

INDUSTRY AWARDS CASE STUDY SERIES:

EMPOWERING PEOPLE WORLDWIDE WITH FREE INTERNET ACCESS

WIFI MAP LLC

OUR STORY

Imagine if someone had access to over 100 Million Free WiFi's. You can become that person in 30 seconds by downloading our app and enjoying the wonderful world of Free WiFi. Our users have added millions of WiFi's in the world's busiest cities, airports, small towns and villages as well as the most remote areas of our wonderful planet. We have helped launch over 3 billion connections! We want to give access to this basic right to anyone in the world! WiFi's are added by members of our community with a single intent of helping others with Free internet connectivity. You can also add new WiFi's and share the app with friends. When we are together, we are unstoppable! This is the power of the shared economy. Internet connectivity creates knowledge for everyone. WiFi Map's mission to connect the underserved billions of users regardless of race, creed or color.

Background:

In 2009 Kenlo Group LTD was formed as an Israeli outsource company concentrating on building applications on a newly introduced iOS. This expanded into the development of building its own product lines that consisted of consumer applications in gaming and later utilities verticals.

In 2012, an idea was created that would "Empower People Worldwide with Free Internet Access." From this initial goal, the Kenlo Group entered into a joint venture with a partner team from Belarus to build the WiFi Map product.

In 2014 WiFi Map Delaware Based LLC was formed.

Description:

The mission of WiFi Map is to “Empower people worldwide with FREE Internet access.” Connection to a quality broadband experience is now required to function in today’s society. How does the underserved or financially challenged users get a quality broadband experience? WiFi Map provides the means for challenged users to truly cross the digital divide and fully participate in today’s world.

Additionally, for people who are traveling, roaming costs are out of reach for most individuals. However, the need for internet access does not diminish while traveling. In fact, in many situations while traveling, the need for internet access may even be higher. Unfortunately, high cost cellular plans with low data caps present challenges to users to make sure they don’t exceed their monthly allotment. Many roaming charges have left traveling users with extreme “sticker shock” bills.

Learnings:

Key Learnings	WiFi Map
<p><i>The WiFi footprint is constantly changing.</i> People do not want to travel to a hotspot location only to have a no or poor Internet experience when they arrive. It’s critical that the hotspot location performance is known and only is displayed to the user if it is understood to be a good performing location. Users want to be assured that they will have a quality experience upon their arrival.</p>	<p>WiFi Map uses crowdsourced data and proprietary AI to monitor performance at all locations and only display to users the hotspot locations of known high quality. Our millions of active users provide an extensive database that insures WiFi Map has one of the most accurate active WiFi knowledge repositories in the world.</p>
<p>Users want to have a safe and private connection while at a public hotspot.</p>	<p>Use of the WiFi Map VPN assures users of a more secure WiFi session.</p>
<p>Users need to find a hotspot location but don’t have an internet connection yet.</p>	<p>WiFi Map includes the use of offline maps, allowing users to find free quality hotspot locations without an internet connection.</p>

Users want to access video and other high bandwidth consuming applications without the concern of getting an overage bill.	Use of free WiFi data eliminates all of these concerns of affordability and allows underserved users to cross the digital divide.
Users want to be able to get directions to the hotspot location.	WiFi Map includes navigation instructions from your location to the nearest free WiFi hotspot location. Both map and list views are provided.
Users want to know about the venue they are considering traveling to.	WiFi Map not only provides directional information, but also includes important detailed information regarding that site. Address, images, and other relevant information is provided to help a user decide if this is the venue they want to travel to.
What is the performance at this hotspot?	WiFi Map includes a speed test to help evaluate the connection.
Are there hidden cameras or other WiFi surveillance gear? (i.e., Airbnb)	WiFi Map includes network scanning to determine if there is a rogue access point.

THE SOLUTION

Millions of people use our services on a daily basis, simply by downloading the app they can enjoy the wonderful world of Free WiFi.

Mapping the World's Hotspots

Once a relatively rare novelty, WiFi hotspots have become practically ubiquitous in recent years. In fact, there are now hundreds of millions of WiFi hotspots all around the globe. That means hundreds of millions of free opportunities to connect to the web wherever you go.

Of course, that doesn't help unless you can locate the hotspots and access the WiFi passwords required to log in. The WiFi Map app solves both of these problems. You can find hotspots in your location and display them in either map or list form. The WiFi password shows for each network to provide easy access. So, how does it work?

Revealing WiFi Passwords

WiFi Map is extremely easy to use. The app will ask to use your location when you first launch it. It'll then use this information to display all of the WiFi networks in your local area that have been added to the database. You can also search for a specific address to display all of the networks in that area. As an added bonus, you can even download maps and lists for particular cities so that you can access the information offline.

Once you've found a hotspot you want to use, simply select it to see more detailed information. This screen shows information like the name, address and speed of the connection. If the connection is secured by a password, the WiFi password shows as well. To ensure you find the most relevant results when you're looking for networks, click on the Filter tab and select the "Recently Connected" option. This will display networks that people have used recently, ensuring you see the most updated information.

Powered by You

One of the unique things about WiFi Map is that it doesn't rely solely on public information or a WiFi password hacker. WiFi password hackers are legally questionable and WiFi Map is strongly against any form of illegal hijacking. Instead, the app's database is composed entirely of submissions from users just like you. Anyone who is part of WiFi Map's social community can add their own WiFi password entries, expanding a network of hotspots that already includes more than 100 million connection points worldwide.

Whether you don't have data service or simply don't want to cut into your monthly cap, the millions of WiFi hotspots around the world are a fantastic resource just waiting to be used. The WiFi Map app puts the world's wireless networks right at your fingertips.

Public recognition/Social media

Many of the top media organizations have done stories on WiFi Map including; CNN, Wall Street Journal, Esquire, Forbes, GIGAOM, Insider, ynet, Popular Science, Travel Daily News, CNET, and numerous others.

Assuring a quality experience

How can WiFi Map assure users of a quality location? Our data is crowdsourced by millions of active users and over the past 5 years we have developed proprietary AI mechanisms that ensure only quality hotspots are displayed for the user.

Intelligent algorithms constantly monitor and refresh the database. This includes;

- Scan for last seen and how many times, how frequently, by who, etc., to determine a hotspot viability.
- Created exclusive filters to insure high quality locations and eliminate poor or inactive ones.
- Continuous crowdsource speed test assures that location displayed have high throughput.
 - Other providers rely on static/outdated information which can result in a user going to a poor location.
- Eliminate fake WiFi, old WiFi credentials, etc.

WiFi Map has listings in over 200 countries and has been downloaded more than 100M times. We have established over 3 BILLION connections to Free WiFi and that number is growing. Additionally, over 600K+ reviews with a 4.3 rating on Google Play. People love us, use us, and contribute to our community on a daily basis.

PARTNERSHIPS – SDK

WiFi Map SDK Opportunities

- Many applications developers want their customers to use WiFi while using their application. WiFi Map can take their application functionality plus quality aware database and package that into an SDK. This gives application developers an easy way to display via a tab or window the nearest quality WiFi locations, thus helping their customers get connected to the internet for free.
- Software application developers that are interested in learning how their applications are performing can easily embed the WiFi Map SDK into their application. WiFi Map

can provide a rich dashboard of performance data for companies to better understand what the customer experience really looks like.

PARTNERSHIPS – WIFI MAP DATA

WIFI MAP DATA OPPORTUNITIES

- Travel and Hospitality Organizations
 - WiFi Map data can be of high value to large travel organizations (i.e. Kayak, Expedia, etc.), hotel chains (Marriott, Hyatt), air travel organizations (Costco Travel, travel agent organizations, car rental, etc.). WiFi Map can provide their business or vacationing customers with navigational information to free quality WiFi locations. This saves their clients expensive roaming costs.
- WiFi Phone Providers
 - WiFi Phone network providers maximize their customer value the more their users are on WiFi versus cellular. The more a subscriber uses WiFi, the less data will need to be purchased from an MVNO. Making it easy for their subscribers to find free WiFi is a benefit to both their customer as well as themselves.

NETWORK PROVIDERS & CITY OFFICIALS

Network Providers

Network providers can also benefit from the rich performance data as provided by the WiFi Map SDK. Most network monitoring operating systems report performance as seen by the access point. WiFi Map measurements are all taken from the device which is exactly aligned with the actual customer experience. The network provider can now truly understand the real customer experience as measured from the palm of the customer's hand.

Also, a networking provider may be paying a roaming partner a high wholesale price for the use of their roaming network. However, they're not really receiving any information on how

good the customer experience was for the users while roaming. A poor roaming experience could cause a subscriber to churn to a different provider. WiFi Map's SDK measures the customer experience and can provide visibility to the home network provider on how good (or bad) was the experience. This information would allow roaming managers to have more data intensive discussions with the host partner regarding their customer experience.

City Officials

City officials can also benefit in multiple ways by leveraging data from WiFi Map.

- How can a city improve the daily life of its residents? For example, to reduce traffic congestion, having information on mobile traffic movements, public transportation bottlenecks, areas where mobile data usage is high, etc., are all examples of the data required to help improve traffic conditions. Use of WiFi Map data can provide the required visibility to city leaders to help solve these problems. Also, are there locations the city should invest in to provide more public WiFi? Where are the best locations to help constituents gain internet access?
- Many municipalities are deploying "Smart City" initiatives. All these initiatives revolve around getting better information regarding their municipality. WiFi Map can provide the required information needed to determine the right course of action regarding their "Smart City" initiatives.
- Most city officials want to promote the use of free WiFi in their jurisdiction. This helps the underserved and provides support for people trying to cross the digital divide. By having all of the WiFi hotspot locations in a central database, city dwellers can have one place for navigational directions to free WiFi quality locations.
 - Having all this in one application allows city officials to direct constituents to a "Yelp" type service that can be of benefit to all.

Enterprise

Enterprises can leverage the data provided by WiFi Map to:

- Retailers in dense shopping locations or malls can recognize usage patterns, locations, time of day, etc., to help them best plan a retail strategy to maximize their selling effectiveness.

BUSINESS/SOCIAL IMPACT

All the people of the world must be educated. Education cannot be limited only to the privileged. It's everyone's obligation to support freedom of knowledge. Having people from all walks of life being able to communicate is the best way to help with this education. Small, medium and large businesses should all provide location information on their hotspot to participate in this cause. It is their own best interest as sharing can only help drive users to their locations. This technology and community allows all of its participants to help in this important mission. The Internet represents the best tool to help people all over the world communicate with each other. It must be accessible by all. WiFi Map believes that this is a basic right for one and all everywhere! Having access to free WiFi is one of the best ways to accomplish this.