



Bluedot Innovation Poised to Launch the Next Wave of Geo-Location Apps

Forbes - by Jason Lim

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For a long time now, GPS and map technologies have allowed us to pinpoint our location, giving rise to a wave of location-based apps. But now that geo-location services have become commonplace, the rate of innovation of location-based apps has slowed.

The next stage in the evolution of location-based apps will be enabled by geo-fencing trigger technology. Melbourne based start-up [Bluedot Innovation](#), is the latest player to enter this market and is poised to unlock a massive amount of creative ideas in the mobile industry.

The 'fence' refers to a virtual boundary you can draw on a map around a specific location, such as a circle, polygon or square around your house. By setting conditions based on when, from which point, from which direction and at what speed you travel through the boundary, certain triggers on your smartphone can be set off. For instance, a shop may set triggers for people entering their store to open their website, play an ad, or bring up PayPal to enable mobile payment.



Co-Founders of Bluedot Innovation, Emil Davityan and Filip Eldic

According to Markets & Markets, the location services market will grow to \$39 billion by 2019. [Bluedot Innovation](#) looks to grab a healthy slice of that market by enabling the next generation of location-based commerce and social apps via its Bluedot Innovation Points SDK (software developer kit), which works with iOS or Android. Bluedot Innovation has a sliding scale pricing structure – the more triggers enabled, the higher the monthly fee.

Although geo-fencing is not new and competitors such as Esri exist, Bluedot Innovation has pushed the boundaries of the technology on a number of fronts. Firstly, it has achieved accuracy of down to five meters, compared with the next closest competitor that only has accuracy down to 100 meters. Secondly, Bluedot Innovation has solved a major issue with GPS hungry apps – battery drainage. Even after running the whole day, battery consumption is only a few percent. Thirdly, with this technology there is no need for hardware such as beacons or sensors. This means lower set-up costs and higher scalability. Lastly, Bluedot Innovation has put user privacy at the forefront of its strategy. This means it never collects any personal information or tracks them.

The original vision of founders, Emil Davityan and Filip Eldic, was to revolutionize the transport industry and create a more connected city. They wanted to achieve this by enhancing everyday travel with automatic payments for tolls and parking done through smartphones, rather than tags and coins. But soon after creating the technology, they realized they could have more impact by being an enabler for other developers to build their own creative solutions.

“We’re working with major companies at the moment to disrupt the mobile commerce space. Our clients will be able to interact with their customers in exactly the place, time and way that’s most valuable to them, allowing instant purchases in virtually any location without additional hardware. There’s never been a location services solution that allows so much precision, scalability and customization.” Said Davityan.

The company is currently in talks with major telecommunications companies across the Asia Pacific. Such companies have large user bases but generally generic product offerings, and so are continually seeking innovative ways to engage their customers with more context-relevant content. Bluedot Innovation is advocating itself as the perfect partner to enable such innovation and help these companies increase their revenue per customer.

In the future, [Bluedot Innovation](#) is looking to make a big splash in the ‘Internet of Things’ movement. It is clear that with smartphones already being able to control locks, lights, and TV’s; location based triggering is a natural step to provide increased automation and convenience.

This young and ambitious company has raised AUD\$1.1 million, including money from government grants. They are currently valued at AUD\$7.5 million. The team is now actively raising their next round of funding and looking to expand into Asia. Having David Jacques, the Founding CFO of PayPal, as their CFO and Board Member will surely help in that endeavor.

"We've managed to position our product and business model to ensure people can try it out, and see how it's better than other geo-fencing technology and push our tech to be the new standard in geo-fencing" said Eldic.