

MAPS.ME Product DNA:

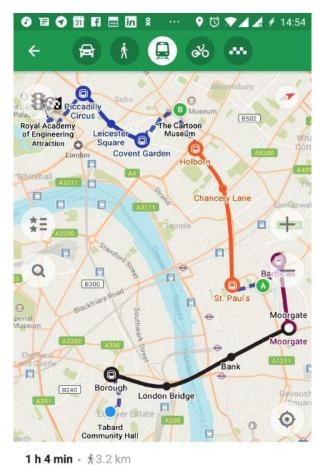
how we compete with Google Maps in the Travel Market.

productcamp

Eugene Lisovskiy, CEO September/22, 2018



MAPS.ME - #1 Travel Maps



🖫 Central 🍨 🏂 🍨 📵 🍨 🏂

- ★ 100M+ installations worldwide.
- Whole world map.
- ★ Free, offline, open source, OSM based.
- ★ #1 travel maps in 50+ countries.
- ★ 20X users growth since 2014.
- ★ 4,6 stars rating out of 1+ million reviews.
- ★ Navigation with traffic in 38 countries.
- ★ Offline rapid transit map & navigation.

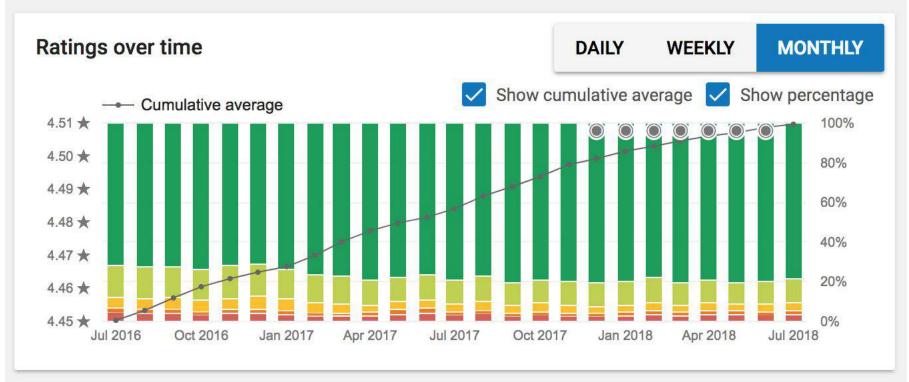
International Maps Market

App =	APPS MAU = MAY'18	APPS MAU = APR'16	MAY '18/ SEP' 16 Gro wth	Inter nati onal Y Map s?	WEB MAU = MAY'18	Scre ens = hot	Note =	Languag = es	App Install Base MAY'16 (Androi d)
Google Maps	1,000,000,000		NA	Yes			.com, .ru, .co.uk, .co.jp, .it, .de, .fr, co.in, .com.mx		
Apple Maps	300,000,000		NA	Yes					
Waze	111,000,000	20,000,000	455%	Yes	6,200,000	ok	.com		
MAPS.ME	11,300,000	6,218,000	82%	Yes		ok	.com	29	
Moovit	9,600,000		NA	Yes		ok			
Here Maps	5,000,000	3,000,000	67%	Yes	15,800,000	ok			
Sygic	2,400,000	4,000,000	-40%	Yes	1,600,000	ok			
MapQuest	1,500,000		NA	Yes	31,000,000	ok			
CityMaps2Go - Ulm	634,000		NA	Yes		ok			
Navmii	313,000		NA	Yes		ok			
Scout - Navigation &	312,000	604,000	NA	Yes		ok			
Offline Map Navigati	115,000			Yes					
Magic Earth	72,000		NA	Yes		ok			
GPS Driving Route®	69,000			Yes					
Galileo	4,700	Nodata	NA	Yes		ok			
TomTom			NA	Yes					
Offline Maps & Navi	gation (Sygic Clo	one)		Yes					
Karta GPS - Offline	<u>Navigation</u>		<i>y</i>	Yes					



Ratings & Reviews

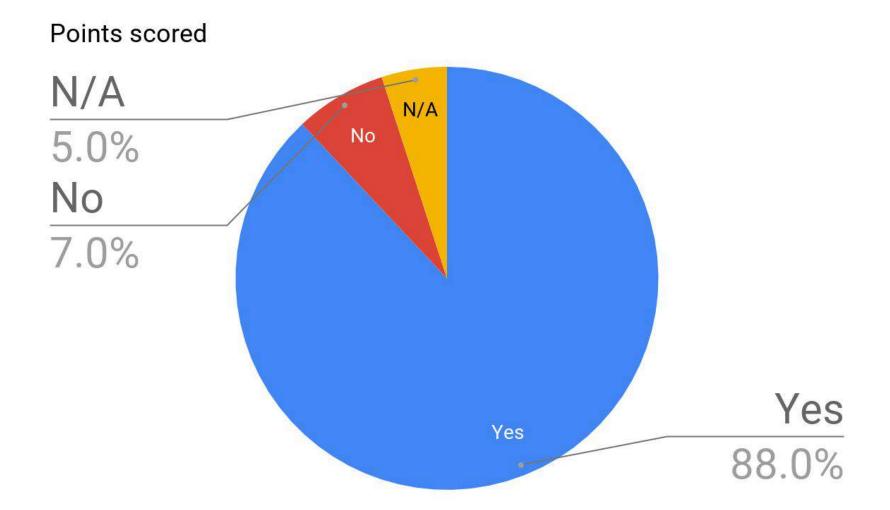






Good Product = Organic Growth = Long Lifetime

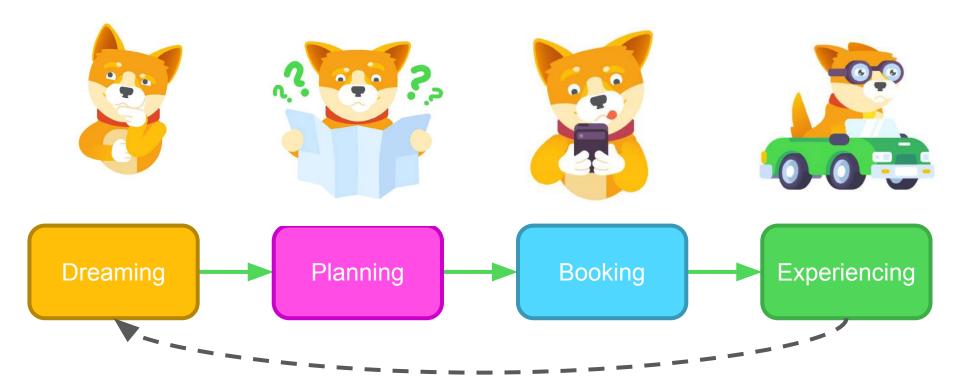
Did you recommend MAPS.ME to anyone already?



Understanding Traveller's Behaviour







Looking for an Inspiration (YouTube, NatGeo, Instagram6 Friends).

Building a draft of a route, making final decision on the destination.

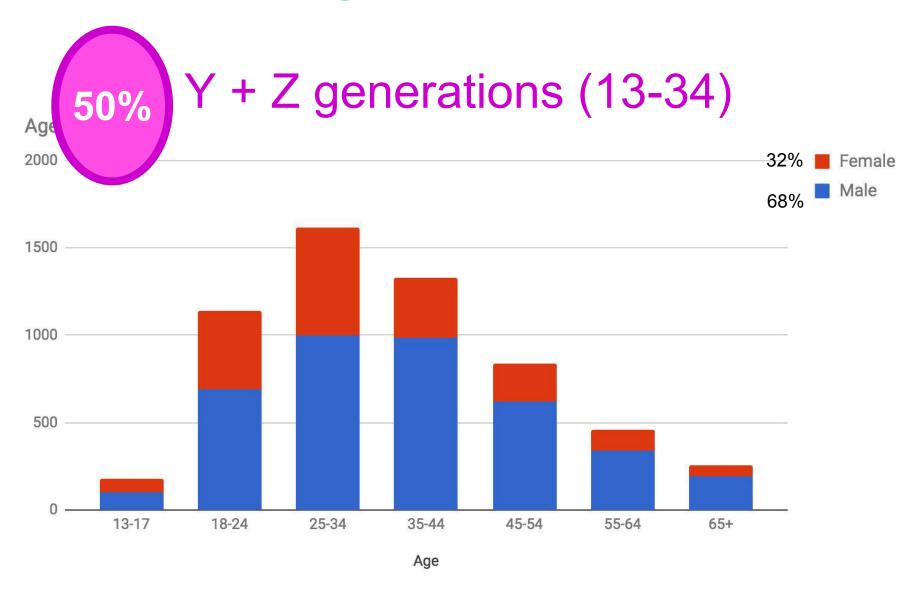
Booking flights, hotels, cars, guides, tickets. Navigating, shopping, visiting attractions, sharing photos, booking on the go (hotels, attractions).

Understand Your Audience





MAPS.ME Users: Age & Gender

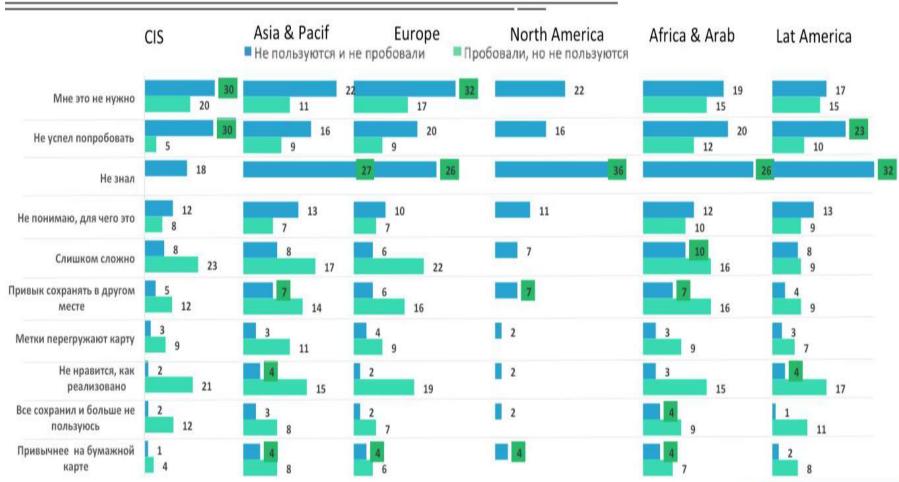




Users Survey: 60 433 responds

Почему не пользуются метками в Maps. Ме

(% от тех, кто не ставил метки и от тех, кто пробовал, но не пользуется)
Почему вы не ставите/не сохраняете метки в Maps.Me?



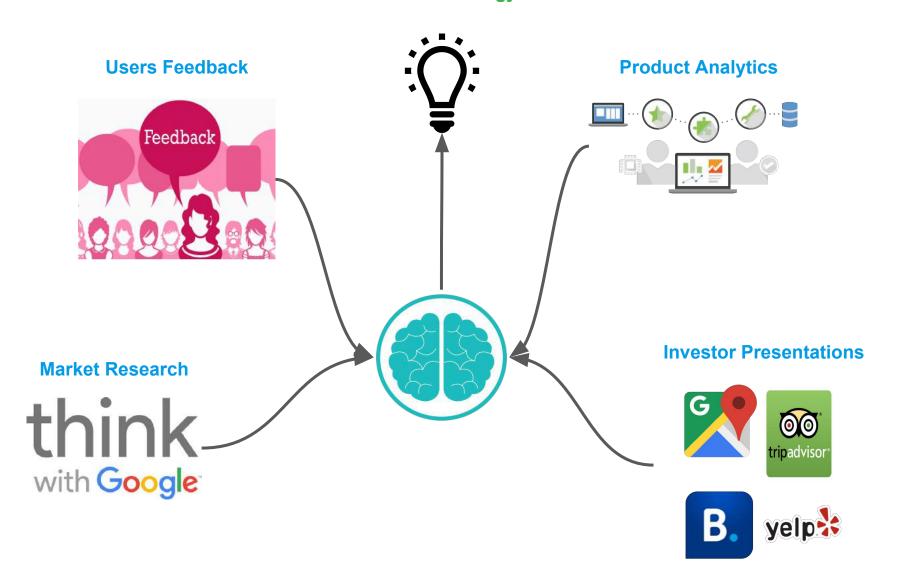


Analyse Market Trends & Public Reports

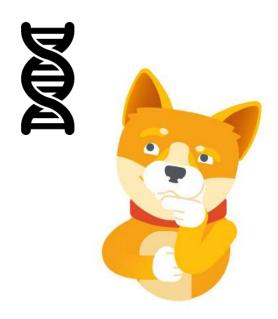




Product Strategy



DNA (Core Values) = Strategy = Focus





Stay Focused & Be Clear In Your Communications





Stand Out Of Competitors







Travel Catalog









- Great Product;
- 2. Focus on Travel;
- OpenStreetMap.

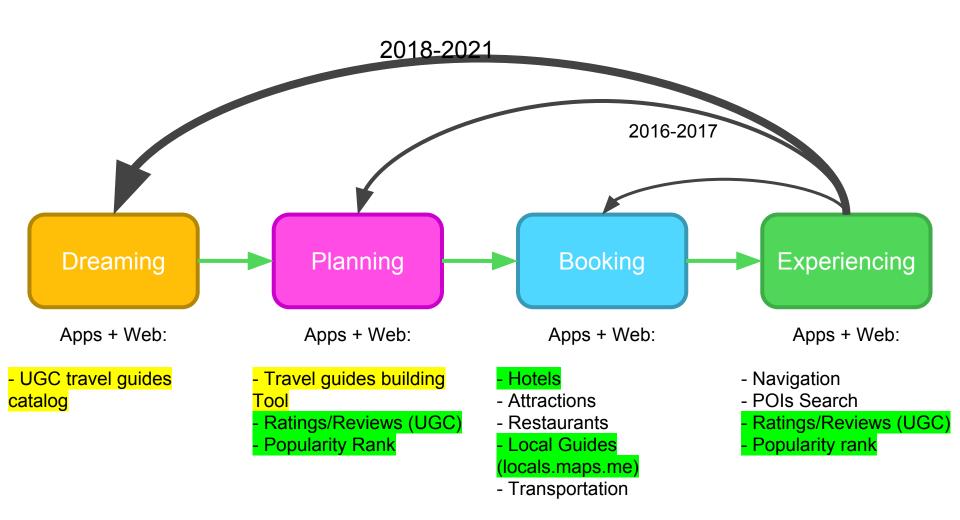


MAPS.ME DNA = Core Product Values = Strategy

- Speed (fast maps & UX);
- 2. Ease of use;
- 3. Stability & economy (battery, traffic, memory);
- 4. Emotions;
- 5. Is it about travel?
- 6. Can we adopt it for offline usage?
- 7. Can it enrich our map data?

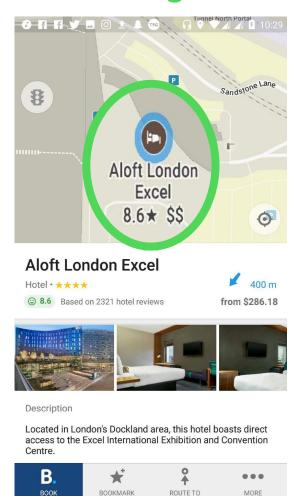


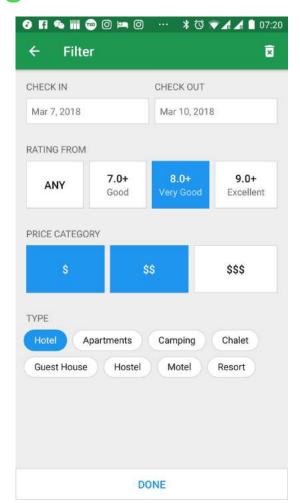
MAPS.ME: Building Travellers Ecosystem

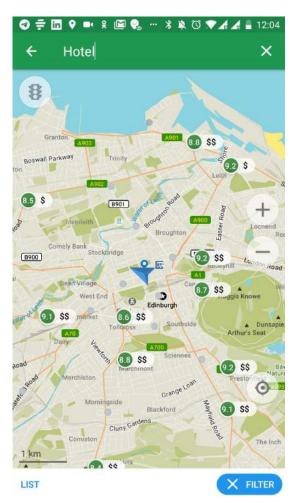




Booking.com Integration: Search Filters

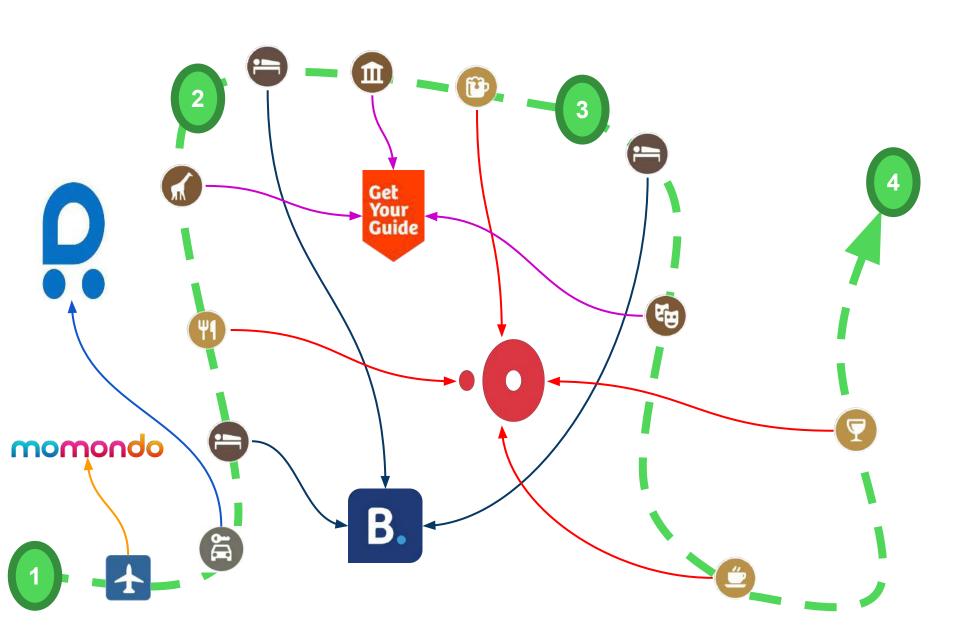






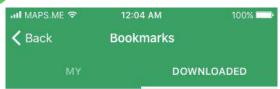


MAPS.ME: Travel Routes – Dreaming & Planning Stages





Integrated UGC Travel Routes Catalog

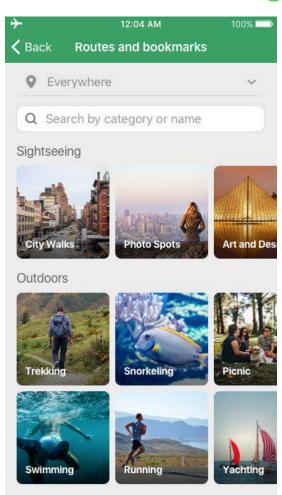


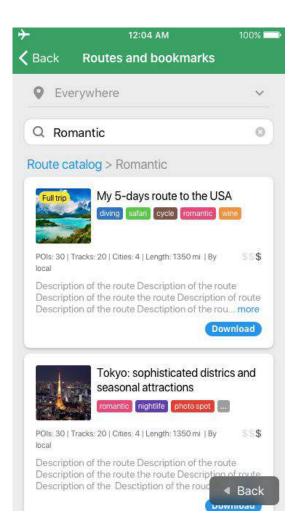


Download new places

Press the button to download thousands of intresting places and routes created by MAPS.ME users. You will need the internet connection.

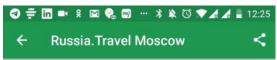
DOWNLOAD BOOKMARKS







Offline Travel Routes: Multilingual, Universal, Easy-To-Use



Tracks

Walk around the Kremlin Length 6.3 km

Middle, shoot and goal! Length 119 km

Moscow of David Bowie Length 20 km

Bookmarks

Belorussky Railway Terminal 2510 km

Kremlin Wall Necropolis 2513 km

State Historical Museum 2513 km

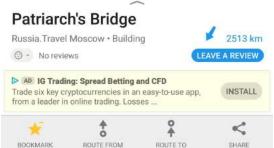
Monument to the first printer Ivan Fy... 2513 km

Tverskaya Street 2512 km

Hotel Metropol Moscow 2513 km

Yaroslavsky Railway Terminal 2515 km







The Pushkin State Museum of Fine Arts was opened in 1912, and remains one of the most popular Russian museums. The permanent collection presented in the museum complex demonstrates artworks of various countries and epochs, from the earliest times to the present days, and temporary exhibitions are always successful as well.

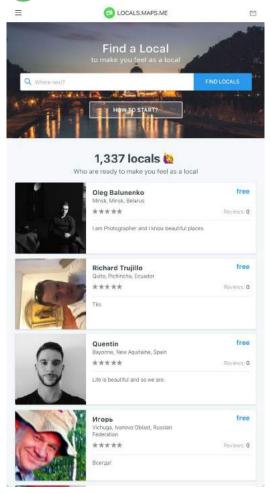
The Pushkin State Museum of Fine Arts was founded on August 17 (29), 1898. On this day, the foundation of the new, publicly sponsored Alexander III Museum of Fine Arts was laid near the Cathedral of Christ the Saviour on Volkhonka Street.

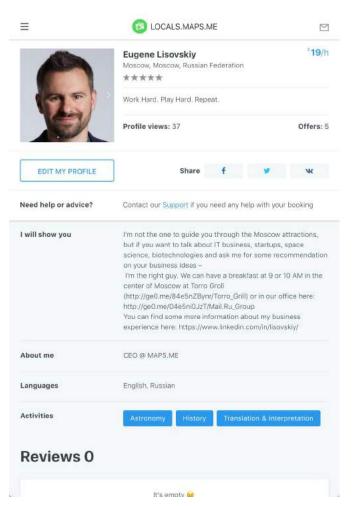
14 years later, in May 1912, the museum was opened to the strains of a solemn cantata written specially for this occasion. The museum's construction was finally completed in the late 1920s and 1930s, when a picture gallery was built due to reallocation of museum funds.





MAPS.ME Monetization: Local Guides



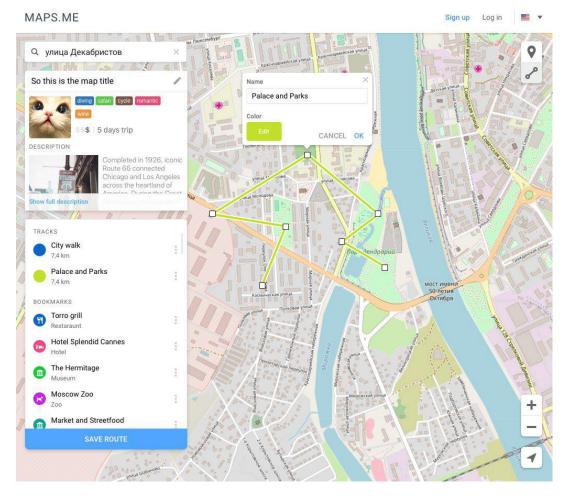


25% of our users are ready to become a local guide!

51k users took a part in our survey about local guides and 13k of them said they are ready to be a local guide.



Web: Route Planning Tool



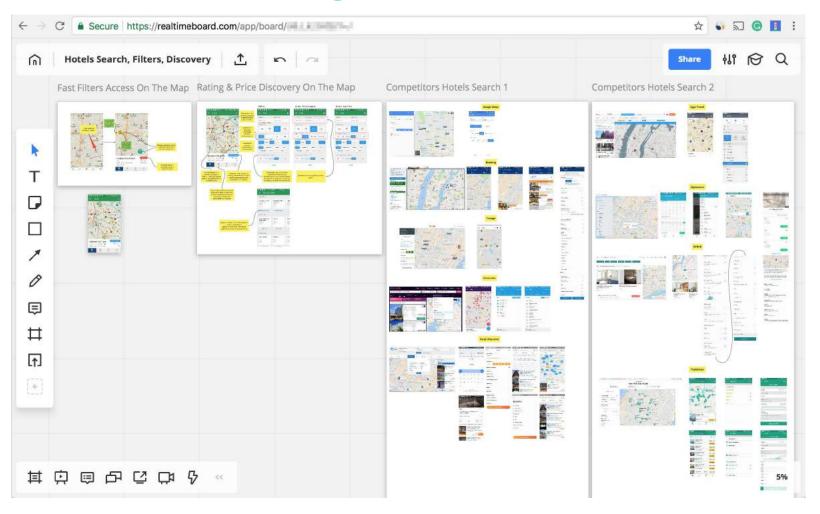
- Sync with MAPS.ME
- Publish to Catalog
- Share

Tasks Prioritisation



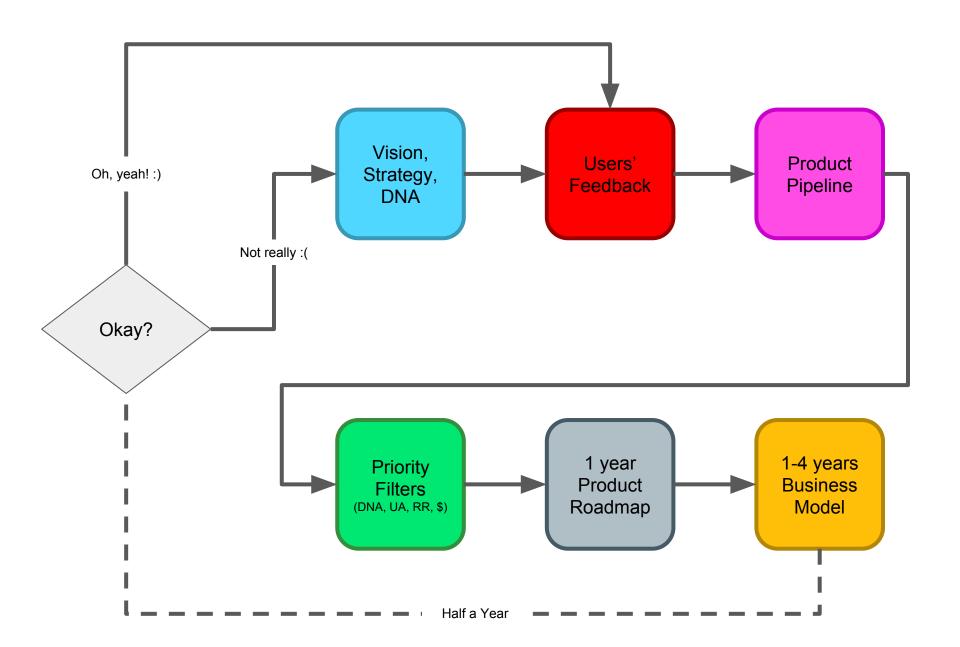


Product Decision Making: RealtimeBoard



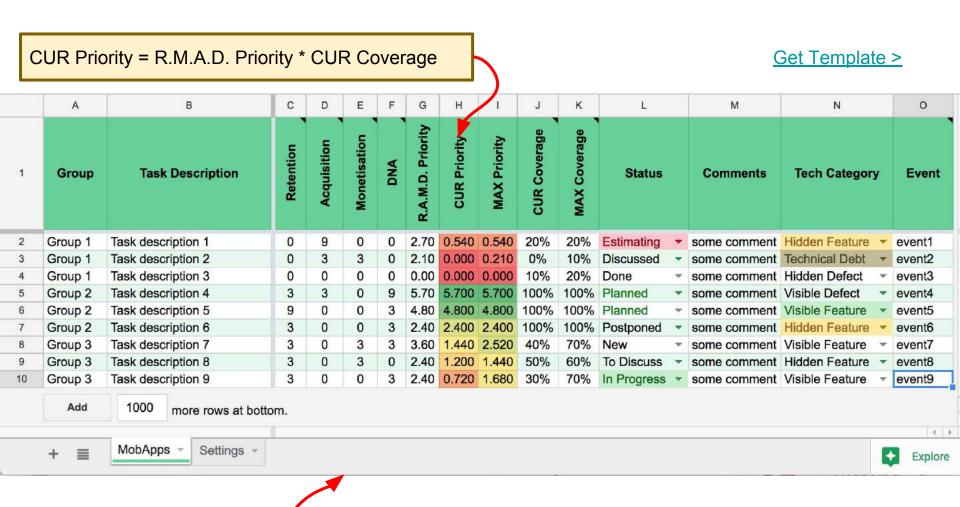


From Strategy to Business Model





Retention (R), Acquisition (A), Monetization (M), DNA (D)



Values: -9 / -3 / 0 / +3 / +9
This rating system helps to push up prospective projects.



R.M.A.D. Priority = R*rte + A*ate + M*mte + D*dte

	А	В	С	D	E	F
1	Priotiry	Current Estimate	Target Estimate	Base Weigh	Edjusted Weight	Change
2	Retention = rte	3	4	30%	40%	10%
3	Acquisition = ate	2	3	20%	30%	10%
4	Monetisation = mte	2	4	20%	40%	20%
5	DNA = dte	3	4	30%	40%	10%
6	TOTAL	10	15	100%	150%	50%

rte - retention target estimate %

...

dte - DNA target estimate %

Current Priority = R.M.A.D. Priority * CUR Coverage



Product Strategy + Business Model: Get Template >

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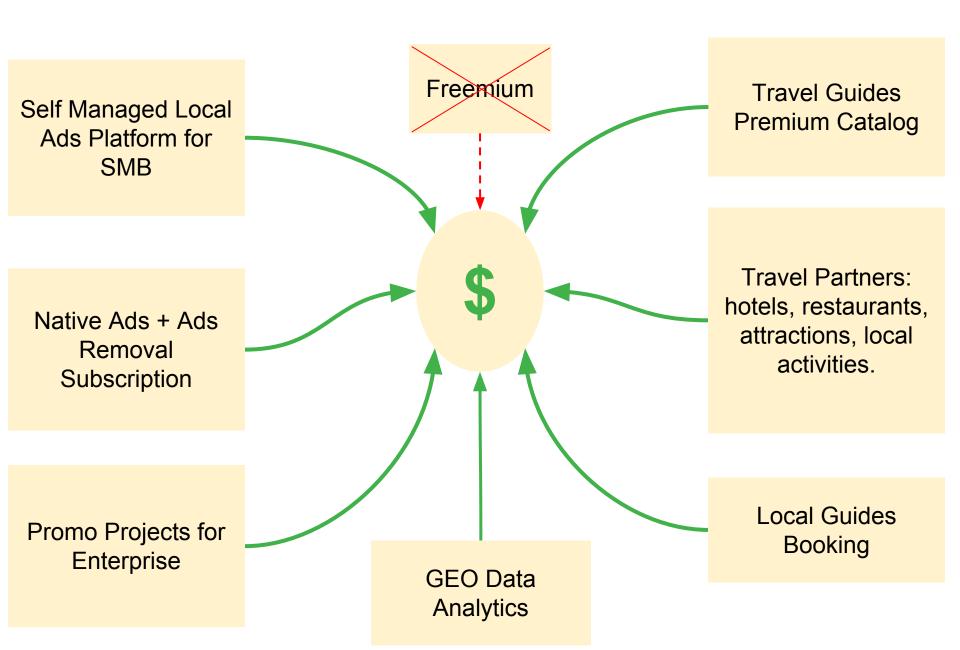
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Monetisation





MAPS.ME Monetization Structure





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