



TechSociety

Introducing Beak! Intelligence
Our Flagship Product

17 AUG, 2014

www.techsocietygroup.com | +65 287 7768 | +1 615 275 8530 | jeremy@techsocietygroup.com



The Ecosystem **TAXI DRIVERS**

Information Asymmetries

when not all parties are privileged to the same information



Focus Group

With the Taxi Drivers

1. Robust but Informal Community
2. Linked by Technology
(Whatsapp)
3. Seek to Share **Information**
4. Enjoy a Good Group Bargain

Information → Better Decisions → More Revenue Opportunities



Ability for Taxi Drivers to **SHARE** real-time traffic conditions

Ability to **MODIFY** content/pins

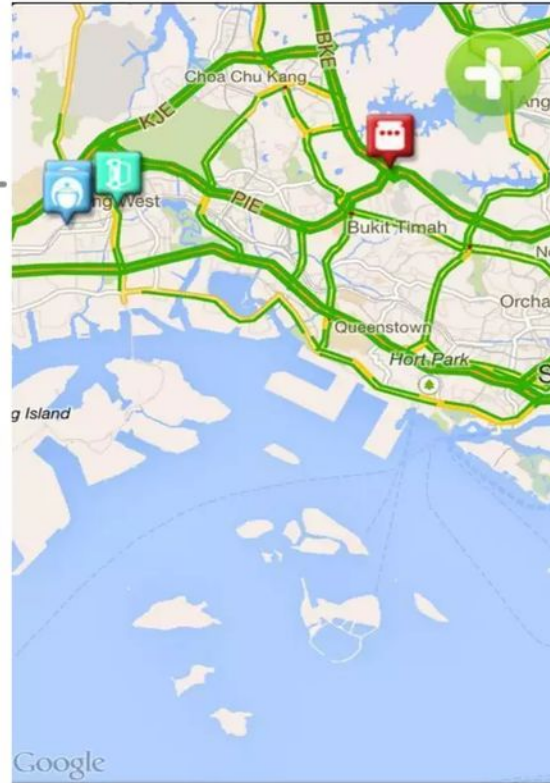
Ability to be **NOTIFIED** of relevant information

Introducing BEAK!

Community

Convenience

Connectivity



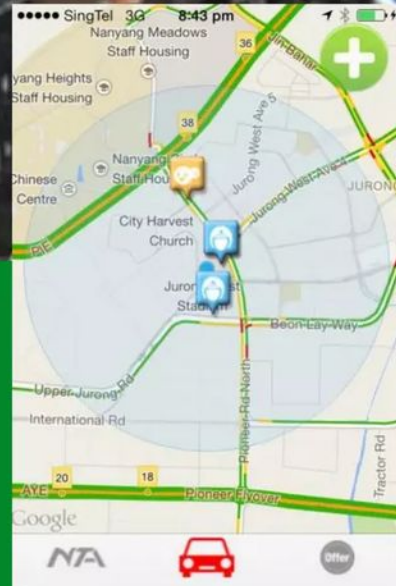


TIME & GEO-SENSITIVE TARGETED ADs

Run advertising specific location and time windows: targets lull periods in merchant businesses.

DATA ANALYTICS

BIG DATA on the road. Who has been driving around me?



COMPETITIVE LANDSCAPE



CURRENT STATUS – PHASE 1

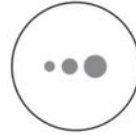
Incorporated Forging Key partnerships

Beta Testing – 130

19,000 Taxi Drivers

50K from ACE

Ad Integration



2014 Quarter 1

2014 Quarter 2

2014 Quarter 3

2014 Quarter 4



IOS
Android



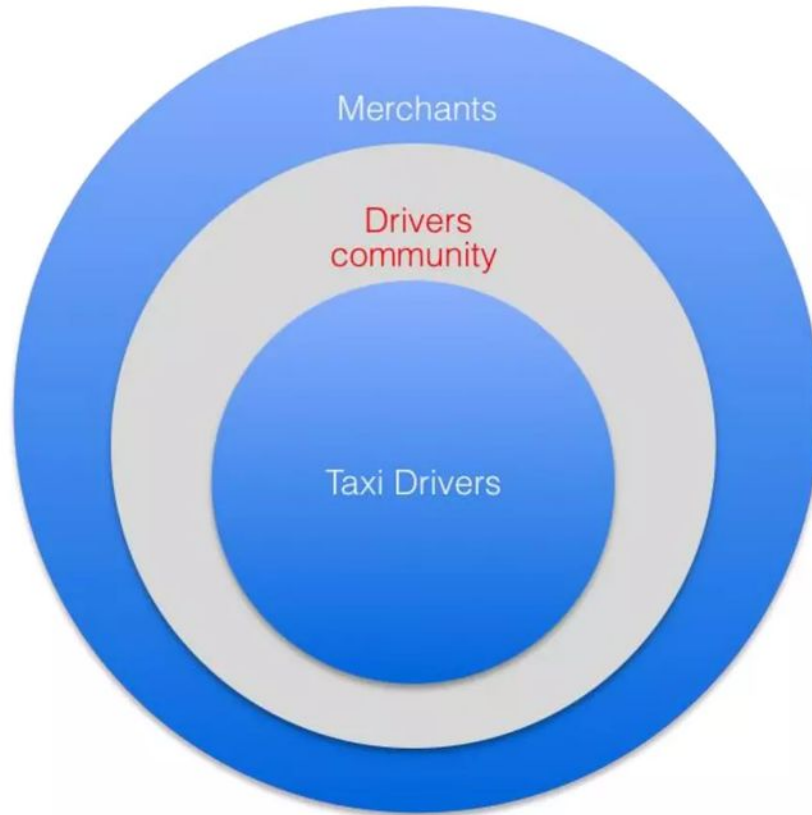
In the Pipeline



Market



Phase 2



Phase 3

Technological improvements

Market Penetration &
Licensing Opportunities



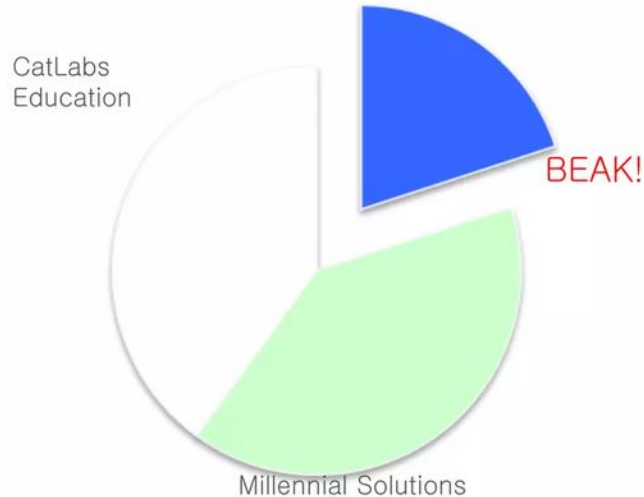
Caprica International
Supply Chain Asia

THE TECH HUB of the future.

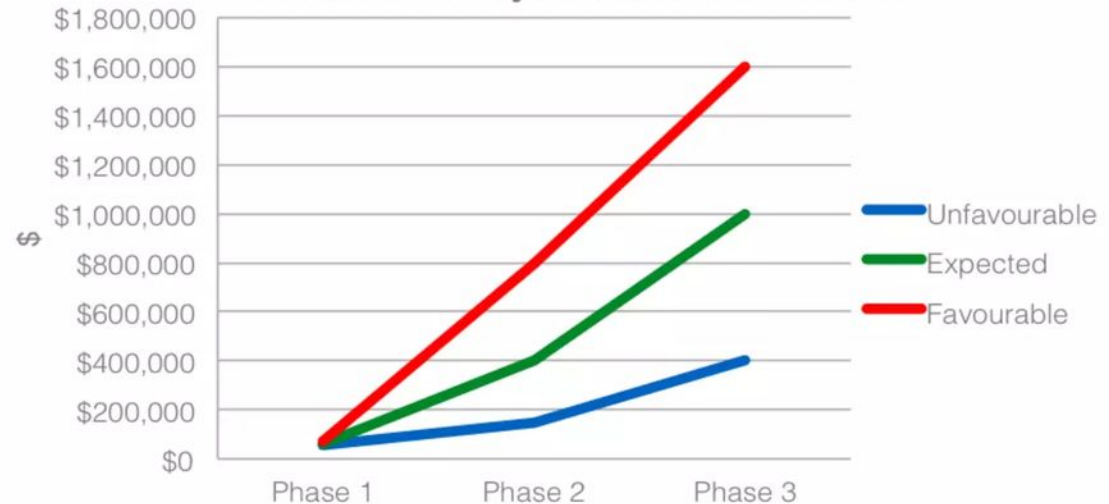
We are not slaves to the machine. Never jump on the bandwagon – spring out of it. TechSociety helps you out-think, out-design, and out-create.

CONSULT WITH US >

JE SOURCES FOR TECHSOCIETY 2014



Revenue Projections for Beak



CatLabs Case Study #1: Ngee Ann Secondary Technology workshop
#StayCurious



WHO'S INVOLVED?



Jeremy Chua
Co-Founder
Business Development



Jackson Kwa
Co-founder
Technology Development



Quinn Lam
Chief Designer
UX/UI



Sean Tan
Business
Development
Lead



Henry Yi
Lead Developer



Raymond Yeh
Developer
IOS/Android

Mr Paul William Bradley,

*Chairman & CEO, Caprica International
Asian Advisory Board Member for the Avista-Houlihan Lokey Investment Bank*



The Journey Begins...

Caprica International is committed to integrating global networks into transformational business opportunities.



Mr Paul Lim,
*Founder/President,
Supply Chain Asia*

The image shows the header and main content area of the Supply Chain Asia website. The header features the 'Supply Chain Asia' logo on the left and a banner on the right that reads 'KERRY LOGISTICS Supply Chain Partner of the Year by Supply Chain Asia Awards 2012'. Below the header is a navigation menu with the following items: HOME, NEWS, ARTICLES, SCAF 2014, AWARDS 2014, EVENTS, TRAINING, MEMBERSHIP, and ABOUT US. The main content area has a title 'Lim, Paul (Mr) Founder/President, Supply Chain Asia' and a sub-header 'font size Print Be the first to comment!'. Below this is a portrait of Mr. Paul Lim, followed by a bio: 'Mr Paul Lim, Founder/President, Supply Chain Asia. Paul is the Founder and President of Supply Chain Asia, a community for logistics and supply chain professionals in Asia. Founded on 1st September 2005, Supply Chain Asia focuses on bringing like-minded individuals in supply chain and logistics to come together to network, share and learn from one another. Paul is also a seasoned logistics leader who has worked for more than 15 years with both international and regional logistics companies. He has held senior management positions with companies such as YCH Group, EGL Eagle Global Logistics (Asia Pacific), Menlo Worldwide (Asia Pacific) and TNT Worldwide Express. Paul's career in Logistics started in 1988 when he joined Isetan Singapore as a management trainee. After getting his MBA in 1992, he then set up his own business venture to develop IT and management solutions for SMEs. In 1995, he joined YCH as a Corporate Development Manager. Rising within the ranks, he became a Special Assistant to the CEO within 6 months, and oversaw various critical projects and expansion plans. He was the lead person in new solution creations as well as strategic business development. Paul also assisted the regional expansion of the company, supporting various set-ups in the region including Indonesia, China, Taiwan, Malaysia and Thailand. Paul was the acting General Manager of Thailand during'

Team experience in online crowdsourcing – SG Haze Rescue

► Singapore Video

National Day Special: TODAY talks to Jeremy Chua, Raymond Yeh, from SG Haze Rescue

In a matter of days, he set up the SG Haze Rescue page on Facebook, which brought together Singaporeans willing to help give out masks, educate the public or even open their homes to provide respite from the haze.

Launched on June 20, the site was soon getting 300,000 hits a week. Even Singaporeans staying overseas wanted to help.

"There was a Singaporean living in Hong Kong who immediately ordered 250 masks and shipped them over to us for distribution when she heard about the mask shortage here," said Mr Chua, who is in his final year at Vanderbilt University.

Thanks to the Internet, the young today are making a difference, proving they are apathetic no more. TODAY talks to Jeremy Chua and Raymond Yeh, from SG Haze Rescue, a community of Singaporeans who...

Being different makes a difference

ight during
hua saw an
ie to the
breath.
months ago
a Facebook
e Rescue,
Singapore-
asks, keep
and open
de respite

ogle Docu-
who want-
to anyone
better.
arted while
from Van-
se US, drew
0,000 hits.
sours, some
lised, organ-
distributed
alking to
ownership.



Mr Chua (standing, left) and the young entrepreneurs he is mentoring (top, from left) Mr Quinn Lum, 20, and Mr Raymond Yeh, 21, who run WhiteFables, a Web design and branding company, and Mr Jackson Kwa (standing, right), 22, who runs Pathfinder, which provides skills matching services. ST PHOTO: NURIA LING

ANKUR JAIN

The Kairos Society is a worldwide, invitation-only society of entrepreneurial college students

"RE-INVENT THE AMERICAN DREAM"
Student entrepreneurs emerge in tough times

**ROAD TO
RESCUE**

**LIVE
CNN**



KAIROS SOCIETY[®]





Tech Society

WELCOME TO THE REVOLUTION.

Solving society's problems, with one technology at a time.

DISCOVER OUR APPS >

