

# High Potential Initiatives Profiles

## 1 Accelerator



SOULFI

## 2 Project and Organization

Findster  
Findster Technologies S.A.



### 2.1 Country

Portugal

### 2.2 Project Abstract

More than 8 million children are reported missing per year around the world. According to several studies, the first three hours after the child goes missing are the most crucial in finding the child safely. At the same time, 1 in 3 pets get lost at least once in their lifetimes, 90% of which are never found or returned. There currently are not any tracking systems in the market that can adequately respond to those situation's needs – either because of the short obtainable range (Bluetooth) or the high associated monthly cost (GSM).

Findster is an the innovative tracking system without monthly fees (available in two different versions - Findster Kids and Findster Pets). At the center of Findster's ecosystem is the wireless communication established between a child/pet module and a guardian module, obtained through our proprietary RF protocol. It allows us to achieve a longer range with reduced costs, hence the absence of any monthly fees.

Real time monitoring, the creation of security zones and push notifications are some of the features accessible through Findster's mobile app. Using another component (the Basestation) it is possible to further extend the system's range, as well as to connect it to wi-fi networks and to the Cloud – making Findster even more omnipresent.

### 2.3 Sector

Consumer, other

### 2.4 Target Market

Findster has a B2C model. It is suitable for people who want to check in real time the position of another person or a pet, receiving alerts based on distance and reviewing past positions.

Customers were acquired organically, without any investment in digital marketing. It has only been promoting an Indiegogo campaign through the online channel, on its social network profiles. Interest in Findster has spread mostly through word of mouth so far.

## 2.5 Business Model

Compared to other systems in the market, Findster is free of charges. There are no monthly fees. Other devices, in addition to the acquisition costs of the devices, have a monthly cost associated with the service and this monthly fee is always charged even if you're not using the device.

The main revenue flow in the Business Model of Findster is a markup model on the devices it sells, but it plans to generate revenue using the same technology and products with different business models in the future.

Until now, it has been selling its products through crowdfunding campaign on Indiegogo. It has around 1200 backers who have ordered the products, and it is currently fulfilling those orders.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	NO
IOT	YES

## 2.6 Website

<http://www.getfindster.com/>

[www.facebook.com/findster](http://www.facebook.com/findster)