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Moby View

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Description of Partner Profiles for Eurostars 2012

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1 Document Objective

KEYWORDS: Mobile Applications, App Building Platform, Mobile Content, M-Commerce, Android, iPhone, Mobile Photoshop!

Moby View is a Paris-based French SME company aiming at forging an alliance with other European companies. As a result, the formed consortium would apply for the Eurostars program whose next round of application is set for September 25.

Moby View will be the leading company in the consortium since we are going to release this summer our mobile platform and would like to bring it to market thereafter. Favoring and accelerating the introduction to the market of an innovative service or product is indeed the rationale behind Eurostars.

The objective of this document is therefore to give more specifics about the platform Moby View is currently developing alongside the envisaged profile of the company it is looking for joining the consortium.

2 The Moby View Project

The whole aim of our platform is to make the creation and publishing of mobile applications a lot easier. We are really seeking to dramatically lower the entry barriers to building mobile apps and thus allowing organizations regardless of their size to establish their presence on the mobile Internet and benefit from it.

Moby View has just developed a platform to empower marketers and entrepreneurs to have full control over the making of their mobile apps. No coding or programming knowledge are required. All the tasks and operations to create and publish a mobile app to increase customer loyalty are performed online.

Because the “look and feel” of an app is a critical piece for its success, the actual interface we have developed to build apps on our platform is geared toward graphic designers.

Anyone familiar with Photoshop will feel extremely at ease with using our builder interface and create apps. But for those with with no design skills, we will also make the app building very easy by resorting to templates that further automates the creation process.

The main features of our platform are the following:

- App-building through a Wisywyg interface.
- Availability of native apps for iPhone and Android terminals. We will later this year add Windows Phone and tablet support.
- Content management. We provide our own content management facility but We can also aggregate content from external sources.
- Ad management.
- Geolocation and geolocated search.
- Tracking.
- Notifications.
- Facebook integration
- Galery functionalities

As we go along, we will bring in more functionalities such as ability to automatically create forms, app localization in different languages and integration of M-commerce.

By providing such a facility, we can provide organizations with the following benefits:

- Faster turn-around in producing mobile apps.
- Instant compatibility across the various platforms (iOs, Android, Windows Phone).
- Increase engagement with the end-users.
- Easily generate leads and contacts
- Provide gateways to CRMs.

3 Partner Profile

Within the Eurostars program framework, Moby View will be the R&D SME in the consortium.

To ideally complement the consortium, we are looking for a “**user company**” that will use in real market and production conditions our platform.

With the various feedbacks we will be getting, we will be enhancing our platform and in the “**user company**” will benefit from a better product.

We have identified the following profiles for our “**user partner**”:

- A **digital Web agency** that is in need of producing a fairly large number of mobile apps for their customer base.
- A **large public organization** that also has a strong need to create and propagate apps en masse (i.e. regional council, municipality, health institutions, etc...).
- A **business organization** that possesses commerce presence via its e-commerce site or retail facilities and would like to extend its business on M-Commerce through our platform. The organization could be selling products in either the B to C or B to B segments.