mobility, smart cities, urban logistics, automotive, transport & logistics, real estate, travel & tourism, sports and more.

Key products are our geofences like Low Emission, Congestion and Traffic Limited Zones – School Streets and School Safety Zones – Automated hyper-localized geofences for transport and logistics, but also our Indoor and Outdoor Last Mile mapping solutions for events, sport areas, such as stadiums, industrial areas, parks, campings, museums, theatres, ports, marinas and many more.

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Total number of Employees; 25

Turnover; We are a public quoted company, our financial year will be closed June 30th and we expect to have a turnover well above 3 million euro. The last update till the end of March 2023 can be found here, <https://www.geojunxion.com/all-news/geojunxion-gojxn-as-financial-business-update-q3-january-23-march-23-and-first-9-months-of-f-y-2022-23-july-22-march-23/>

GeoJunxion, where location meets intelligence.

Identification of the need or problem to be solved

Spectators of football matches can get to the stadium in many ways. How to ensure they make the best choice in advance and which type of transport to use? By providing 100% insights into the possibilities and guiding visitors in such a way that they make the most environmentally conscious choice.

Standard navigation/route planning systems cannot design the right route to the final destination when this is inside an unmapped venue like a stadium. This usually means that spectators will be routed to the same entrance, resulting in a big crowd concentrated in one place. Thanks to GeoJunxion's last mile maps, by guiding people to the right entrance, the crowd will be spread around the venue, which will result in a more sustainable and safer environment.

Not all visitors know the exact traffic regulations and directions around the stadium, how to get there, where to park or where to get off public transport. This results in a lot of cars driving around the stadium to find the ideal spot to park with consequently air pollution and risks of accidents with pedestrians, bikers and users of shared mobility near the stadium. This leads to nuisance around the stadium, the need for extra traffic controllers, unnecessary pollution and poor air quality.

Value proposition and business model

At GeoJunxion, we are specialized in map making and last mile solutions inside and around the area of the venue, such as football stadiums. During games or any big event, roads are closed, traffic rules may change temporarily, and extra lines of public transport will be added during certain hours of the day. With the last mile map solutions, you can make all this information available on a digital and interactive web-based platform. In this way visitors can plan their route in advance, and get the correct information based on their current location. Visitors get insight into which parking lot is the best to put their car, which public transport station to travel to, where to leave their electric-shared-scooter and how to walk to their seat in the stadium.

With GeoJunxion solutions we make sure that every visitor has the best insight upfront, during and after the match on how to navigate in and around the stadium. By using this digital, interactive web-based platform, paper maps are a thing of the past. Our solution ensures that changes to the map can be made in real time and the visitor has immediate access to this information. In addition, visitor flows can be controlled in such a way that people are evenly distributed in and around the stadium. This means that a visitor can be routed to his seat in a quicker and more efficient manner. In addition to reducing environmental nuisance, by adding other features, such as ticket reservations, insight into the real-time number of available parking spaces, public transport timetables, etc., GeoJunxion last-mile map significantly improves the user experience and visitor's satisfaction.

Besides the already mentioned benefits on mobility and environmental sustainability, there are other advantages in adopting GeoJunxion's last mile maps.

- ✗ A better organized crowd flow can determine a reduction in the number of staff needed in and around the stadium, but also an improved level of safety
- ✗ Location intelligence maps can help the organizer of the event to better monetize the investments of partners in Horeca and other business activities (merchandising etc)

Also, GeoJunxion can add to the map any information regarding La Liga and upcoming matches or the event, so that the event organization can avoid traditional paper distribution, saving money and reducing the environmental impact.

Identification of potential users, customers or market

The main users of the web-based last-mile map are, of course, the supporters/visitors of the stadium or any other venue. However, this solution can also be utilized for the internal use of the organization, for maintenance, security, first aid etc.

Visitors want to be informed about what the best way is to travel to the stadium, but also how to move in and around the stadium to easily and quickly reach the services like restaurants, bars, toilettes, first-aid points, etc. - People wants to maximize their time for the enjoyment rather than wasting time walking around finding the right place.

Main Functionalities and competitive differentiation

Digital web-based interactive last-mile map.

- ✗ Reduces the use of paper floor plans to zero
- ✗ Other information that is normally on paper can be displayed digitally on the map
- ✗ By knowing exactly where to park, you reduce the number of kilometers by car
- ✗ By providing insight into the possibilities and convenience of public transport and shared transport, you reduce the use of private transport/cars
- ✗ By providing the best routes to reduce congestion and provides a better crowd control in the area
- ✗ By offering the tickets digitally, paper tickets can be reduced
- ✗ By showing exactly the position of services and their offering within the stadium you can increment the monetization of the various businesses

Where standard navigation/ route planning systems or maps stop we go further!

The stadium and the surroundings of the stadium are visualized in a bright and clear way, therefore visitors have a better insight into where they are and where to go to. GeoJunxion

removes all unnecessary data from the map and highlight important content. We can manipulate the map in every way, so that we can guide visitors along the path/ road(s) desired by the organization. By integrating external data sources, like parking availability, traffic information, public transport information, we can provide every visitor with the best solution to travel to and navigate around and inside the stadium.

Every match day or any other event organized in the stadium is different, so it is possible to change the content and customize it for each match day or even during the match day itself, if needed in case of environmental or safety issues.

Internationalization plan

GeoJunxion already works internationally (main focus Europe and US), therefore we have a good understanding of the various needs and of the specific requirements for each country. In certain countries we also have local sales representatives.

GeoJunxion's solution is web-based and fully manageable from remote. We can deliver the solution in multiple languages: this is a great advantage in the case of international games.

Scalability and growth

GeoJunxion's solution is scalable in any way needed and can grow with the needs of our customers. The solution can start as a location positioning system, but easily extended in a more complete engagement platform for improving the customer experience, enabling feature like: location-marketing, sponsor activities, immersive reality, 360 degrees photos, web links, virtual tours, food ordering apps etc. We can add partner data for shared mobility, hotels, restaurants or any other partner in the area to the map with any required detail. This will enable improved monetization for the businesses geolocate on the last-mile map.

Technical definition of the project (at a technical level) and commercially viable

GeoJunxion already implemented such solutions for the Johan Crujff Arena in Amsterdam and the Kuip Stadium in Rotterdam for the Dutch Football Association (KNVB). We are in progress discussing other last-mile maps solutions with various clubs, in the Netherland, Belgium, Germany and France.

Based on such experience, we know there are evident needs of this type of solutions to help football clubs in their path to support smart mobility, environmental sustainability, safety, marketing, sales and customer experience. We also believe that such solutions can help clubs to save on costs for employees and contractors during match days.

GeoJunxion's solution is completely web-based and can be integrated in a simple way into websites, mobile apps, or being used as a standalone solution. We can create a unique weblink and/ or QR-code that can be utilized through the Clubs' own communication channels. It's also possible to create individual personal weblinks/ QR-codes, depending on GDPR regulations, to navigate to the exact seat within the stadium.

The Venue can show the last-mile map on big screens or any other platform. Visitors can use our digital interactive map on their own cell phone, so the exact location of the user is shown on the map.

GeoJunxion solution has a back end and a front-end. The front-end is what any user can display on their mobile phones. However, Clubs can access the back end with their own user and password, to easily modify or update certain type of information, as desired in real-time, even during the match days (Location Positioning Content Management System (CMS))

Examples of the Feyenoord stadium, The Kuip and the AJAX stadium, Johan Cruijff Arena.

- ✗ <https://www.wizzymaps.com/rotterdam/stadion/feijenoord.php>
- ✗ <https://www.wizzymaps.com/huis/van/oranje.php>
- ✗ <https://www.wizzymaps.com/johancruijff/arena/oranje.php>
- ✗ <https://www.wizzymaps.com/johancruijff/arena/tour.php>