



JUNE 3-4, 2014  
AUSTIN, TEXAS

# Go-To-Market Strategy

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**ACCELERATE NFC**

**flomio**

# ***NFC Applications***



**Payments**

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**Payments**

**Access Control**

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**Logistics**

**Access Control**

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**Payments**

**Logistics**

**Access Control**

**Anti-counterfeiting**

# ***NFC Applications***

**Payments**

**Mustering**

**Logistics**

**Access Control**

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# *NFC Applications*

Payments

Mustering

Logistics

Access Control

Couponing

Anti-counterfeiting

# *NFC Applications*

Payments

Mustering

Logistics

Access Control

Time & Attendance

Couponing

Anti-counterfeiting



# *NFC Applications*

Documents

Clienteling

Logistics

Mustering

Access Control

Time & Attendance

Couponing

Anti-counterfeiting

# *NFC Applications*

Documents

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Mustering

Logistics

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Anti-counterfeiting

Gaming

# *NFC Applications*

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Ticketing

Anti-counterfeiting

Gaming

# *NFC Applications*

Documents

Clienteling

Mustering

Logistics

Access Control

Time & Attendance

Coupons

Ticketing

Loyalty

Anti-counterfeiting

Gaming

# NFC Applications

Documents

Secure Log-On

Clienteling

Clustering

Logistics

Access Control

Time & Attendance

Coupons

Ticketing

Loyalty

Anti-counterfeiting

Gaming

# NFC Applications

Home Automation

Secure Log-On

Clienteling

Clustering

Logistics

Access Control

Time & Attendance

Couponing

Ticketing

Loyalty

Anti-counterfeiting

Gaming

# NFC Applications

Home Automation

Secure Log-On

Clienteling

Clustering

Logistics

Access Control

Time & Attendance

Coupons

Event Engagement

Invoice

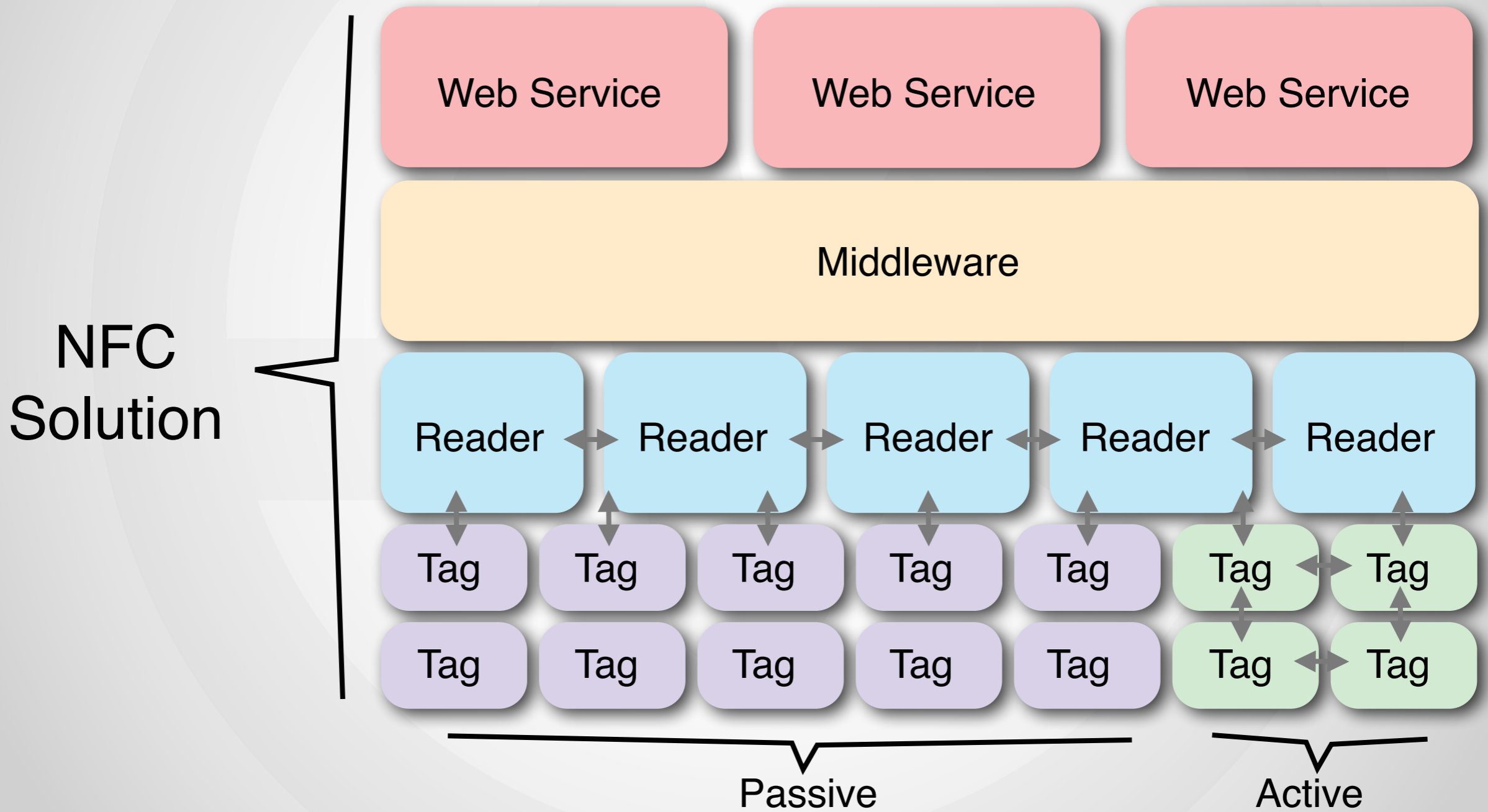
Ticketing

Anti-counterfeiting

Loyalty

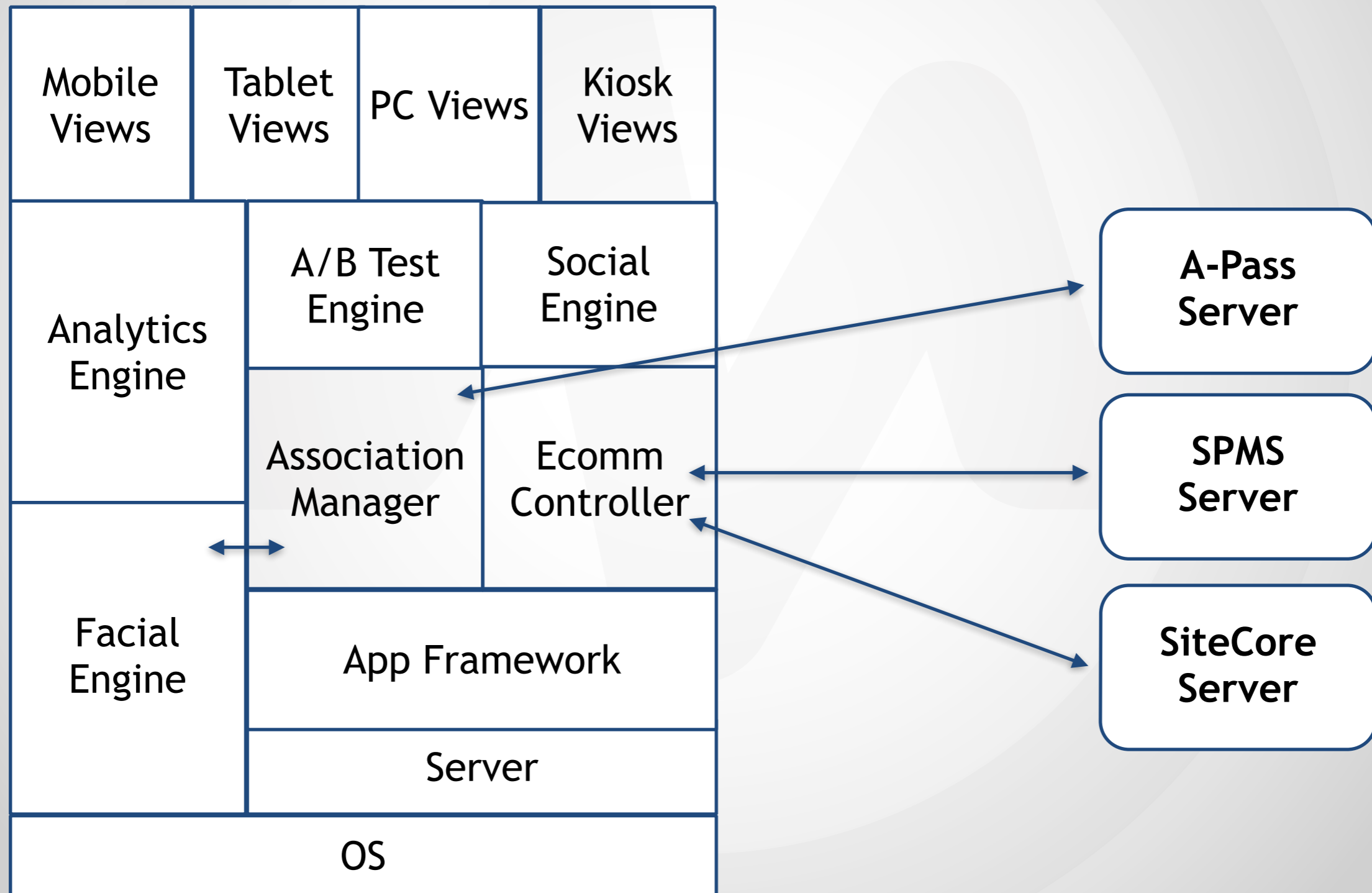
Gaming

# Building a Stack

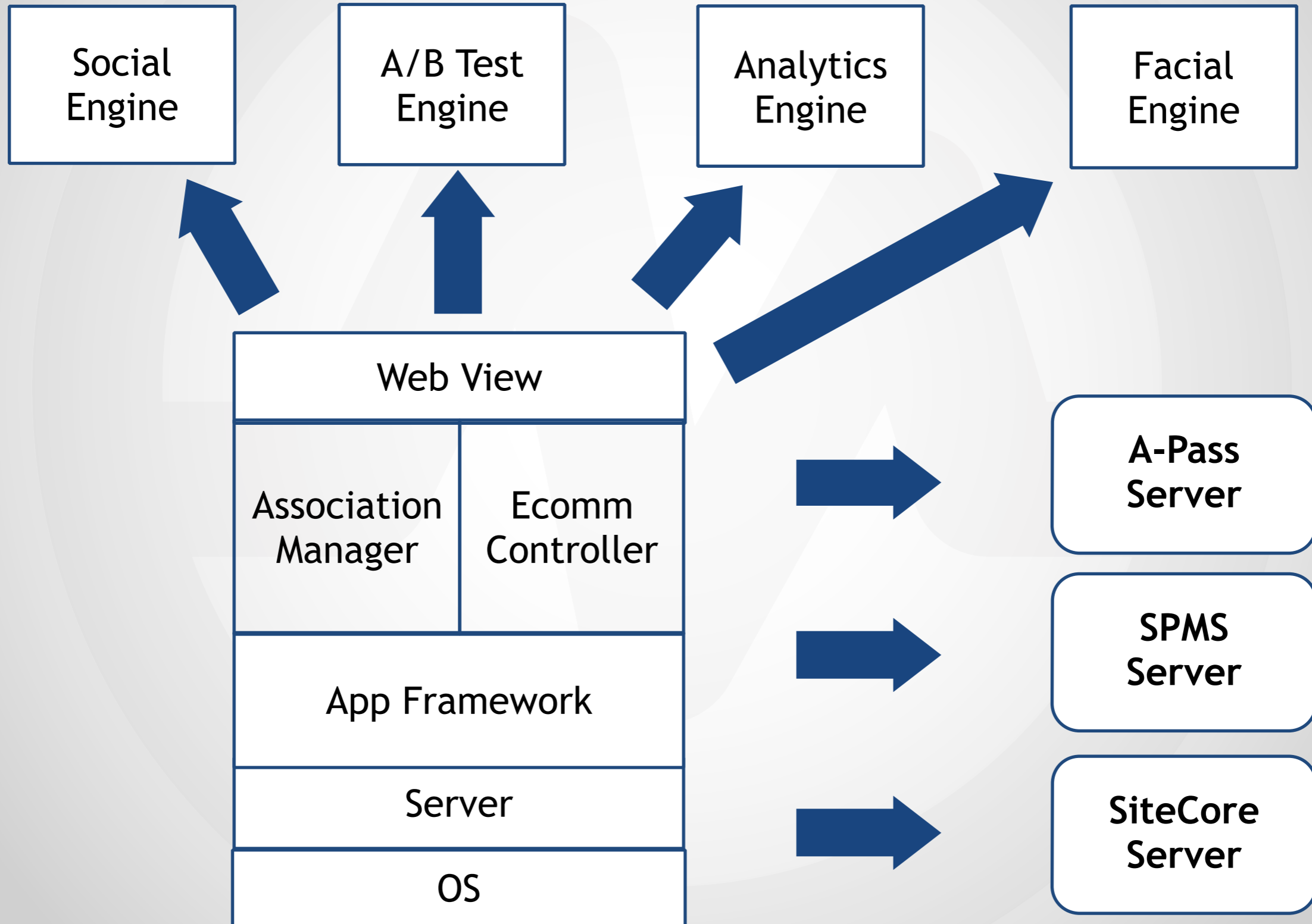




# Monolithic vs. Decentralized



# Monolithic vs. *Decentralized*



# Web Devs: Be Prepared

## *Development Trouble*

- How do I integrate Facebook, Eventbrite, or Paypal?
- How do I deliver a real-time response to physical interactions?
- How will I offer apps for Android, iOS, WinPhone, and Blackberry?
- How will I meet my security goals?
- Media? Metal mount? Vendor?

## *Feels*

ouchy

⋮

⋮

⋮

⋮

⋮

⋮

⋮

AGGGHH!

# B2C vs. B2B

## Consumer

- Frugal
- Fickle
- Vocal
- DIY
- Many

## Business

- Uncommitted
- Bountiful
- Shy
- Hands-off
- Few

Pivot away  
from Dev  
Platform

Focus on  
consumers

NFC Actions

Simple, Fast,  
Authentic

FloJack Kickstarter

Outform  
Trident

NFC Kiosk

Store/  
Forums

TI  
Demo

**May 2012**

**May 2013**

# B2C2B

## Step 1: Attract DIY-types

**1000**  
Pre-orders

**454**  
Consumer Interviews

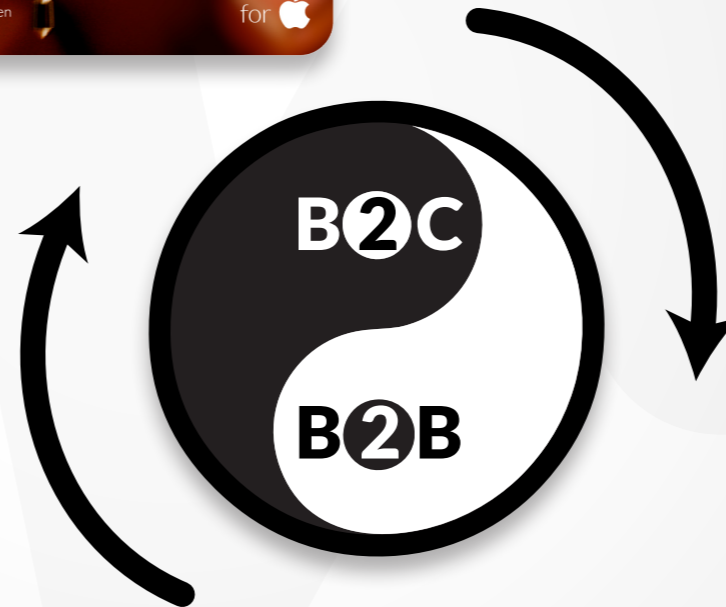


**42M**  
Media Views

## Step 2: Create Buzz



Today's most demanding consumer is often an enterprise decision maker



## Step 3: Land Enterprise Deals

**108** Enterprise Leads  
**\$25M** Quoted Work

Name: Lori ?????  
E-Mail: ?????@target.com  
Subject: NFC Reader



What's on your mind?: I lead the in store digital team at **Target** and we are interested in executing an **NFC test** with an existing team member iPad. It looks like **you may have the missing link** (the ability for the iPad to read NFC).

# *Goal: Recurring Revenue*

- Focus on one use case
- Reuse what's been done
- Establish credibility
- Build a sales pipeline
- Plan for growth



# flomio

----- Making Digital Physical. -----

Get in touch.

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**Industry:** HW + Web Services

**Business Model:** Store + PaaS