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<https://ble.am>

Proximity & Context-based Bluetooth Authentication

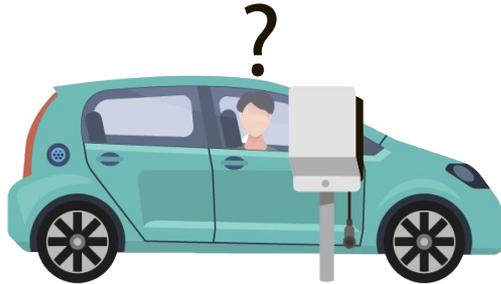


BLEAM
Touchless Physical Web

Problem

Users

UX of services / products nearby
is too complex / unsafe



Businesses

It's hard to create a friendly UX when
you digitise your service / product



UX = User Experience

Solution

Users

Touchless UX: easier than QR-code, safer than Face-ID



No need to touch screens or keypads

No need to open apps

Businesses

Improve UX by seamless on-site authentication



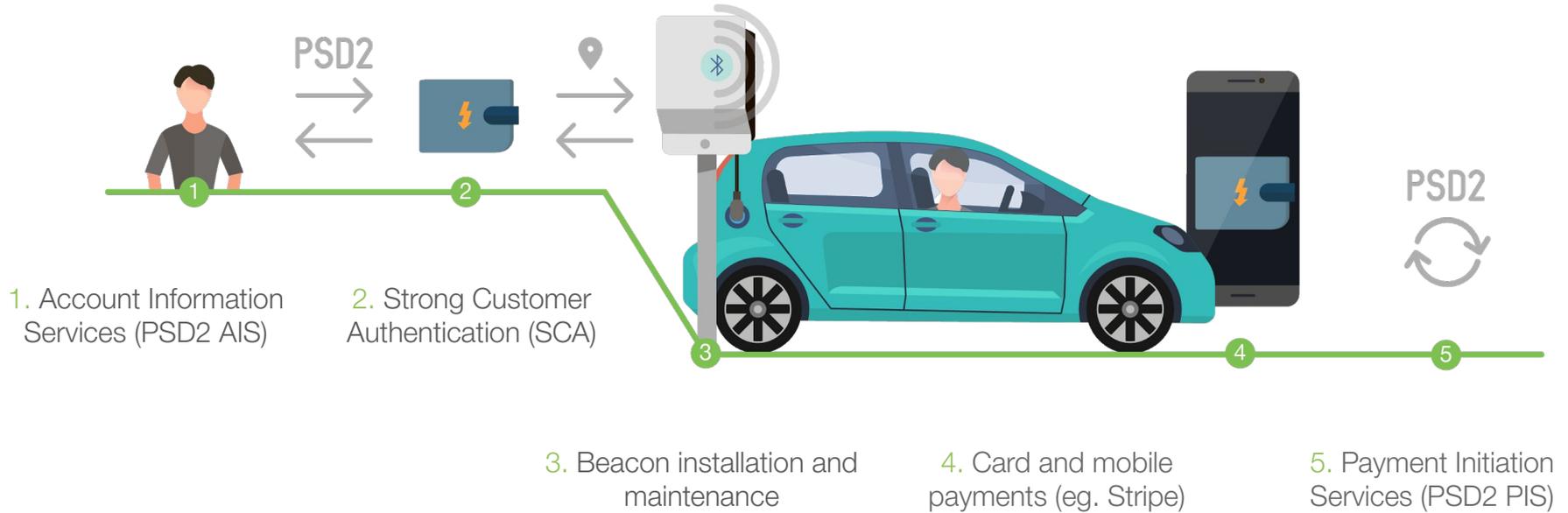
Reduce service time and bounce rate

Automate processes and reduce staff

Touchless user experience



Value-added services



Customer cases

① Automatic refueling for utility and shared vehicles

Veho and **Sixt** use our Touchless authentication services for their utility and shared vehicles at Neste stations. Refueling service starts automatically when vehicle comes close to a fuel pump. Mileage is also being logged.

② Automatic end user recognition for EV charging

BLEAM Touchless authentication software is being tested together with charging point operators in Finland. Charging points have limited end customer identification functional and poor UX, BLEAM is aimed to improve it.

Business model

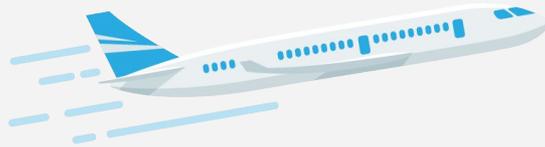
Demo account



For testing and demoing

Free = 1 location

Premium account



For startups and SMEs

5-10€ month = 5-15 locations

Enterprise license



For large service providers and
outsourcers

Yearly license = unlimited locations

Team

Founders



Ilya Sokolov

*ISTLE, Avionics
Worked on World's
first GNSS tracker*



Dmitrii Ivanov

*Bubamara Technology
Created NearSonic
Payment Technology*



Vitali Samurov

*MyOrigo, Nokia, Intel
17 years world class
embedded projects*

Developers



Ivan Mitrofanov

*CountPass, Near Sonic
Top-notch database and
software developer*



Fedor Sorokin

*SchoolPay, NearSonic
Software developer,
architect, app developer*



Tatyana Lomazina

*PetrSU, Connax
Embedded software
developer*

Business experts



Janne Jutila

*Elisa, GSMA
Led GSMA
identity program*



Niklas Löfgren

*Spinno, Maisala.net
EU funding relations
and support*



Touko Kontro

*SSH, New Co
Business strategy,
investor relations*