



SHODA





85%

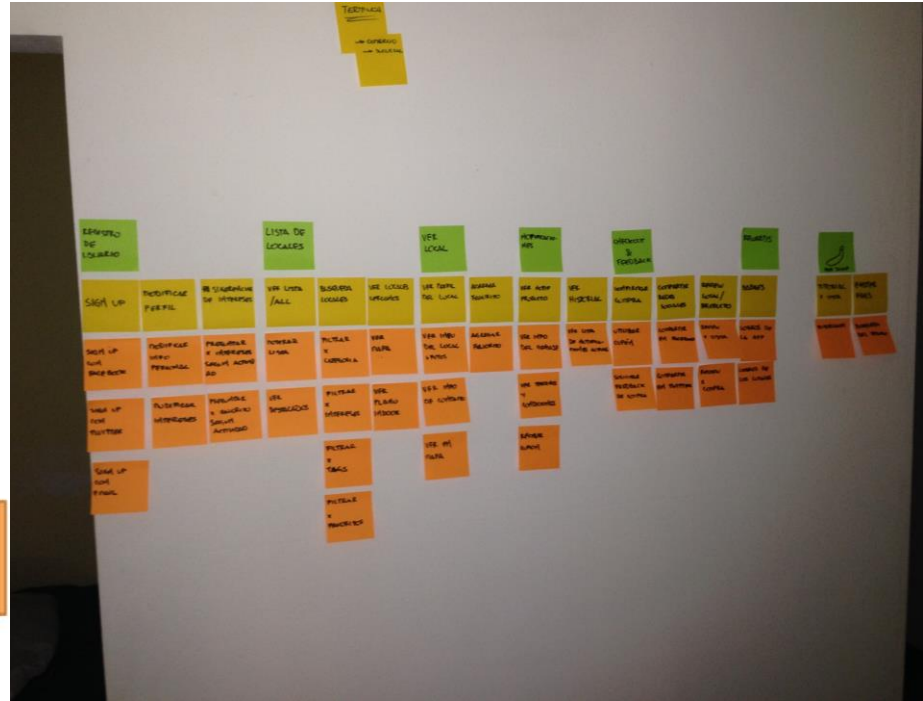
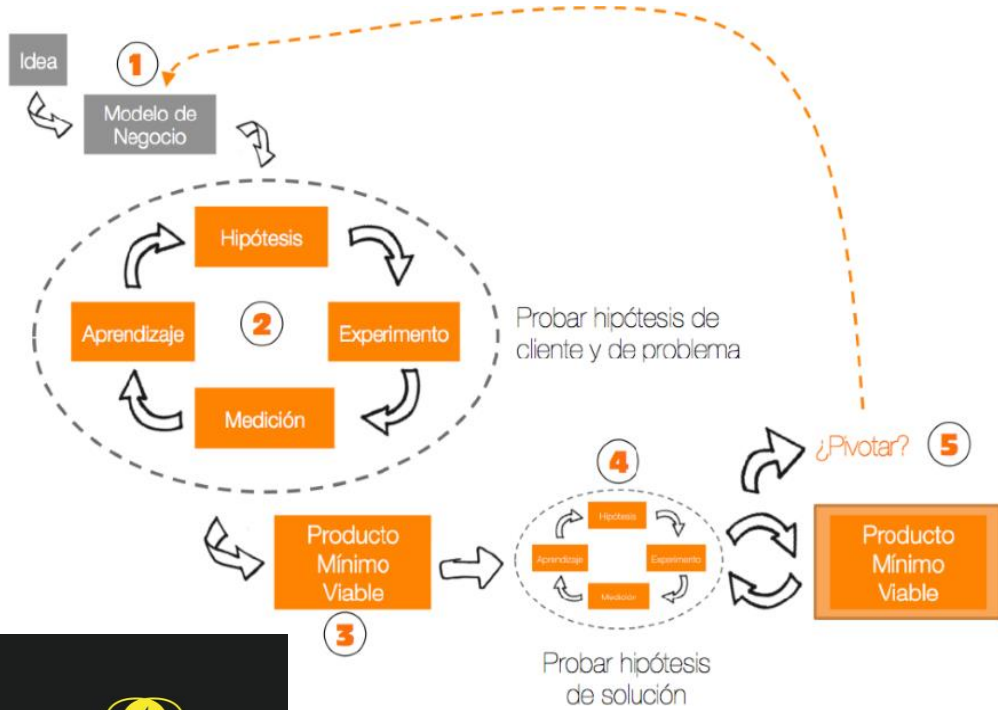
Usan  
smartphone  
mientras  
compran

75%

Ignoran las  
vidrieras en  
los  
shopping



# Product discovery



# SHODA

Propuesta de valor



Contenido

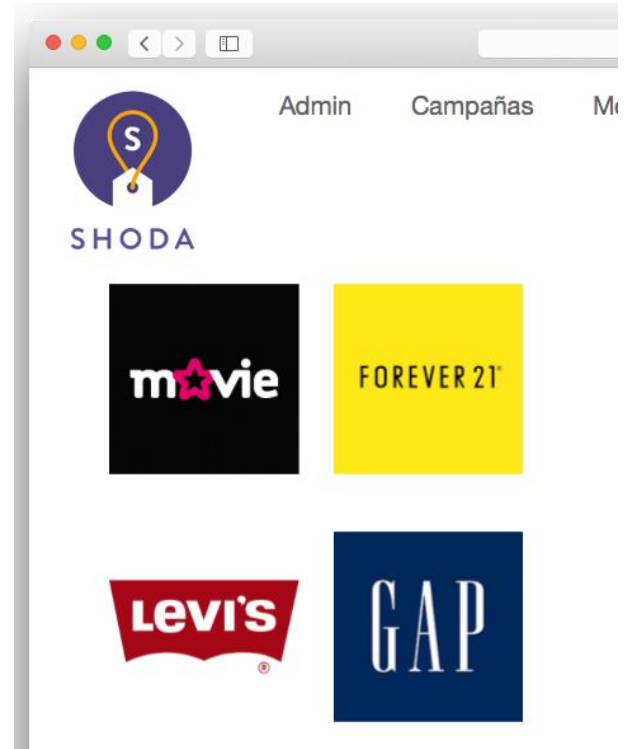


Momento



Lugar

# Solución

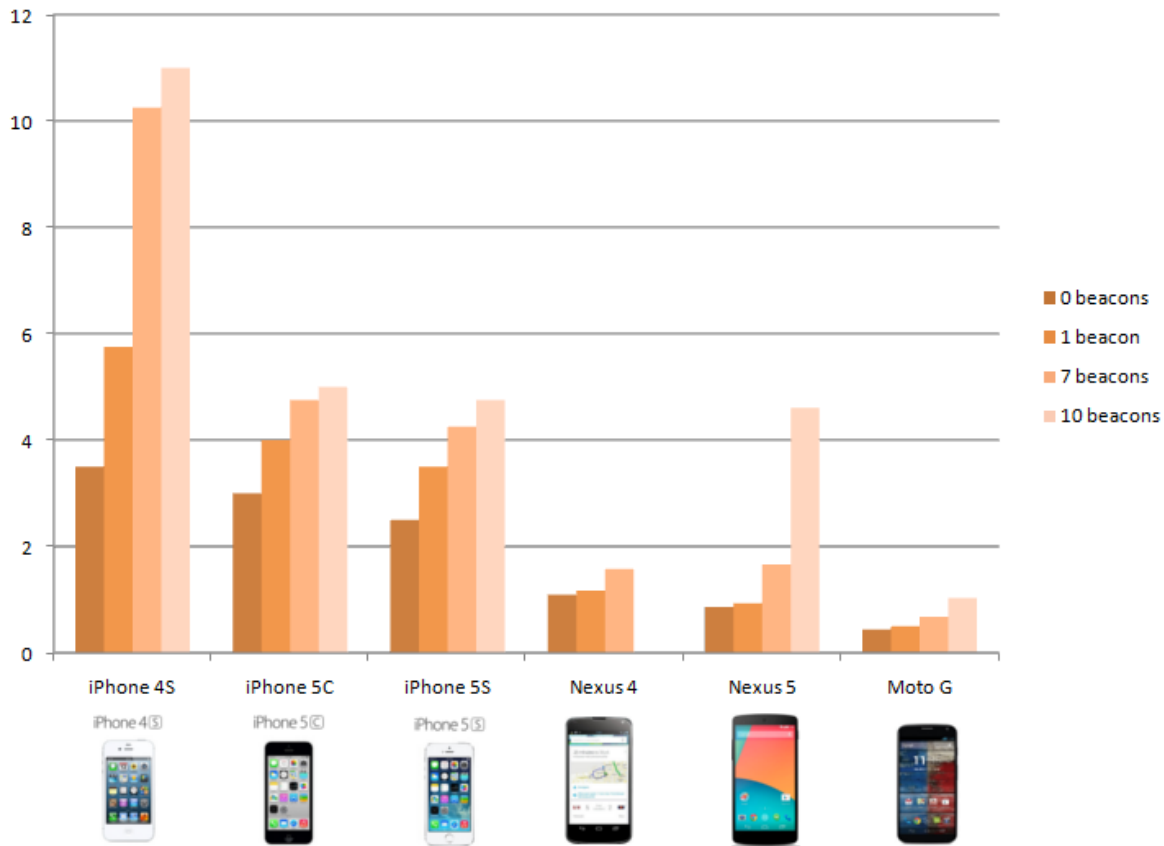


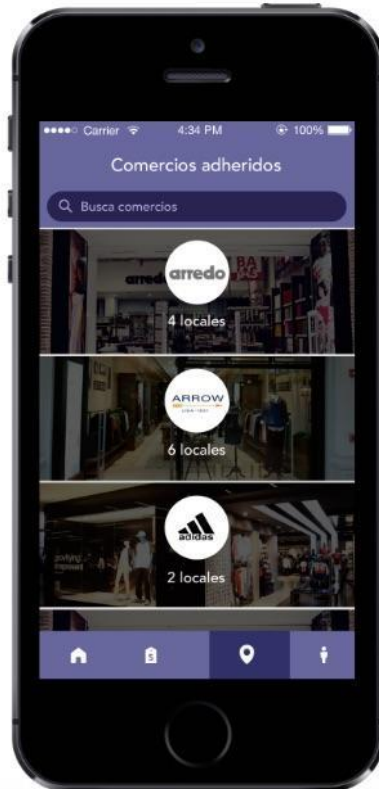
# Bluetooth™

## 4.0

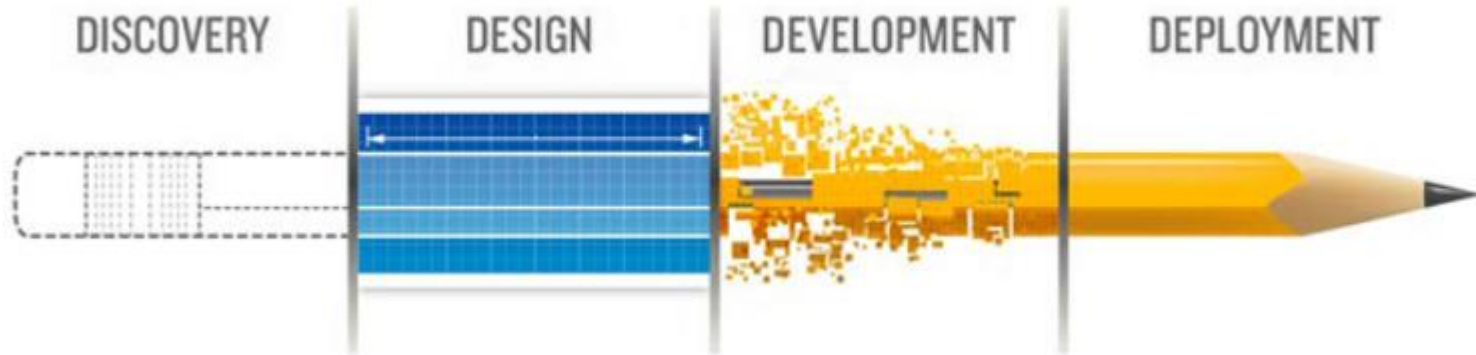
Low Energy

Battery use per hour when scanning as number of beacons change. Lower is better.





# Desarrollo



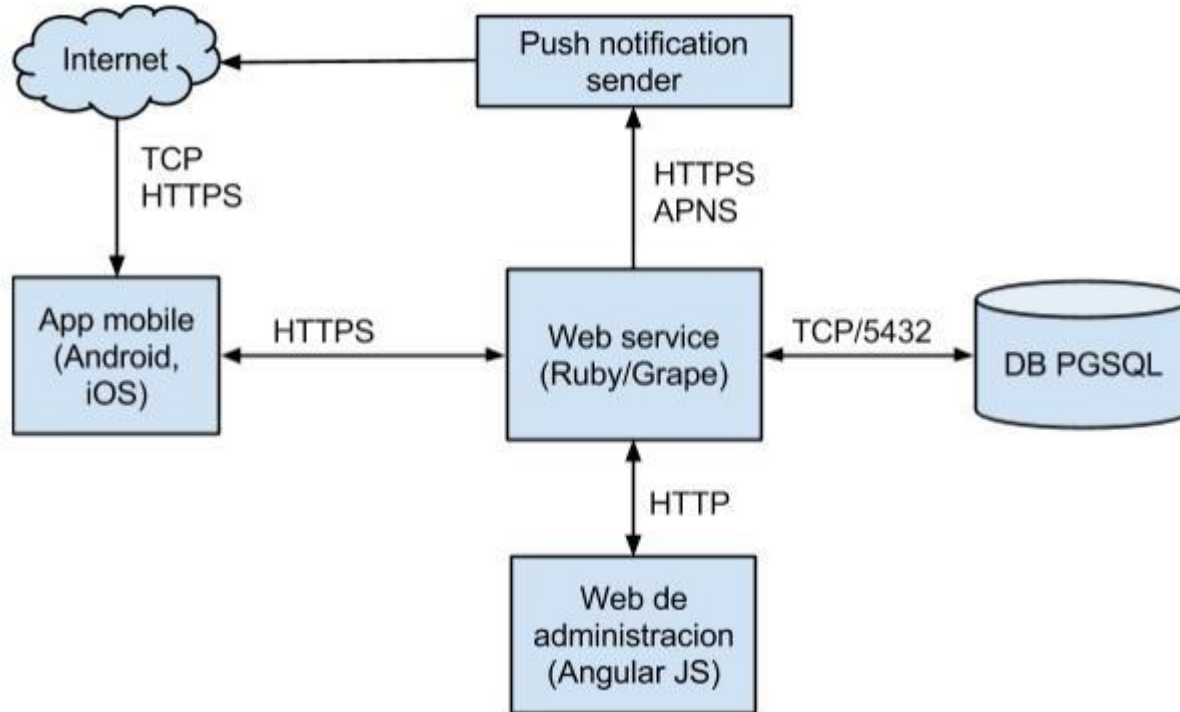
# Metodologías



# Herramientas



# Arquitectura



# Tecnologías



ANSIBLE



estimote



DigitalOcean



PostgreSQL



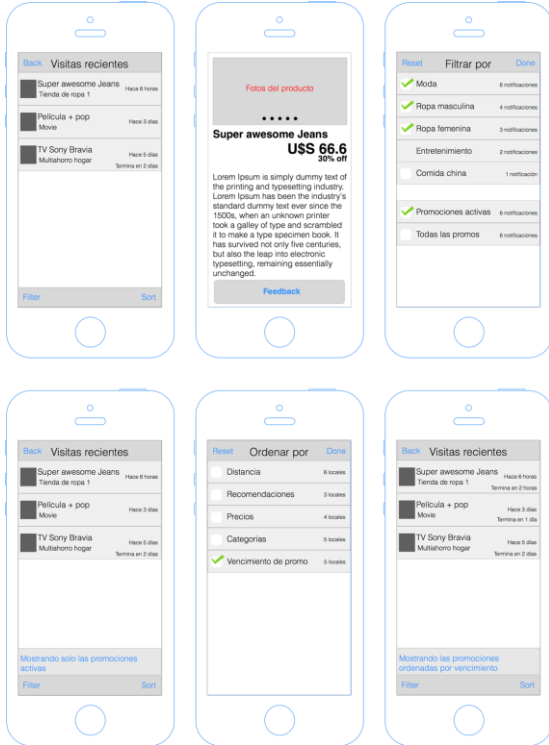
# Diseño

# Identidad



SHODA

# UX & UI



**DEMO**

# Hasta dónde llegamos

Minimum Viable Product



# Donde estamos



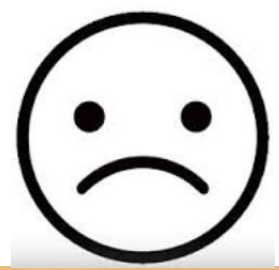
# Aprendizaje

**EMPRENDER**  
*es posible*



**Preguntas?**

# Los que ya no estan



# BACKUP

## Be Close to Me

GPS is a **LOCATION** technology.

Bluetooth LE is a **PROXIMITY** technology.

Which means that even if the beacon **MOVES**  
you'll still be able to find it\*.

\* Like a store shelf say. Or a register. Or people.