

Daycare goes to the dogs

All those tech workers in town?
Their best friends need a place, too.

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INNOVATIONS

THIS GUY'S MAP APP IS AN INSIDE JOB



Admit it – you're lost without mobile maps to navigate your way around town.

But in a shopping mall, arena or hotel, finding things is still hit-and-miss. A Kirkland entrepreneur hopes to fix that with interactive, online maps for the great indoors.

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Look through Windows, into cloud

The world is watching the new Windows 10, but Microsoft and Amazon earnings point to cloud services as a key to the future. **TECHFLASH, 8**

How a shed got turned into a stunner

Douglas Howe coveted the site near Gasworks Park. He went to unusual lengths to convince the owner to let it go. **MARC STILES, 9**

At sea and by air, fresh breezes at top

Longtime leaders at the Port of Seattle and Boeing have announced their departures at a crucial time. **STEVE WILHELM, 10**

COVER STORY

THE INCREDIBLE VANISHING BLUE-COLLAR WORKER

The Puget Sound region's manufacturers battle ever-increasing obstacles, including a lack of respect from policymakers, educators and economic development officials. They can't fill open jobs despite short-term apprenticeship programs that lead to higher-than-average wages. Here's what the region's beleaguered manufacturers want you to know: Manufacturing still matters. **12-14**

STORY BY ROB SMITH



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THE PITCH



ANTHONY BOLANTE | PSBJ

Will Stryker Clausen, CEO of Cartogram, shows how his company's app maps the south fitness center area at a PRO Sports Club in Bellevue. Aside from health clubs, Cartogram can map shopping malls, convention centers, hotels and many other venues.

They get you to the goods

CARTOGRAM MAPS YOUR WAY THROUGH THE GREAT INDOORS

It's hard to remember how anyone found places before online maps. But once inside malls and hotels, wayfinding is still hit-and-miss – despite the presence of merchants who are highly motivated for you to find their products. Cartogram is one of several companies hoping to conquer indoor mapping. Cartogram provides searchable indoor maps, and also teams with merchants who can send out special offers.

What problem are you solving? Indoor venues such as stores, hotels, stadiums and museums often lose sales and lack in customer satisfaction. This is due to the challenge of finding things indoors, as well as lack of tools to engage the customer effectively. Over 90 percent of sales are from brick-and-mortar venues, but nearly 40 percent of shoppers head back home due to a poor experience of finding things in stores. Cartogram helps people find things indoors with interactive, searchable indoor maps. For end-users, we have a free mobile app available for Android and iOS. We help users find products, services, and events inside of a building with indoor maps that are integrated into the familiar Google Maps platform that people know and love. For businesses, we provide an indoor location service that can improve revenue, and enables new ways to engage customers. One key differentiator is Cartogram's ability to combine beacon-enabled offers with indoor directions. Businesses can't assume that a customer knows where to go to take advantage of

► CLOSER LOOK

CARTOGRAM

Executive team: Will Stryker Clausen (founder and CEO); Krishnan Gopalan (COO)

Experience: Clausen was a software designer at Microsoft Research and Samsung, and holds nine provisional U.S. patents. Gopalan has 20 years' experience at Microsoft in enterprise and device software

Founded: October 2013

Funding: \$295K from angels; \$70K in founder bootstrap investment; \$4K from friends

Location: Virtual (founder lives in Kirkland)

Employees (including founders): 7

Web: indoormap.com

Twitter: @liveindoormap

an offer, which is one reason why indoor maps are an important ingredient of their digital marketing strategy.

How do you pay the bills? Our CEO bootstrapped the company until January of this year with a personal contribution of \$70,000. We opened an equity round for \$500,000 earlier this year and we are more than halfway to our goal. Gary Rubens at Start It Labs led the round with a \$250,000 investment.

How will you scale? Our team continues to invest in a self-service workflow, which allows an enterprise customer to onboard

their venue into Cartogram. Self-service is critical to scaling an indoor maps business. This will enable businesses to own their end-to-end indoor location services with content management tools for indoor maps, beacons, offers and points of interest in their venue.

How will you make money? Luckily, this is no longer just a plan. We have paying customers now. We offer a complete indoor location product to businesses as an annual subscription service, paid per-venue or per-event. Some businesses will want to use the Cartogram app, but many will want to use our software development kit for their existing app. We charge for software development kit access. We also charge for one-time beacon installation.

What keeps you up at night? We obsess over the quality of our maps and the tools that we provide customers. One risk is that Google decides to go completely downstream into every venue and provide the indoor map service. We've mitigated that risk by building on top of the Google Maps platform. Even better, we can actually provide indoor directions, beacon notifications and content management on top of Google's existing indoor maps (in addition to our own private indoor map collection, which grows daily). Cartogram could actually be a nice complement to Google's existing maps business.

– Steven Goldsmith,
sgoldsmith@bizjournals.com

THE FEEDBACK



BY MAREK OMIAN

Marek Omilian is a member of the Alliance of Angels in Seattle and managing director at Value Prism Consulting, providing valuation and business case/ROI analysis. He frequently contributes to financial and valuation due diligence.

► Problem/Opportunity:

The way we use outdoor mapping on our mobile devices, it's hard to believe that we don't have access to indoor maps. Stores, convention venues, hospitals, zoos and many other venues would realize high return on investment from offering online maps to their customers. It would make it less challenging to find products and services, resulting in more revenue and efficient staff usage for business owners. Nobody has created a solution that is as effective as the outdoor mapping people are used to.

► Team:

Good team. Will Clausen brings deep technical skills and lots of energy. He has driven the company to file very valuable patents. Krish Gopalan has a proven track record at Microsoft in business development and shipping products used by millions of customers.

► Traction and go-to-market:

The company has a few pilots under way which will validate the market and business model. Deep integration with Google Maps is a smart move at many levels: distribution channels; integration between outdoor/indoor maps; possible future exit for investors. It is still early, but indoor mapping will come fast and furious to our mobile devices.

► Risks:

Customer adoption – For the indoor mapping to work, beacons need to be installed on the property to ping the app as the user moves around. The actual beacons are not expensive, and costs will continue to drop as the volumes rise. However, installation requires labor and batteries need to be replaced every couple of years. As beacons become more ubiquitous indoors for other internet-of-things applications, this will become less of an issue for Cartogram.