

Japan's First Mobile Navi & Blogging Service



A Business Overview at MobileMonday Tokyo

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Presenters:

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Naviblog Corporation
www.naviblog.jp

Company Overview

Naviblog: Japan's first LB moblog/mobsearch service

Founded: July 21, 2005 (Tokyo, Japan)

Founders: Mandali Khalesi (CEO) & Michael Harris (CDO)

Capital: 15 million yen

Background Industry Trends (Japan)

1. Explosive growth in the blog-related IT service industry
2. 300%+ pan-carrier growth in GPS-enabled handsets over the next 18 months
3. Sustained business/consumer interest in GPS search capability

Why Naviblog?

1. Combines mobile GPS-enabled map searches with moblogging
2. No applications to download – a pure XHTML service
3. Rights to 3-click moblog search system (patent pending)
4. Easy-to-use, pertinent search results, and allowing for self-expression in the locality





Naviblog Mobile leverages the following factors:

- Ease of use (3-click-to-go search method)
- Speed (10-15s for search results to load, 3x the speed of other services)
- MapBlogs (combining search results and clickable mobile maps)
- Low cost, high-speed rollout (independent of handset runtime OS)
- Profitability (reducing time-to-breakeven by using a B2B revenue model)

Avg. 2-3 clicks
= 10s to 15s



Note: The "Search" button is added here only for visual convenience. In the mobile application, the application immediately executes the request upon selection of the Category item.

RESULTS MAP PAGE
(click the blog icon)

Navigator bar
Functionality: category
Session management bar
(go to menu/logout)

Within 9 months of startup, high visibility within the industry

2005

- TV interview by *ACTV* (US-Japan) at our Roppongi Hills brand launch party
- Naviblog CEO becomes *NEC Business Leaders Square* official blogger
- Featured in *Japan Inc. Magazine* (US-Japan, tech trends-centric)

2006

- Featured on national *NHK News* during our Venture Fair Japan 2006 industry show
- Approached by 19 investment companies, banks or venture capitalists
- Featured in the *Fuji Sankei Business i* newspaper (Japanese business daily)
- Featured in *Yahoo News*, *ITMedia News*, *Keitai Impress News*, various blogs (see photo)
- Listed on the official *Google Maps* developer site, *Mapki*
- Breaks the 1,700-download mark within 5 weeks on the official *Yahoo Widgets* site
- Featured in the *Nikkei Sangyo Shimbun*, Japan's top business daily

サービス名	既存サービスと欲求の対応		
	A. 他社で既に提供されている	B. ほとんど満足がないから利用したい	C. ある程度での体験を共有したい、盛りたい
地図検索	○	○	○
NAVI	○	○	○
NAVIGATE	○	○	○
NAVIMAP	○	○	○
NAVIBLOG	○	○	○

Announcing: Naviblog hits China



Naviblog + Beijing DG = Naviblog China

- **Naviblog Mobile:** 1st Navi & Blog service in Japan
- **Beijing DG:** Only China Telcom with a GPS license
- **Naviblog China:** 1st POI search/naviblogging service in China

China's blogging market

- Booming with various ISP services for young trendies
- Blogging is the next-generation of SMS
- Growing need for location-blogging for the masses

Taking China by storm

- Current situation: the needs on the ground
- Nie, Beijing DG Telecom (Beijing)



Setting the Gold Standard

- Keio says: Naviblog top in 5 mobile usability categories
- Naviblog 2.0 to be released in Summer 06 includes:
FOAF capability, map zoom-in/out/scrolling, multimedia
- Fall 2006: Naviblog is the undisputed leader of location-enhanced moblogging



We Challenge You

- Naviblog 2.0's multimedia functionality will be a World First
- Will preview our technology at the Naviblog 2.0 pre-release club party
- Challenge: create a hot-deployable, low-footprint, blow-you-away multimedia mobapp

Conditions

- Apply by May 31st at info@naviblog.jp
- Create a 10 min demonstration
- Come to the Tokyo club party in late June 06, let the crowd decide