

→ MAPCASE

ESA Business Incubation Centre Darmstadt



Profile

MapCase offers mobile location-based tracking and competition services for sports addicted people. It is also a platform for sports-related brands and companies to get in touch with their customers in a new social way and boost their sales. The business model is positioned in three markets: The coupon market, the social market and the location-based market.

Products and Services

Sports people like skiers are able to keep track of their sports activities and movements in real-time by using a GPS-based smartphone app. Specific sports activities will not only be published to Facebook, but also rewarded through a unique competition-system – in association with co-operation- and sponsorship-partners. Based on this location-based approach, the user will be guided directly to the product. Clients of MapCase like ski resorts, brands or retailers get more customers and increase their revenues by offering location-based Pins bundled with coupons that are related to specific sports activities. The first service “MaptoSnow” has already launched.

Link to the website

<http://www.mapcase.de>

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