



Vizalytics Technology

MindMyBusiness

the survival app for shopkeepers

Mind My Business™ from Vizalytics is a city-specific mobile app for shopkeepers. The Vizalytics Knowledge Graph collects information from a range of government and public data sources and provides Mind My Business™ subscribers with real-time alerts about construction, traffic, regulatory issues, health and safety concerns, fines, events, 311 information, and other concerns. Formed in partnerships between Vizalytics and municipal governments, Mind My Business™ creates a tangible and productive connection between local shopkeepers and their government.

Born in a Hurricane

In 2012, Hurricane Sandy crippled communities and affected nearly 100,000 small businesses across New York City. Mind My Business™ grew from a post-Sandy effort to make critical city-wide information easier to access and understand for shopkeepers who needed information to recover and survive.

Mind My Business™ debuted in New York City in 2014, and is also available in Chicago, San Francisco, and Seattle. It is available for both Apple and Android devices, providing geo-targeted alerts to subscribers, including:

- Daily notifications about events happening in the subscriber's neighborhood that may affect their business
- Alerts regarding public health inspections and when a business may be at risk for a fine
- Updates about local building construction and road work
- Notifications of 311 complaints made against the subscriber's business
- Real-time notices about situations that may affect foot traffic into a business, such as transit delays, emergencies, and public safety-related developments

Pulse of the City

Mind My Business™ subscribers include restaurants, cafes, bars, pubs, lounges, boutiques, laundries and dry cleaners, groceries, bodegas, delis, and other local shopkeepers – local businesses that represent the day-to-day pulse of a city. On any given day, a subscriber might receive alerts like these:

- Sewer problems were reported in your area. Watch for flooding. Repairs might impede foot traffic...
- Customers who use public transportation may have trouble reaching your store. The R train is experiencing delays that could last until evening...

Vizalytics Technology enables smart cities by unlocking the potential of open data, connecting the governments that create it to the citizens and businesses who need it. The cloud-based, patent-pending Vizalytics Knowledge Graph receives a continuous stream of data from hundreds of public and private open data sources. The Knowledge Graph then applies context-focused analytical lenses to the data and feeds insights to our users, in real time, via geo-located alerts, visualizations, and maps. Vizalytics clients – local businesses, neighborhoods, governments, enterprises, and individuals – receive predictive guidance about our changing world, saving money and time, increasing efficiency, and uncovering opportunities. They also avoid risk with their data securely protected in international data centers that meet U.S., European Union, and other global data protection and cloud computing standards.





- Permits: Your liquor license is set to expire next month. You'll have to complete a renewal form...
- Risk for a fine: Rodents were discovered in your neighborhood...

Beyond alerts, Mind My Business™ features neighborhood maps that locate events, incidents, and reports, as well as money-saving tips and community content.

Contact Us to Get Started

Mind My Business™ – which won Best Mobile App at BigApps NYC 2014 – can be deployed in your city and fashioned to support your particular economic development priorities and goals. Vizalytics will work together with city sponsors and your IT staff or system integrator to create a solution that meets the needs of your city and your constituents. Mind My Business™ can be delivered as a basic version that includes notifications on construction, regulation information, and 311 alerts or an advanced version providing more frequent and customized alerts, data visualizations, enhanced neighborhood maps, and a community questions board. The specific capabilities and business model are up to you.

Once available in your city, business owners download the Mind My Business™ App from the Apple App Store or Google Play Store, then type in their business address. That's all it takes for a shopkeeper to connect with a wealth of municipal data and start making more informed decisions, identifying new opportunities, predicting changes and challenges, and saving time and money.

To bring Mind My Business™ to your city, start by forming your partnership with Vizalytics. We will tailor your city's deployment to your data ecosystem and your Smart City goals. Mind My Business™ is just the beginning of open data's potential to change the way cities operate, communicate, and grow.

Can we build a Mind My Business™ app for your city? [Contact us](#) to see how it's done.

[Go to MindMyBusiness.com](#)

[Vizalytics.com](#)

[App Store](#) / [Google Play](#)

40 Wall 28th Fl NY NY 10005

info@vizalytics.com

Aileen Gemma Smith

aileen@vizalytics.com

+1 (718) 873-6548

César Miralles

cesar@vizalytics.com

+34 620205309

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