

# Building Maps For Businesses In Emerging Markets Using **OSM**

# About Us

We are a B2B Mapping Company that provided tailored made maps and map based solutions for businesss in Emerging Markets.



**100M** API  
Calls



**90** People  
Team

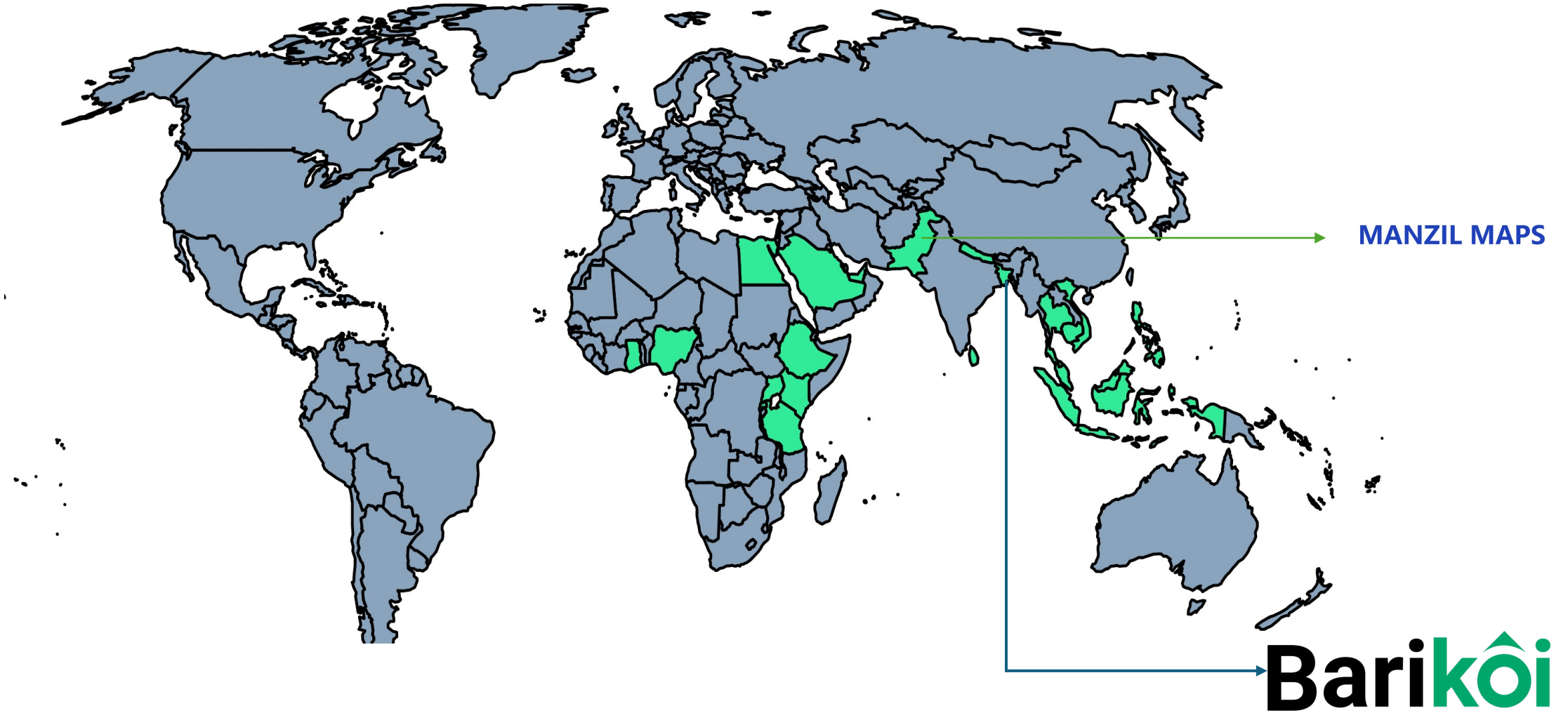


Operating in  
**3** Countries



Expanding in  
to **15**

# Emerging Markets



# Why Are We Building Maps for Businesses?

**Because nobody else is  
doing it at scale!**

# Why Are We Building Maps for Businesses?

- Every Maps starts with a **Consumer** focus not businesses
- Use of Maps is increasing in **Double** digits as businesses are digitizing
- Consumer maps does not solve business specific **Problems**
- Business data remains **Unused** due to limitation of current maps
- Consumer maps used to businesses are very **Expensive**



# Use Cases



**Logistics** – Last Mile Delivery: E-commerce, FMCG



**Route Optimizaiton** – FMCG, Emergency Services



**Visualization** – Taxation, Loan Distribution



**KYC** – Address verification, Address Sanitization



**Smart City:** Planning, Traffic Solutions



**Analytics:** Location Intelligence for business expansion



# Challenges with Emerging Markets



## Data Scarcity

**No One** has proper data!



## Unorganized Urban Growth

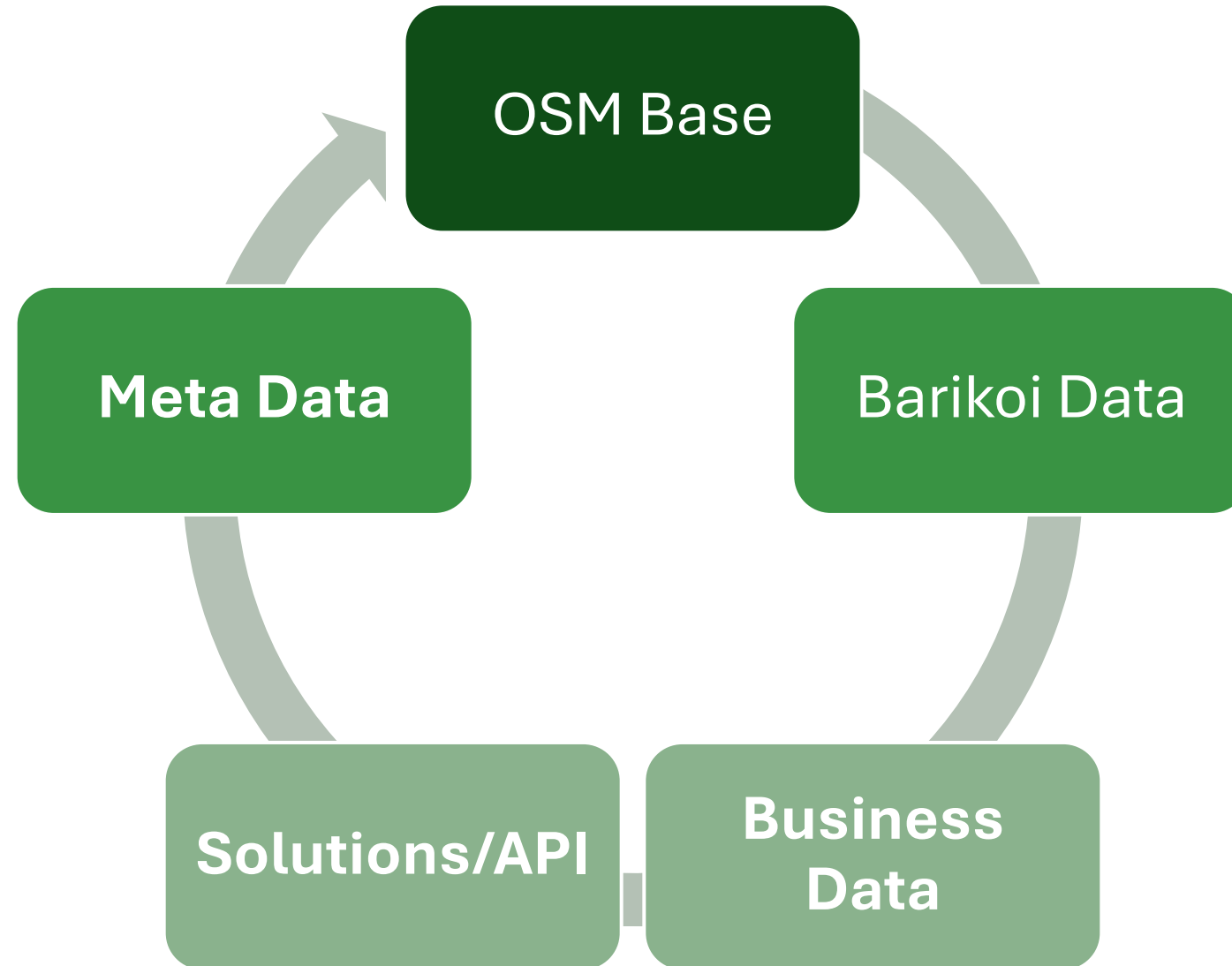
**Rate of change** in real world is so high



## Unsustainable Crowd Sourcing

The data is as good as the **Crowd**

# How We Use OSM To Solve Challenges





# What We Plan to Contribute Back



**Open** Essential Data  
Set for Humanitarian  
use case



Contribute  
**Directly** to OSM



Create More  
**Jobs!**

# A Little Marketing For Us!



**WE ARE HIRING FOR OUR  
MAPPING TEAM**



**THANK YOU!**

We have a booth! Interested **People** Let connect!