

myTask



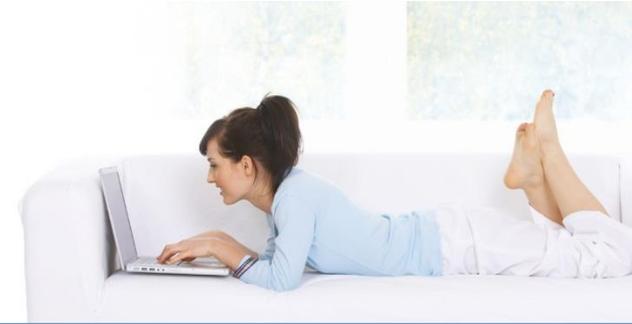
Mobile workforce: anytime and everywhere

Marketing analysis requires up-to-date and accurate information about products and services...

How can you get this information?



freelancer?



call center?



representative office?



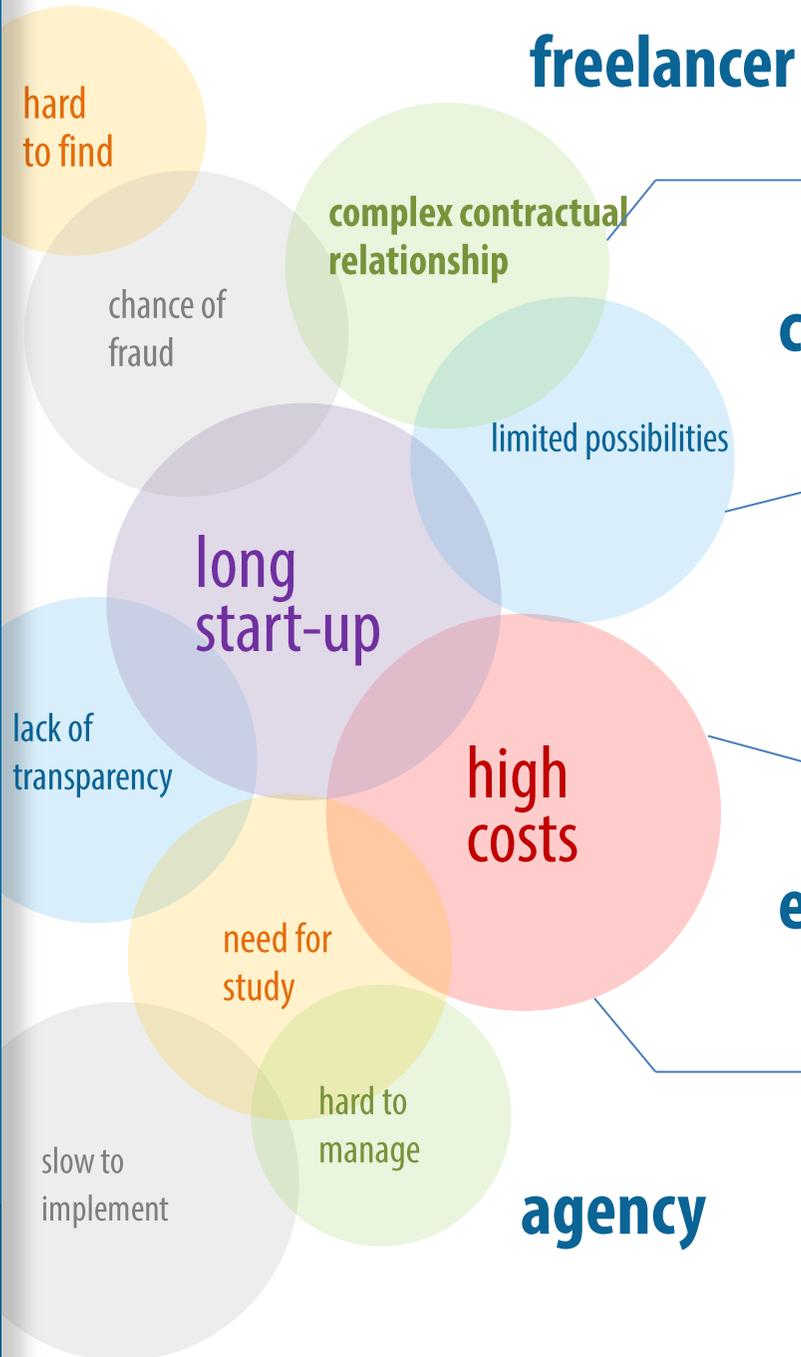
employee?



agency?



Problems and obstacles



Problems and obstacles



Lack of quick result
slow feedback



Wide geography
limited coverage in Russia
(only in large cities)



**Photos allowed only with
permission from store manager**



Difficult to verify results



Intensive handwork
long preparation period
high job cost

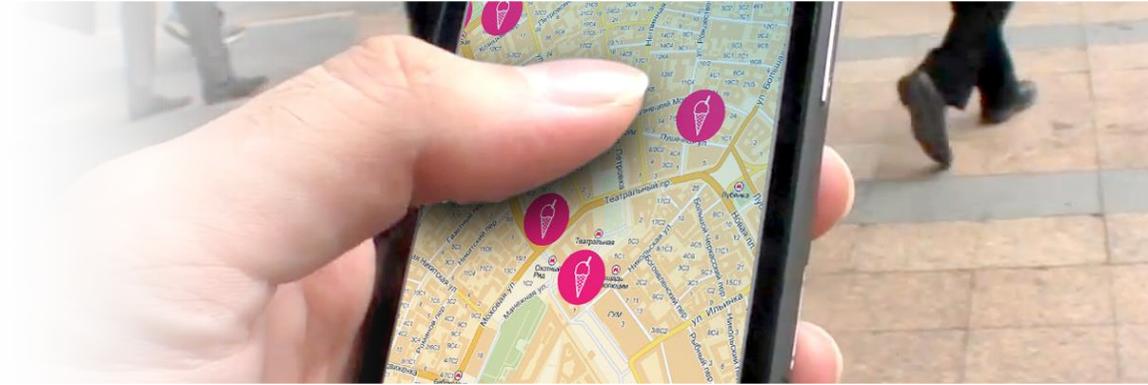
What do we do?

We collect up-to-date, precise and complete information about services and products using numerous agents via smartphones.

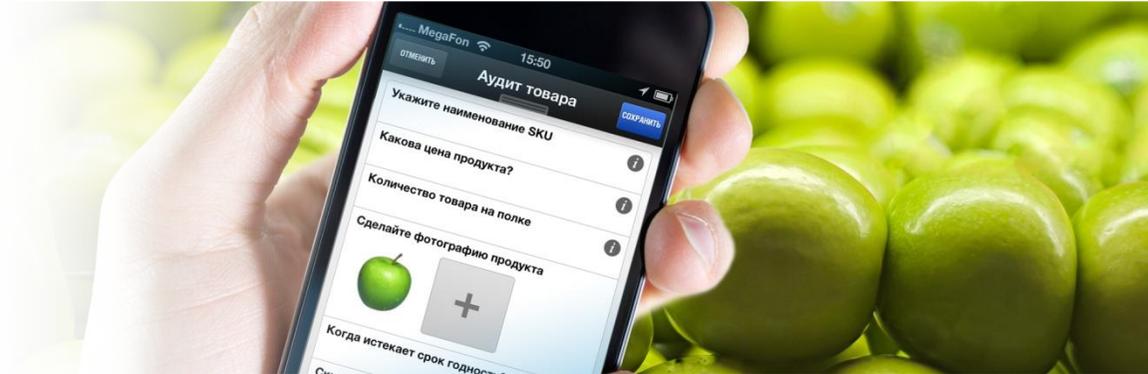
pictures



mapping



store audits



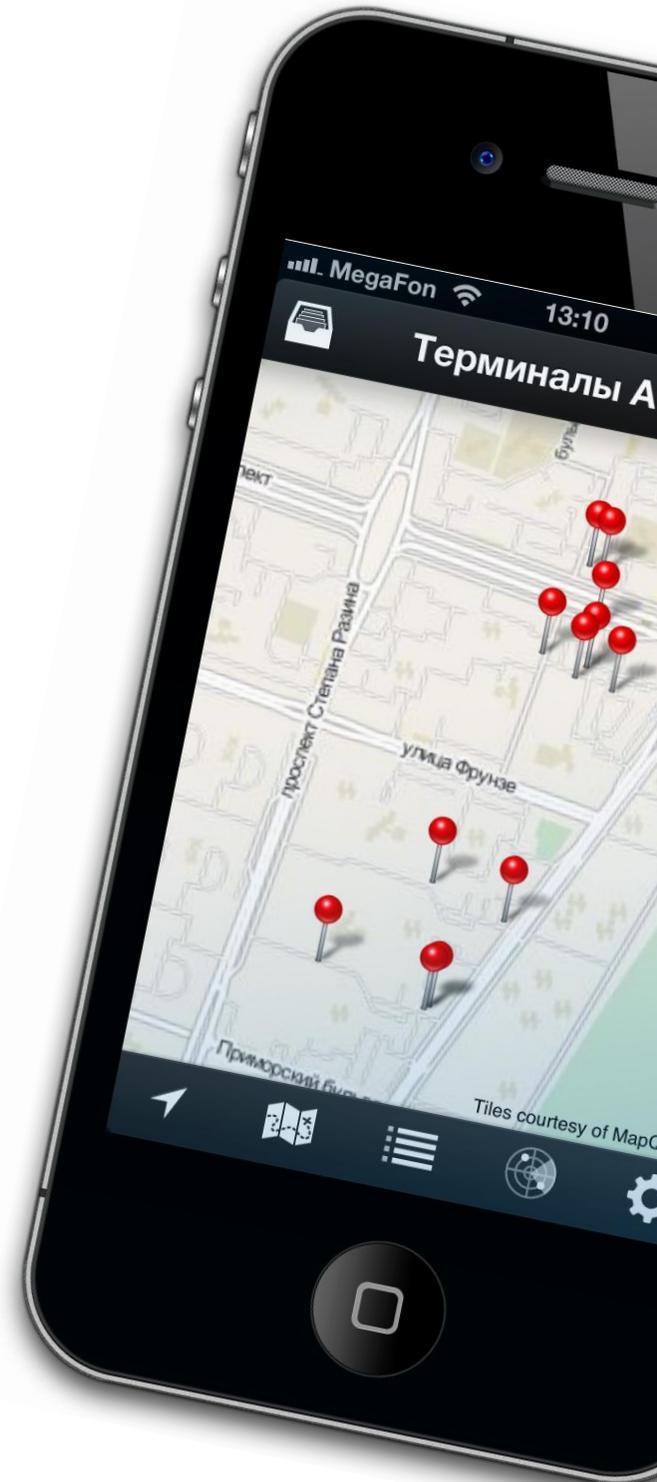
surveys



Our solution:
technology

Smartphones with
GPS and mobile
internet

Cloud technology
for geospatial
data collection



Our solution: technology

AUTHENTICITY

Geo-marks allow us to verify the accuracy of pictures.
Control over task performance is conducted in real time.
Possibility to check the exact time when a task is executed.

QUALITY

Smartphones have high-resolution cameras and sensitive microphones. Currently more than 20 mln smartphones are used in Russia, of which at least 2 mln have 8+ megapixel photo cameras. This allows to us to provide very high-resolution video and audio clips.

COUNTLESS OPPORTUNITIES

Person using smartphone doesn't attract unnecessary attention, allowing us to perform tasks that are impossible using video cameras or photo cameras.



Our solution: technology

AUTOMATION

Combination of mobile applications and web services allows us to automate interactions between agent and client.

COVERAGE

Every economically active location has a fair number of agents with smartphones.

MONITORING

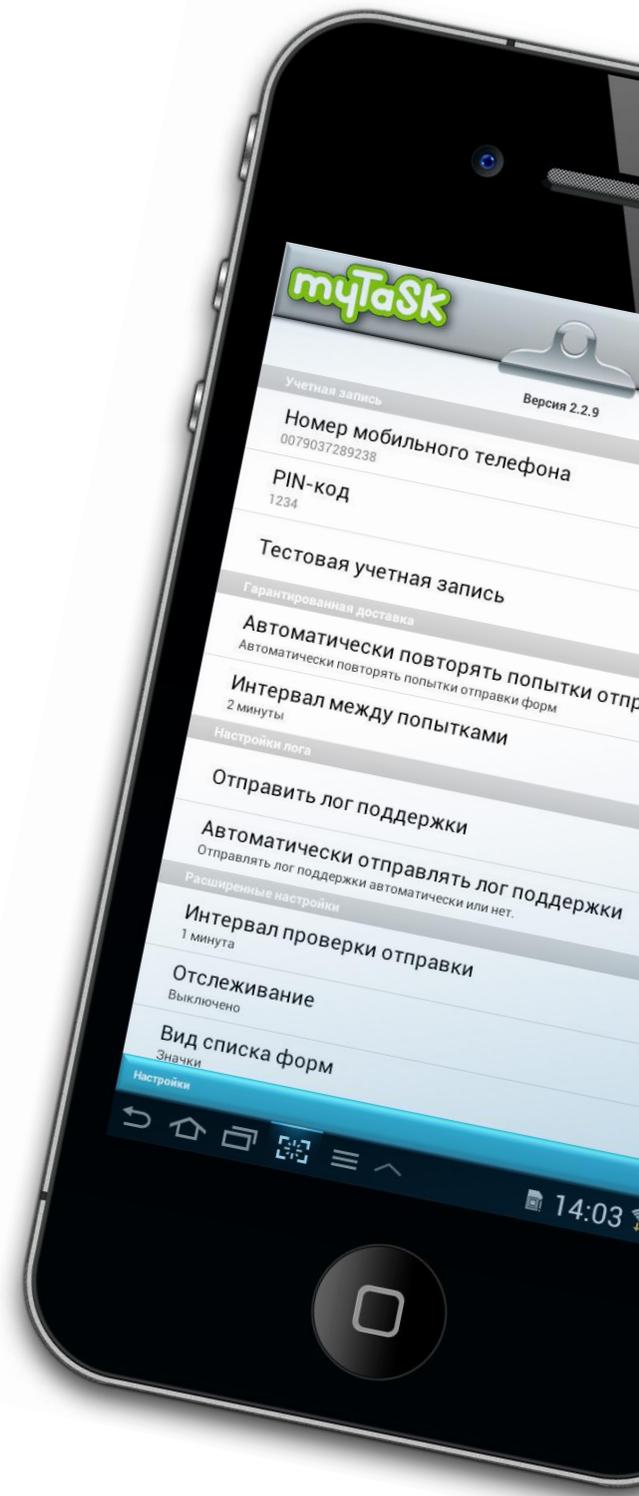
Possibility to monitor and modify tasks during their performance.

TIMING

Agents can perform tasks with accuracy of up to 5 minutes.

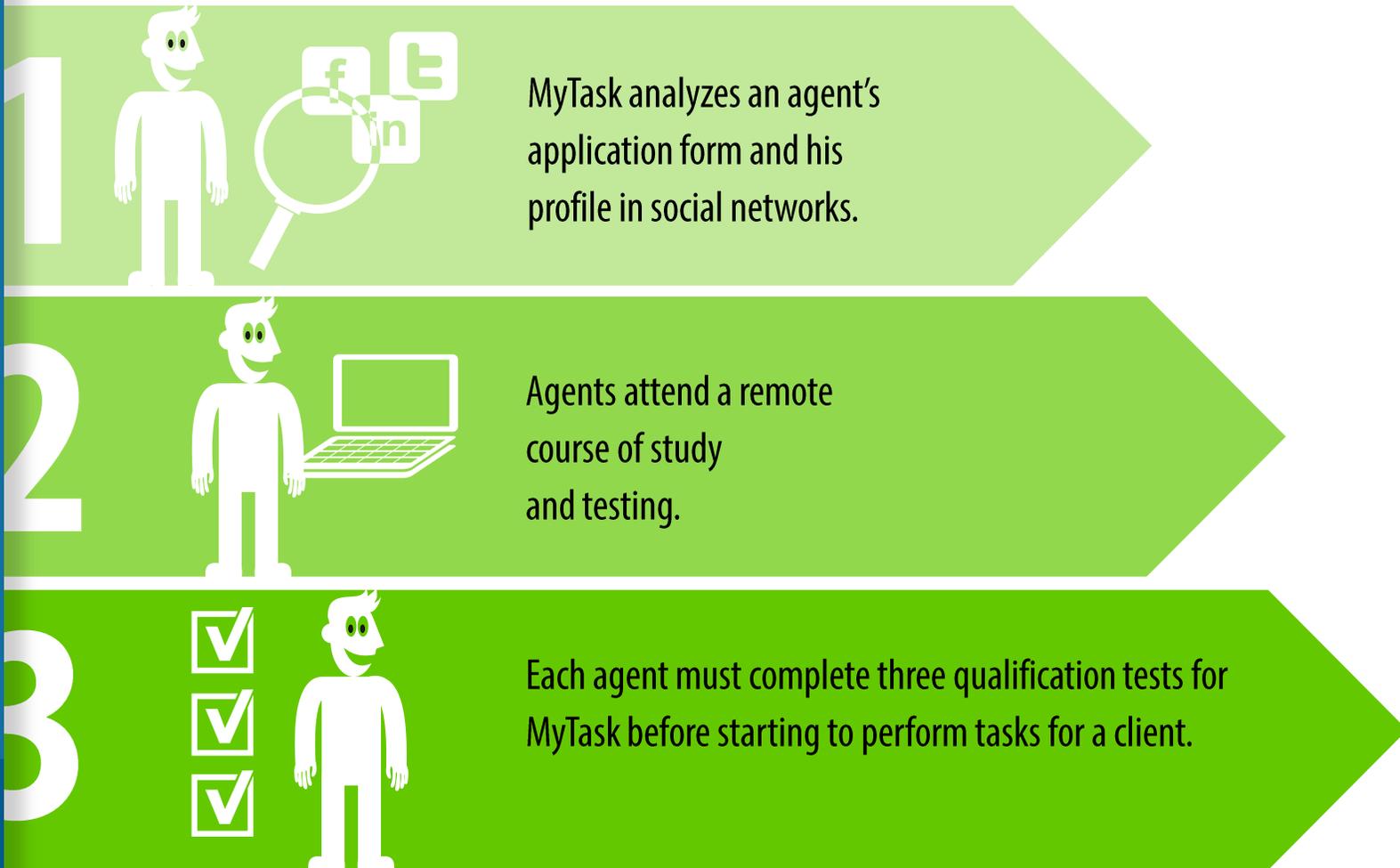
INSTANT CONNECTION

Instant connection via SMS and push-notification.



About our agents

**Before starting to perform a real task,
all of our agents
pass three stages of selection:**



Operation

Client
sends us
a task

1



We
choose
the agents

Many agents apply, but we choose only the most suitable ones for a given task.

2



Agents
perform
the task

3



We check
the completed task
and prepare a report

4



We send
the report
to the client

5



Our proposal:

Pictures

PICTURES OF PRODUCTS

STORE UNIT LOAD RESEARCH

On cash desk, in sales area,
during events

UNIT STORE VALIDATION

PICTURE OF OUTDOOR ADVERTISING

CHECKING OF PROMOTER'S WORK

MONITORING OF BUILDING ACTIVITY

Individual housing
construction, apartment houses

CHECKING SERVICE RESULTS

Utilities, repair and road/traffic services

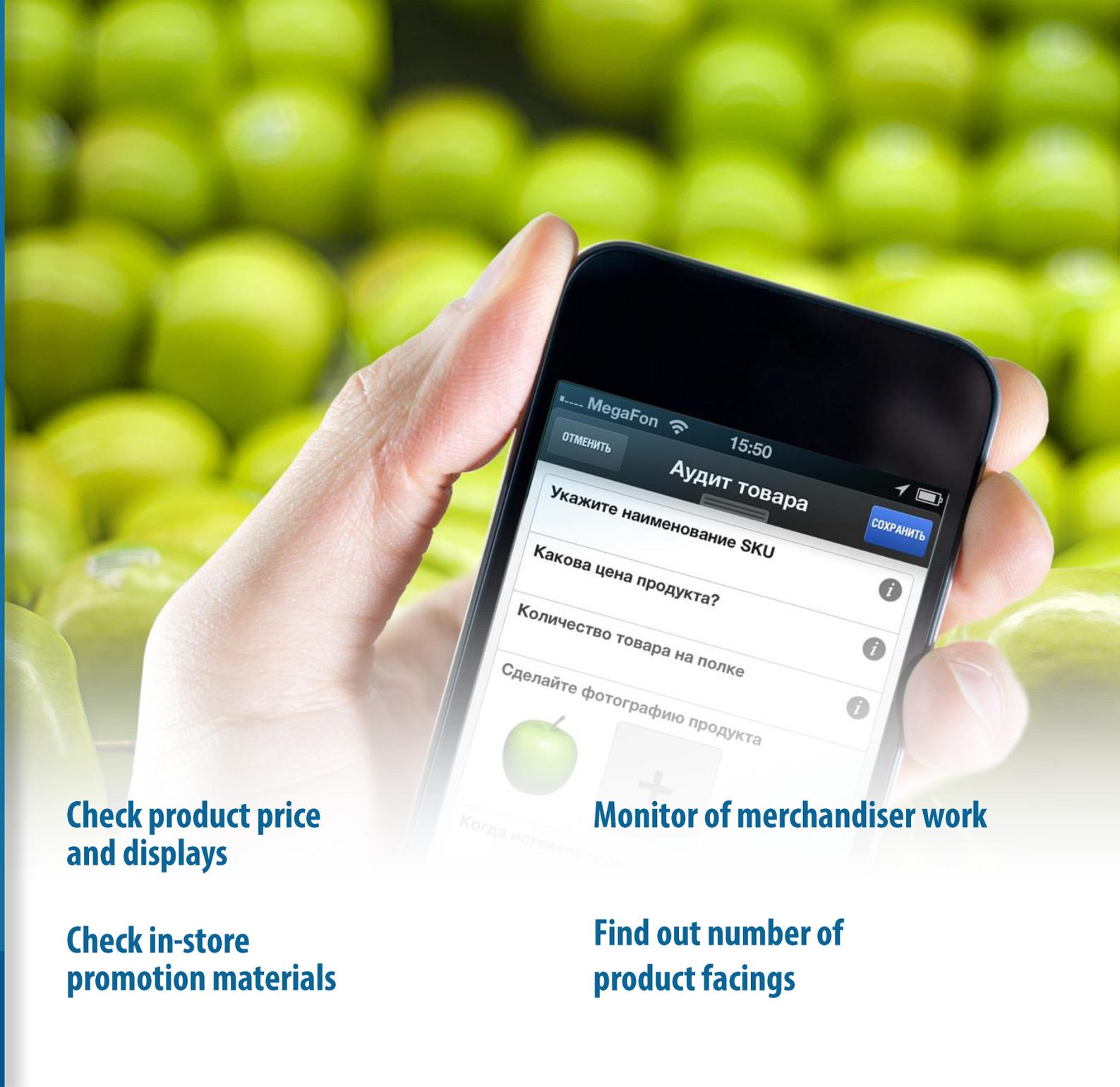
Our proposal: Store Audit

**Check product price
and displays**

**Check in-store
promotion materials**

Monitor of merchandiser work

**Find out number of
product facings**



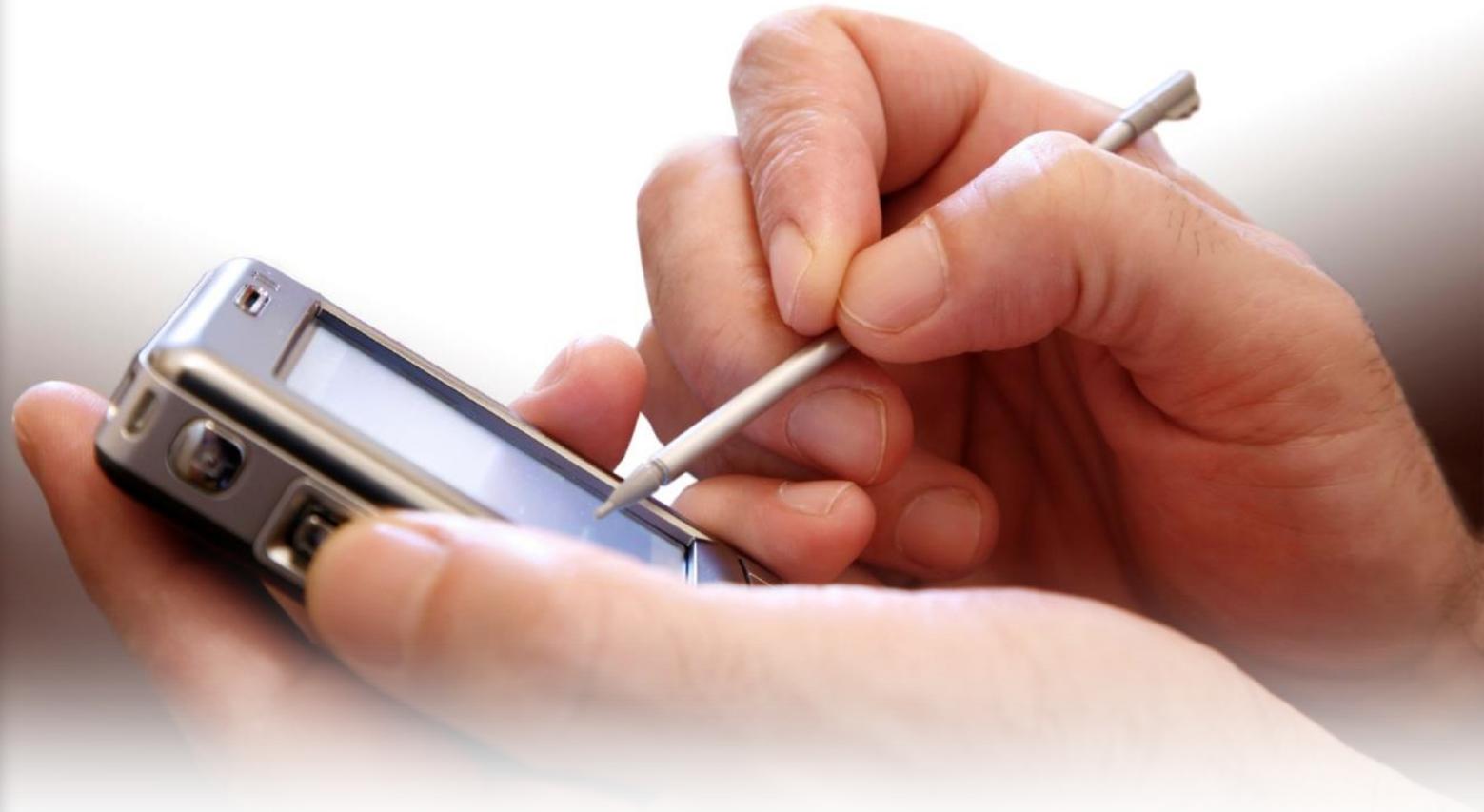
Our proposal: Mystery Shopping



Information on our agents' location and movements allow us to select them based on their socioeconomic profile.

Analysis of social network profiles and application forms helps us to select the ideal mystery shopper for a task according to socio-demographic characteristics: **sex, age, education, place of work, way of life.**

Our proposal: Surveys



**Geo-marking of
a survey
location and
time stamp**

**Materials can be
displayed on a
screen**

**Instant reception of
answers from respondents
and synchronization**

Our proposal: Mapping



Our agents can find every ice cream sale point in a given region, city or country within a limited time. The report would include pictures with a geo-mark, name, exact time of the task, retail unit location and any other detailed information.

Our proposal:

Audit of Promotion Campaign



Dates and time of events

Appearance of promotional staff

Layout of materials

Adherence of promotional staff to performance standards

Audit can be conducted at a retail unit as well as in a café, restaurant, bar or street.

Our
achievements

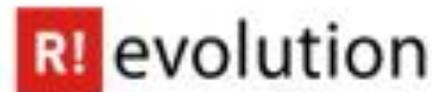
Research conducted
in 250 cities

by
10 000 agents

Capturing of
1 000 000 pictures

myTask has allowed dozens of major companies to increase the efficiency of their field research

myTask has already been chosen by



myTask allows
clients to

- solve a wide variety of problems related to collecting publicly available information in previously inconceivable time frames and at low Cost
- mobilize thousands of mobile agents to fulfill Tasks
- easily expand geographical scope of research
- verify results using geo-tagged locations, photos, video and audio records.

Completed projects

Completed projects

- Project "Sberbank"
- Project "Sberbank"
- Project "Multifunctional Centres of Public Services"
- Project "Pointers"
- Project "Bus shelters"
- The "Star"
- Project "QIWI Terminals"
- Project "QIWI Cashier"
- Project "Real Estate Appraisal«
- Project "Audit pharmacies"
- Project "Alkoskaner"
- Project "Outdoor Advertising«
- Project "Liqueurs"
- Project "Audit of goods"
- Project "Investigation of commercial real estate"

Project «Sberbank»

Customer: Sberbank

Address : 250

The project lasted for 2 weeks

Mystery Shoppers need to make a bank branch check and evaluate the quality of service according to certain criteria with supporting document - an audiotape.

Completed projects



The «Sberbank»

Customer: Sberbank

Address : 29

The project lasted for 3 weeks

Mystery Shoppers need to make a bank branch check and evaluate the quality of service according to certain criteria with supporting document - an audiotape .

Completed projects



The «Multifunctional Centres of Public Services»



ПРАВИТЕЛЬСТВО МОСКВЫ

Client: Moscow Government

Address : 57

The project lasted 3 months

Agents conducted audits of MFC.

Completed projects



The «Pointers»

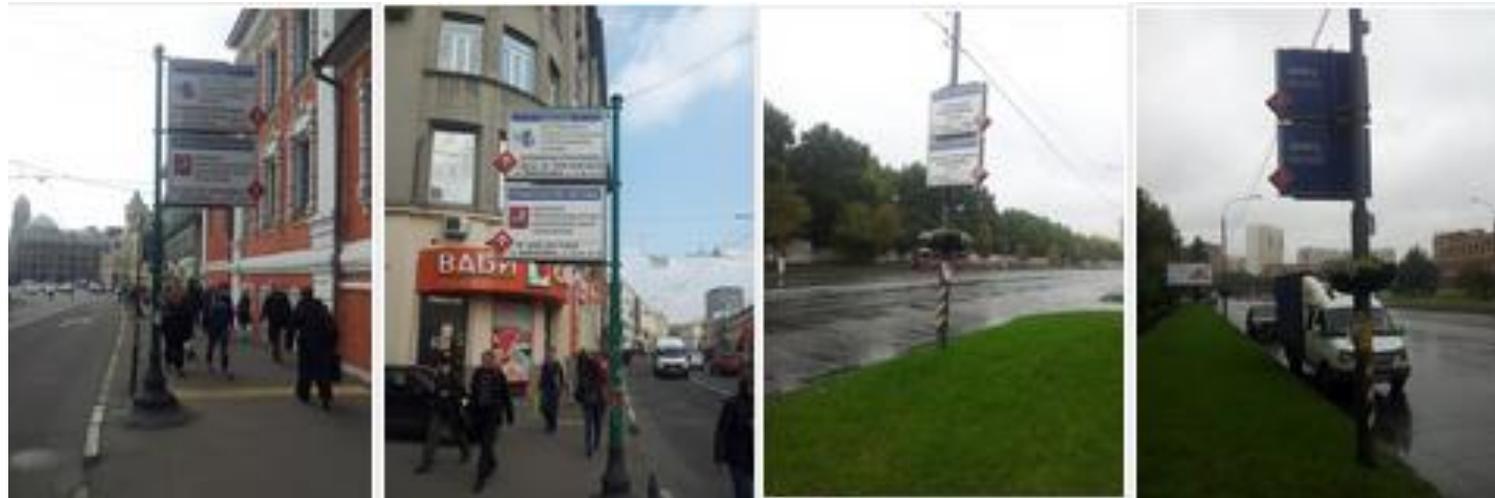
Client : Gallery

Address : 1337

The project lasted for 2 months

Agents had to take photos of pointers on both sides, with the adjoining area.

Completed projects



The «bus shelters»

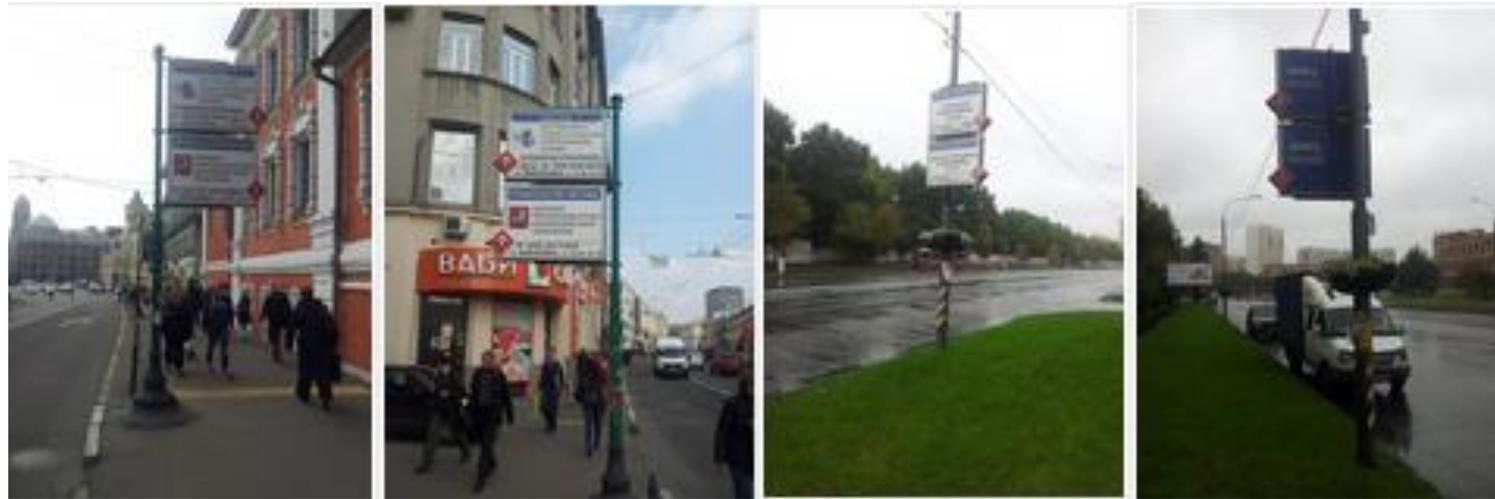
Client : Gallery

Address : 295

The project lasted for 4 days

Agents to make photographs of bus shelters during daylight from two sides.

Completed projects



The «Star»



Client: Channel Star

The project lasted for 1 month

Agents mission were to make interesting and fascinating stories / reports, which can be shown on TV .

Completed projects



Project «QIWI Terminals»



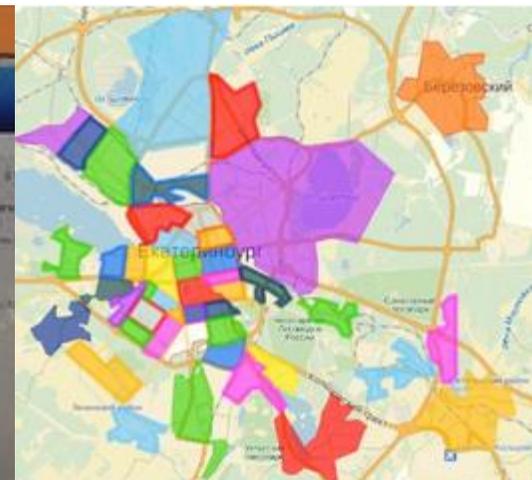
Client : QIWI

Address : 3300

The project lasted for 1 month

Agents mission was to find and collect data on all payment terminals in the Sverdlovsk region in specified cities, excluding ATMs.

Completed projects





Project «QIWI Cashier»

Client : QIWI

Address : 662

The project lasted for 3 weeks

Agents checked points of "QIWI Cashier" for any promotional materials.

Completed projects



The «Real Estate Appraisal»

Client: 36.6

Address : 14

The project lasted 10 days

Agents collected information about the pharmacies inside and outside shopping centres located in the cities of Krasnoyarsk, Lesosibirsk, Zheleznogorsk Anzhero- Sudzhensk Belovo , Kemerovo , Mariinsk , Novokuznetsk and Prokopyevsk.



The «Audit of pharmacies»

Client: 36.6

Address : 30

The project lasted for 2 weeks

Agent was necessary to conduct an audit of 30 pharmacies.

Completed projects



Project «Alkoskaner»



Client: Alkoskaner

Address : 70

The project lasted for 6 weeks

Agents mission was to make photos of alcohol beverages with special prices in large

Completed projects



The «Outdoor Advertising»



Client : Synergy

Address : 13

The project lasted for 1 week

Agents mission was to verify the presence of outdoor advertising in the subway and streets.

Completed projects



Project «Liqueur»



Client : Synergy

Address : 25

The project lasted 12 days

Agent was necessary to conduct an audit of liquors in supermarkets and hypermarkets.

Completed projects



The «Audit of goods»

Client: Taste Concept

Address : 30

The project lasted 12 days

Agents needed to conduct an audit of the merchandise.



Completed projects

Project «Investigation of commercial real estate»



Client: Shopping Quarter

Address : 6

The project lasted for 1 month

Agents had to visit the shopping malls, photograph them and record their details and submit it with a myTask program.

Completed projects



Andrei Khudyakov - Retail Network Manager:

«... The first advantage that we received from the software - operational reporting from the field. The second advantage - control of field staff ...

Now we control field work virtually online - we just go to the report, press the button and understand what is happening in each of the outlet».

<http://www.youtube.com/watch?v=qHwJf7bJhTc>

VIDEO TESTIMONIALS

Dmitry Garmashev - Research Manager

«We were able to complement our database for payment terminals, received information on more than 4000 devices ... and were able to put them on the map.

I would also like to say about the speed of the research: if the information was collected yesterday, today - we already had the data».

VIDEO TESTIMONIALS

<http://www.youtube.com/watch?v=KtnZgFifFQk>

Ruslan Galka - Business Development Director

«... We needed a comprehensive information about the availability of our product in more than 130 retail outlets. In the stipulated time we received all the necessary documents and photo report. This allowed us to optimize sales through retail channel and identify new growth opportunities!»

<http://www.youtube.com/watch?v=255TQ0z0YeE>

VIDEO TESTIMONIALS

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