Geotagged User Generated Content

GlobalMotion

EveryTrail

Joost Schreve
joost@globalmotion.com
650 – 283 8692
GlobalMotion is positioned at the intersection of 2 major trends:

“Geotagged User Generated Content”
Our first product: EveryTrail.com

Visual travel blogs, mashing up GPS data, photos and stories

Examples:
Giovanni da Varrazzano, the first known European navigator to enter New York Harbor and the Hudson River. It has a center span of 4,260 feet (1,290 m) and was the largest suspension bridge in the world from the time of its completion in 1964 until 1981. It now has the seventh longest center span in the world but still is the largest suspension bridge in the United States. Its massive towers can be seen throughout a good part of the New York metropolitan area, including from spots in all five boroughs of New York City. The bridge furnishes a critical link in the local and regional highway system. It is widely known today as the starting point of the New York City Marathon. The bridge marks the gateway to New York Harbor; all cruise ships and most container ships arriving at the Port of New York and New Jersey must pass underneath the bridge. Most ships, when built, must be built to accommodate the clearance under the bridge. Among local residents it is often referred to as simply “the Verrazano”.

The future of Geotagged User Generated Content

• The possibilities are endless and unpredictable

• Examples of innovative community geo services:
  – Dash Navigation
  – Loopt
  – Yahoo Fire Eagle

• Business models:
  – Targeted online advertising
  – “Freemium model”
  – Mobile data services
  – Data out-licensing
GlobalMotion, Inc

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