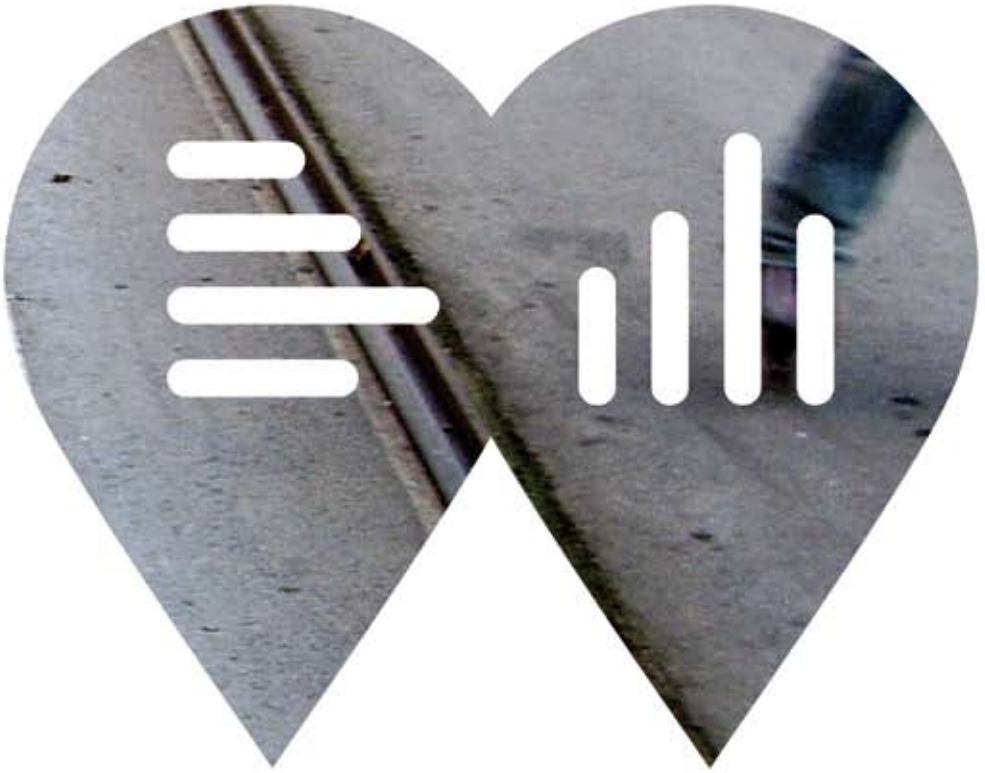

intelligentCoastgroup

inAtlas
Mapping Competitive Intelligence

Introduction

Intelligent Coast (IC) is a group of companies that provides services to public and private sectors in strategic planning and territorial competitiveness analysis.
The group's main areas of expertise are: urban economy; tourism; new urban development and planning; and the impact of knowledge economy, creativity and talent on urban planning.

IC's Corporate Social Responsibility (CSR) efforts are directly aligned with our long term strategic business priorities and global citizenship beliefs, which is an integral part of all our relationships – clients, employees, associates and communities.
Our CSR commitment is managed by Intelligent Coast Asociación Cultural (Intelligent Coast ASSC), a not-for-profit venture that produces research on coastal development and tourism.
Its primary aim is to develop projects of general management and design of qualitative coastal systems, through the advice offered by thinkers and experts of diverse fields. To this end we produce symposiums, publications and actively support several efforts, such as the environment, community economic development, education and culture.

After 18 months of research and development, IC is ready to introduce an innovative application (**inAtlas**) that allows the user to automatically access real-time mapping competitive intelligence (market analysis, competitive analysis and predictive analysis).

This application is based on the sophisticated integration, and its geo-space representation in maps, of public data (market behavior: as much of individual consumers as of environmental and infrastructural companies, aspects, and urban and economic policies) that updates automatically and constantly.

The application also has the capacity to provide customized analyses of competitive intelligence for sectors or specific companies, as well as analysis of prognosis when historical data are combined.

These analytical processes are made possible via the creation of proprietary algorithms.

inAtlas significantly optimizes the process of decision making, facilitating impressive reduction in research and development costs, and increasing the effectiveness of strategic planning and inevitably growth.

Although similar applications may currently exist in the Business Intelligence market, inAtlas offers the user access to more to tools/products, based on the most up to date data, in a very simple online user interface.

IC has created another division, **Intelligent Atlas SL** (IA) that will manage the ongoing development, marketing and sale of inAtlas.

Intelligent Atlas' objectives are: the creation of applicable intelligence algorithms and the strategic management, marketing and sales of the inAtlas application, with the purpose of diminishing the processes of territorial imbalance and inequalities of opportunities, as well as providing qualitative information to impulse business initiative.

What is inAtlas?

inAtlas is an online application that automatically generates real-time business intelligence, market intelligence, competitive intelligence and predictive analyses.

This application is based on the sophisticated integration and mapping of public and private data (market and business behaviour, environmental and infrastructural aspects, urban and economical policies) that are constantly, regularly and automatically updated.
The application also has the capability of providing sector and company specific customized competitive intelligence analysis, as well as predictive analysis when historical data is combined.

it stimulates foreign investment in urban environments due to a consistent increase in market knowledge, allowing public institutions to accurately target distressed sub-economies, and greatly decrease business operation costs by facilitating much more informed decisions.

it offers to private companies a real time control of the results of their strategies providing competitive intelligence analysis based on the relations between companies, market, territory and talent availability.

It incorporates the definition of geographic, social, economic indicators and of infrastructures relating to a specific area (District, Municipality, Region, Province or Country)

It is an application that facilitates governmental strategic eco-political planning relating to urban environments

It is based on the incorporating geographical technologies into an online service.

It introduces innovating technology as far as tools of management and analysis of data for the diagnosis of competitiveness of the economic activity in the territory and for the prognosis of economic growth

Its main technological assets are the generation of complex algorithms, at the moment nonexistent in the market, which allow, in real time, by means of the automatic and constant update of their data bases, the analysis of competitiveness of an economic activity or a group in a limited space via online consultation.

The disintegration and integration of information within the process of dynamic analysis, which in- Atlas may realise, surpasses the limits of similar studies.

**InAtlas allows the user to quantify economic activity, competitive the partner-demographic and active values of location, within defined geospace limits from the Region to the detail of the cadastral unit.
It offers quick, easy and safe online access. It allows sectoral analyses (market, competitive, predictive) through a customised selection of variables, in addition to the periodical available informative PDF documents on the economic activity of select sectors.**

inAtlas
Mapping Competitive Intelligence

Why inAtlas*?*

Demand

IA understands that in order to increase the attractiveness of a market for foreign and domestic investment, but also especially to encourage small and medium size companies investment there is a need:

To arrange and **TO MANAGE** fragmented **INFORMATION** originating of diverse sources.

To have a deep understanding of the behavior of the companies within the territory: i.e. where do companies open and close (economic activity), and where are my competitors located?

To MONITOR, in real-time, variations in economic conditions, and to systematically register economic behavior: i.e. where, when and why do companies open and close; what aspects have influenced the economic or innovative mortality within a specific geographic area?

To PLAN and to stimulate the capacity of attraction and economic redistribution of capital and human capital (talent). To anticipate and to prognosticate possible economic and social scenarios: ie. what would happen if…?

To provide access to **KNOWLEDGE**, to assist entrepreneurs and companies with planning and implementation based on actual factors of competitiveness.

For a reliable and dependable **REAL TIME DATBASE OF ECONOMIC ACTIVITY** within specific territories facilitating an increase in business intelligence and competitiveness. The database management model automatically uploads and integrates public data, selectively uploads data from various social networking sites (e.g. trip advisor), and proprietary data that each company facilitates in order to obtain a customised analytical output;

For a new and unique technology that automates the process of spatial entrepreneurial competitive analysis within specific territories;

TO OPTIMISE THE DECISION MAKING PROCESS based on a greater amount and quality of information;

TO QUICKLY AND EASILY ACCESS BUSINESS INTELLIGENCE in real time, and at any moment;

To quickly and easily access the **HISTORICAL EVOLUTION OF SPECIFIC INTELLIGENCE**

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Mapping Competitive Intelligence

Competitive Analysis

The inAtlas application is centered in the valuation of indicators of TERRITORIAL COMPETITIVENESS of the companies.

How can a company become competitive within its environment? What kind of environment creates a competitive advantage for the company?

SPECIFIC TERRITORIAL KNOWLEDGE AND ADAPTING TOT HE ASPECTS THAT AFFECT TO THE TERRITORY TO OBTAIN COMPETITIVE ADVANTAGES, MAKING DECISIONS THAT SIGNIFICANTLY INCREASE THE RETURN ON INVESTMENT.

inAtlas integrates an external analyses of spatial competitiveness with the internal analyses of competitiveness updated and available constantly

What is the basis of inAtlas' ANALYSES OF TERRITORIAL COMPETITIVENESS?

1) Variables that determine the relation between the company and its MARKET;

2) Variables that determine the relation between the company and other COMPANIES (as much are competing as complementary);

3) Variables that determine the relation between the present company and INSTITUTIONS in the territory (on one side, governments and their economic and city-planning policies; and on the other, universities and research centres with respect to availability territorial resources of highly qualified personnel and of innovation production).

inAtlas offers ANALYSIS OF COMPETITIVENESS of companies BASED ON EXOGENOUS FACTORS, connected to the CONDITIONS OF the SURROUNDINGS in which the COMPANY OPERATES or intends to operate.

The analyses on which the systems of the inAtlas are constructed have been developed apart from the application and is based in the implementation of 6 concrete economic theories:

1) Path Dependency. Niches of historical competitiveness, specific to the environment
2) Hard Factors. Structural and tangible factors to attract capital and investment
3) Soft factors Intangible factors to attract high skilled human resources, capital and investment
4) Teoría de Clusters Processes of geographic concentration of interconnected firms
5) New Mobility Paradigm Circulation of the talent (brain travel and attraction of talents to specific environments), one of the main factors that attracts a company to a location
6) Networks Exploration of the main mechanisms of generation, impulse and consolidation of social networks, business networks and institutional networks.

(Main scientific sources: Glaeser, Florida,Landry, Peck, Hall, Storper, Manville, Porter, Urry, Grabher, Beccatini, Castells)

Unicity and Innovation

inAtlas
is an unique application in Business Intelligence software market for its amazing capacity to integrate the following aspects:

DATABASE MANAGEMENT

InAtlas integrates key indicators of the environmental, territory and the social demographic of mobility and economic. It contains all the described economic activities from the epigraphs of the IAE (*Economic Activities Taxes*) and the CNAE (*National Classification of Economic Activities*). Their analyses of competitiveness are articulated on the basis of sector studies of market, studies of consumption habits and city-planning analyses of the space and sector affectation of socioeconomic policies and performances.

GEOREFERENCING

inAtlas is a pioneer of providing detailed georeferencing of economic activity. inAtlas allows the user to define searches of administrative units like the district, the province, the cadastral unit, or areas of service, for an profound definition, in relation to a concrete economic activity. The inAtlas user interface screen provides territorial views in administrative units, or landscape map formats.

AUTOMATIC ACTUALISATION

InAtlas uses technology PDA to make detailed field studies in order to compare the economic reality of the territory. Technology PDA allows the synchronisation of field visits with the update of data bases made possible by the use of ESRI software. The software of data base used is ORACLE, which allows inAtlas to integrate the data and to optimise its management.

TECHNOLOGICAL INNOVATION

Due to the extensive analysis of variables of competitiveness produce by inAtlas IA has developed its own protocols, which have been translated into patented scripts and algorithms.

COMPETITIVE INTELLIGENCE

The cycle of competitive intelligence is based on the demand for definitive information, structured and located real-time so that it is possible to be configure the search and selection of relevant information, and to avoid the redundancy and the analysis of non-pertinent information. Once the information has been organised, classified and analyses of the same have been made, the elaboration of precise information is in agreement with the previously mentioned demand. It is the vital that this information is distributed to the people in charge of the decision making that makes use of this information at the most suitable moment, generating and stimulating new demands of information.

inAtlas completes this tasks most effectively and perpetually, which constantly provides new knowledge and intelligence from external and internal sources stimulating the innovative process.

Functionality

GIS

Technology based on Geographic information systems (GIS)

KNOW HOW

Technical study /Análisis and Diagnosis. Tables of work/Definition of indicators, Construction of Datbases and relations of variables.

Database

OBJECTIVE DATA
Studies of Markets on consumption habits and segmentation of the market.
Analysis of Urban Policies (economic Promotion and urbanism)

Data Base Sources:
Public
Private (restricted access)
Generation of geo-spaces (quality control: GPS-PDA)
Real-time control and management online sectoral information

InAtlas

inAtlas constantly synthesizes information based on more than 60 indicators, on the level of competitiveness of strategic sectors in each territory (urban, suburban or metropolitan). The sectors that the application will prioritize during the launch period are the derivatives of tertiary, quaternary and the quinary sectors, for which Europeans and Asians are competing.

SALE of SUBSCRIPTIONS of ACCESS to inAtlas

Access to the inAtlas online application solely for accessing automatically and constantly updated databases, and for the ability to download periodic reports (analysis of competitiveness of the economic activity in the territory).

inAtlas
Mapping Competitive Intelligence

5 solution prototypes

1) Space: Spatial calculation and definition of the area of influence of a certain economic activity.
(Example: definition of an area, its commercial premises on the basis of the depth of its potential market, measurement as of the distance-time that consumers will travel on foot, in car and/or with selected different public transportation means to arrive in the vicinity of the premises).

2) Quantitative and Qualitative: Accounting of socioeconomic data according to space segregations from the regional territory to the housing unit.
(Example: numbers of companies of the same sector in a district or an area of a defined radius from a specified point of origin; number of potential clients in an area by sector of activity categorised by age groups, education, sex, resident, tourists, nationality....; density of activities by sector in an area compared to the specified region, city, . . .)

3) Evolutionary: Real-time registration and recognition of modifications in patterns of behaviour of activities of a certain sector and/or an urban area.
(Example: change of activity, loss of life and opening of new companies from 2001 to 2010 by areas/specific geometric polygons; changes of the profile of consumers (resident, tourists, age groups, sex, nationality... etc.) in a certain area in a chosen temporary arc; typology of the organisation of by dominant companies including their complementary and peripheral activities)

4) Strategists: Crossing of the evolutionary results with indicators derived from the economic policies of the company and with the urban policies (economic and city-planning) of the region.
(Example: What performances have been carried out behalf of the administration from the 2001 to the 2010 in those areas where the greatest level of loss of life of companies and/or start-up companies has registered? What changes have undergone the existing companies on a street that has been transformed to a walking street? How many businesses have closed? What type? How many new businesses have opened? What type? In what % have grown their annual invoicing or the size of the group? In what % have grown the level of sales of a company when changing their location)

5) Projective: Prognosis of possible scenarios based on proprietary data
(Example: when varying the number of potentially lodged tourists in a certain area what companies would be seen mainly affected in an increase or diminution of their competitiveness and/or consolidation process? Which companies would lose clients? Which would gain potential clients? What new demands of services would take place? When introducing a new metro station, how would the economic activity of a specified market within a specified radius distance from a specific point of origin be affected? Hoe would a new program of incentives in a certain area affect the companies of that area. What types of companies would become more attractive).

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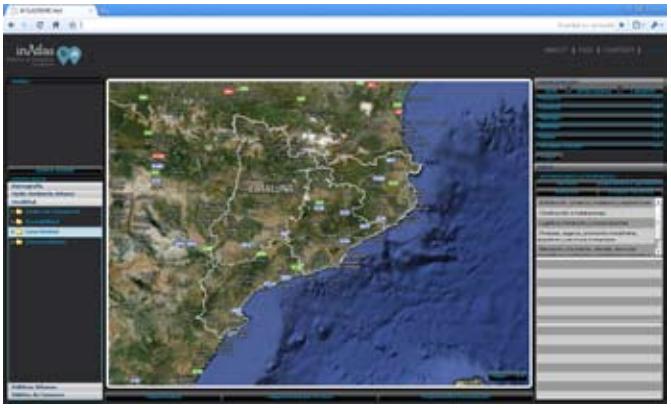
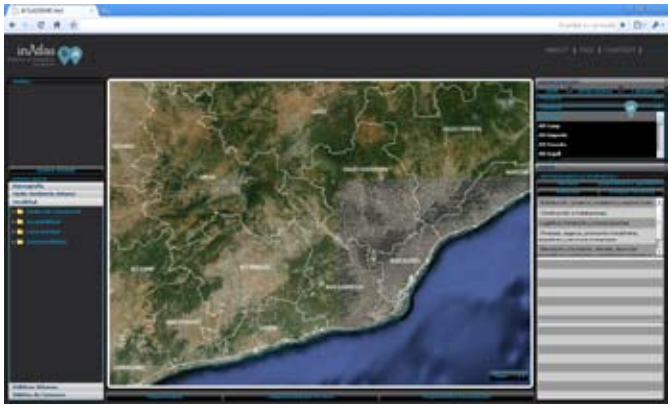

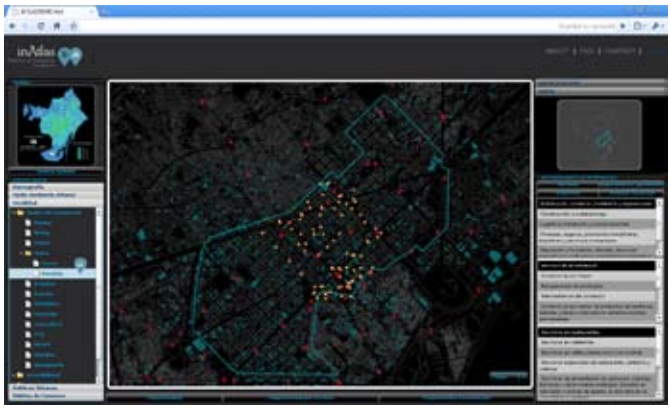
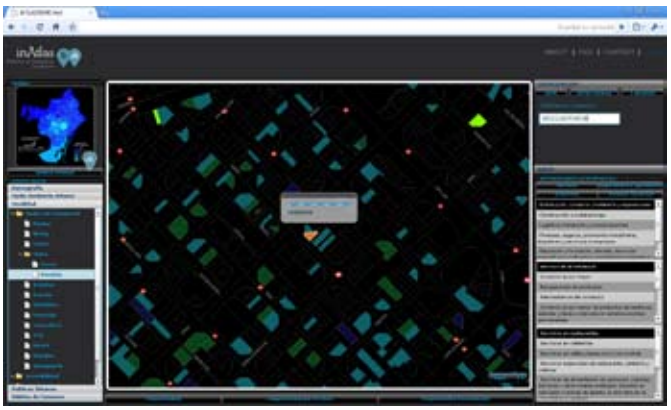
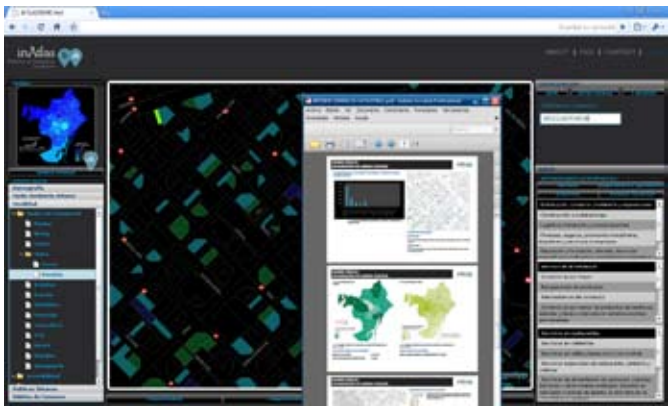
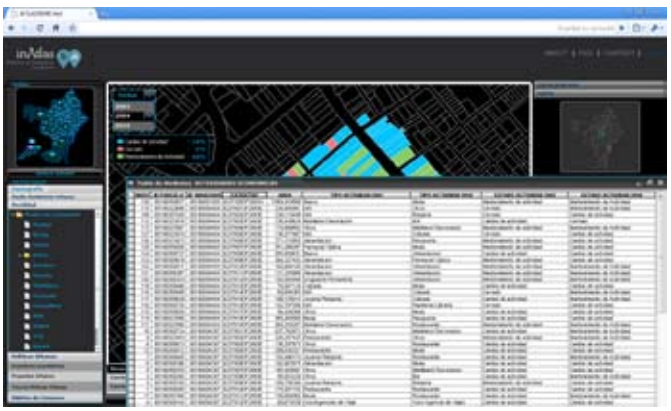

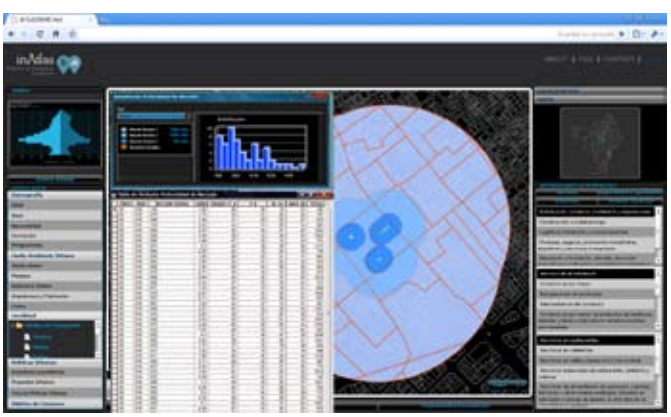
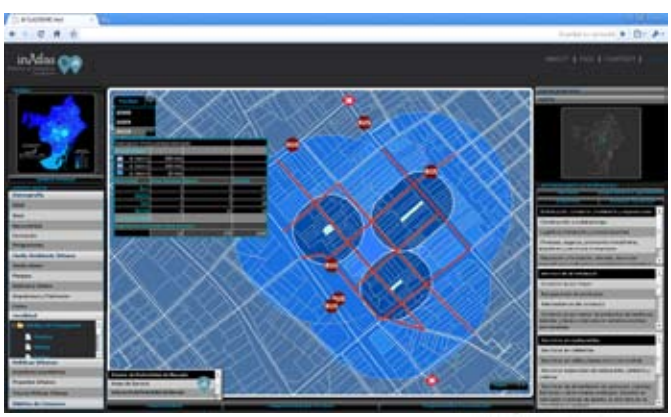

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Mapping de Inteligencia Competitiva

BASIC. *Data Base*

CONSTRUCTION of the GENERAL MODEL OF MANAGEMENT OF PUBLIC DATABASE OF the SET OF the ECONOMIC ACTIVITIES.

PUBLICATION ONLINE AND PUBLIC ADAPTATION OFFICIAL WEB.

CONSTANT UPDATE OF DATABASES AND PERIODIC UPLOADING GEO-SPECIFIC INFORMATION AND ANALYSES

OPTIONAL SUPPLY OF TRAINING FOR THE PERSONNEL.

ACCESS OPENED FOR ONLINE DIFFUSION

inAtlas
Mapping de Inteligencia Competitiva

PLUS. *SECTORAL Data Base*

CONSTRUCTION of the GENERAL MODEL OF MANAGEMENT OF SPECIFIC DATABSES OF EACH ECONOMIC SECTOR.

PUBLICATION ONLINE AND ADAPTATION TO THE CORPORATIVE WEB, PARTNERSHIP OR INSTITUTION.

CONSTANT UPDATE OF DATABASES AND PERIODIC UPLOADING OF SECTORAL AND GEO-SPECIFIC INFORMATION AND ANALYSES

OPTIONAL SUPPLY OF TRAINING FOR THE PERSONNEL.

ACCESS RESTRICTED FOR INTERNAL USE OF THE MEMBERS OF THE COMPANY, PARTNERSHIP OR INSTITUTION.

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Mapping de Inteligencia Competitiva

PREMIUM. *PROPRIETARY Data Base*

INTEGRATION of the GENERAL MODEL OF MANAGEMENT OF SPECIFIC DATABASES OF the COMPANY WITH THOSE OF the ECONOMIC SECTOR TO WHICH IT BELONGS.

PUBLICATION ONLINE AND ADAPTATION TO THE CORPORATIVE WEB.

CONSTANT UPDATE OF THE DATABASES AND PERIODIC UPLOADING OF PROPRIETARY INFORMATION ANALYSES.

OPTIONAL SUPPLY OF TRAINING FOR THE PERSONNEL.

ACCESS RESTRICTED FOR INTERNAL USE OF THE MEMBERS OF THE COMPANY.

inAtlas BASIC - *mapping competitiveness*

Management of databases and Analysis of Territorial Competitiveness of the Region.

The possible consultations inAtlas BASIC are of:
GEO-REFERENCING OF THE DATA OF EACH COMPANY.
ACCOUNTING (QUANTITATIVE) REGISTRIES OF
CONDITIONS OF THE SURROUNDINGS (COMPARATIVE).

Clients: Public institutions: Provision of a public service of open access to inAtlas via the official websites of the public institution.
(Example: inAtlas Barcelona provided by the City of Barcelona).

inAtlas PLUS - *mapping competitiveness SECTORAL*

Management of Databases and Analysis of Competitiveness of the activities specific to an economic sector.

Specific to each economic sector DETERMINATION OF THE VALUES SPECIFIED BY SET PARAMETERS OF TERRITORIAL COMPETITIVENESS THAT ARE ONLY PERTINENT TO THE SPECIFIED SECTOR.

inAtlas PLUS develops valuable products (analysis, knowledge and intelligence) based on the market studies of the specified sector. Clients: Medium to large companies, groups of companies, public and deprived institutions. Acquisition of precise accesses and/or subscriptions to consultations online with an interactive user interface + periodic uploads of information of competitiveness analysis of the sector.
(Example: inAtlas Barcelona Tourism or inAtlas Cinema Spain).

inAtlas PREMIUM - *mapping competitiveness CUSTOMISED*

Management of databases and Analysis of Competitiveness of a company or group of companies in relation to the context of the Economic Activities specific of the economic sector to which they belong.

It is a CUSTOMISED product that produces proprietary intelligence: DETERMINES THE SPECIFIC VALUE OF PARAMETERS OF TERRITORIAL COMPETITIVENESS AS THEY AFFECT THE SPECIFIED SECTOR AND THE COMPANY, IN PARTICULAR.

Clients: Medium to large companies, groups of companies, public and deprived institutions. Acquisition of precise accesses and/or subscriptions to customised consultations online with an interactive user interface + periodic uploads of information of competitiveness analysis of the sector. (Example: inAtlas Banking commissioned by a banking group or inAtlas Hotel commissioned by a Hotel Group).

After three years of operation under the burden of distressed economies, both public and private institutions alike understand and appreciate the need to increase the effectiveness of the decision making process. They see a strong necessity to introduce more accurate tools of knowledge and intelligence in transform this into the development of profitable strategies and/or products.

Intelligent Coast Group, Intelligent Atlas and their application inAtlas enters the growing market of Intelligence Software with an application that automatically and constantly systemises the monitoring, management and analysis of the behaviour of economic activities in a territory, and combines that information with a plethora of, relevant spatial information to accurately map the current and future competitiveness of public and private institutions, providing invaluable products to greatly increase the effectiveness of the decision making process.

www.intelligentcoast.com
Aragón, 224, 3r.1a. 08011,
Barcelona, SPAIN

Phone 93 451 3664
Fx 93 451 3664

Contact Persons:

Silvia Banchini
Partner/Director
sbanchini@intelligentcoast.com

Luis Falcón.
Partner/Director
lfalcon@intelligentcoast.com

Gary Thouluois
Head of Marketing & Sales
gthouluois@intelligentcoast.com