



A group of experienced ICT industry professionals founded the Italian start-up **modomodo** in 2008 with a clear mission: becoming the international recognized mobile location based services provider. Two main factors are transforming this ambitious aim into reality: the solution offered to the market, and the business model.

The aim of the **modomodo** software solution is to allow users to create, diffuse, use and share content and information easily in any context and in any time they want. The company's motto "near'n'now" emphasises that the solution satisfies users' needs in the places they are and in the specific time they wish. **modomodo** uses GPS and geocoding technologies. It can be used with Symbian-based, Windows Mobile-based phones and iPhone. Users' privacy is ensured by different levels of visibility set by the users. Consequently, some information can be public and, so, visible to everyone; other information are limited to specific groups of users.

modomodo provides a single point of access to various proximity services, both public (accessible to everyone like open and out-of-hours pharmacies, real-estate properties for sale and lease, restaurants, cinemas, parties, events, tourist information and many other services) and private (accessible to a selected group of users, like services provided by banks or insurance companies, contacts with accredited suppliers, customer loyalty programs...)

modomodo offers Business:

- Corporate: an opportunity to improve the quality of their relationship with customers and employees
- Content Provider: a new channel to provide contents
- Advertising: a proximity marketing and advertising tool
- Community: a social networking and community experience on the move

... to provide Consumers:

- with a range of services available from their mobile phone, enabling them to find something or someone wherever and whenever needed, based on their current location
- with maximum freedom and confidentiality in finding and being found

Despite being in its early stage, the company has already established partnerships with some important clients such as Pirelli RE Agency and SEAT Pagine Gialle.