



THE RIC WATCHLIST

PROFILE

Company Name:
OUTERNETS

Founding date: 01/04/2016

Launch date: 01/06/2018

Headquarters:
New York City, USA

Geographic served: Global

Investment:
Money raised \$2.5M

SEED

Major investors

Prominent clients Cushman
and Wakefield, Moet
Hennessy, Keihl's

No. of Employees: 20

Award & recognition:

Startup of the year NYC
2020, GWC Global 1st place,
IBM bootcamp 1st place

Links:

[Website](#)

[LinkedIn](#)

[Instagram](#)

Contact

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VISION, MISSION, SOLUTION

Infusing physical spaces and digital displays with AI and web capabilities, creating the best customer engagements and data driven experiences.

PRODUCT & TECHNOLOGY

Outernets converts storefront windows and displays, into smart, interactive, digital displays and create AI based technology that powers them. It is a performance-driven Drive-To-Store and Drive-To-Engage platform that creates new opportunities to engage consumers, capture data, and increase emotional bond and conversion. We use AI and ML to analyze real-time video feed to produce insights about consumers' behavior, locate the best performing creative, and at the same time serve targeted interactive experiences and gamification. Our platform offers our clientele promotional agility, scalable, exciting ways to communicate with and engage customers, and perform unbiased consumer research.

TEAM

We're a team of engineers, scientists and artists with diverse background in business, art and technology. We believe that through our creativity, technology, and data, ANYTHING IS POSSIBLE. Our mission is to open our platform to the world, so that anyone with an idea can manifest their vision and converge the physical and digital to one experience.

ROAD MAP

Main focus today

We create interactive storefronts to capture data, enhance customer engagement, and optimize foot-traffic to the store while it's open and traffic to the eComm after hours. We offer custom displays for in-store to increase retention and enhanced customer experience. We digitize vacant/under performing commercial real estate, and monetize them with digital pop ups as a place for eComm brands to get physical presence for brand awareness and product launches. Our platform provides deeper insights into who your customers are and to what makes passers-by and shoppers tick by measuring how they interact with targeted content.

What's Next:

Enhancing the overall b&m experience with omnichannel approach from outside the store and in. Creating the first global Interactive Physical Publishing Network based on vacant CRE.