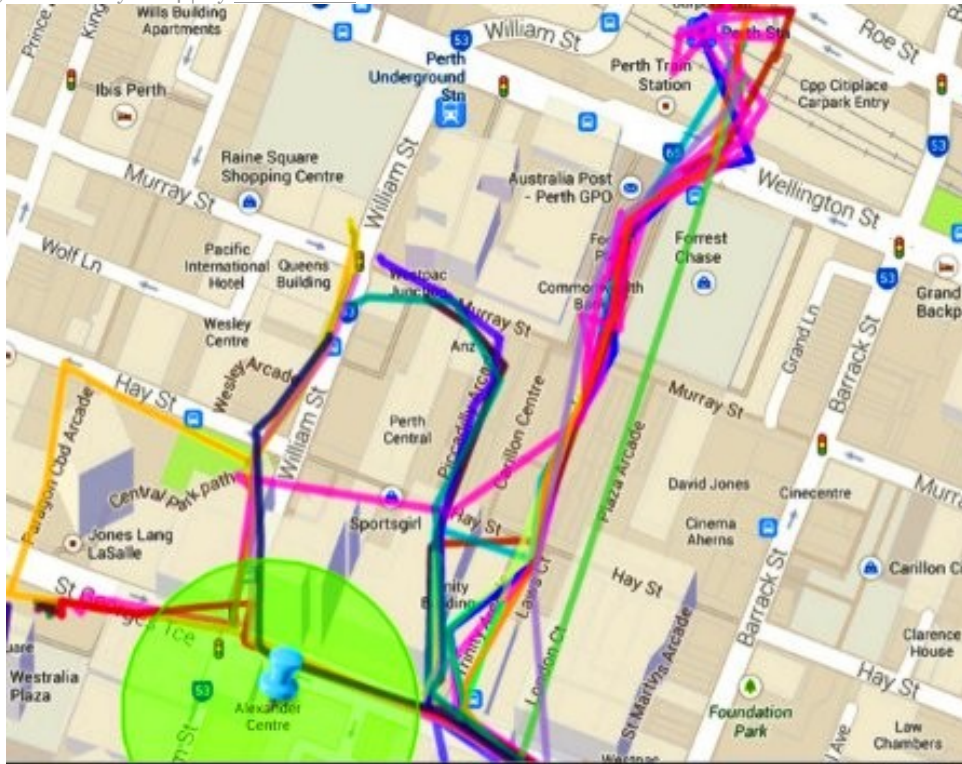


Partnership gives locational app platform access to 250,000 developers

Friday, 21 February 2014 | By Rose Powell



GeoMoby, a geo-location tech platform, has announced a partnership with US mobile app marketplace Buzztouch to give them access to more than 250,000 app developers.

The GeoMoby software allows businesses to take advantage of geo-location advertising, such as a coffee shop sending a registered customer a notification of a deal when they walk near the shop, without the usual challenges.

Previously, geo-location advertising has been battery draining for consumers and inaccurate for business owners.

Co-founder and chief executive Chris Baudia told *StartupSmart* GeoMoby was engineered to solve both problems.

It doesn't require battery-sapping GPS and can pinpoint a user to within a few centimetres.

The new partnership gives GeoMoby exposure to Buzztouch's 250,000 developers, who created 70,000 apps last year.

"It might be a game changer really. Buzztouch wants to use our technology as a cool opportunity to bring in new developers, so this is an enormous opportunity for us," Baudia says.

The team of three graduated from the [first Founder Institute accelerator ran in Perth](#) and launched their platform in June 2013.

The partnership came about after a Perth-based developer at Buzztouch recommended the GeoMoby team to the head of partnerships.

GeoMoby has just over 50 paying customers, mostly digital agencies and marketing group who manage and on-sell the opportunity presented by the technology to their individual clients.

They've just launched their first seed round and are looking to raise \$250,000 for the first round, aiming for a total of \$750,000 in three years.

Link: <http://www.startupsmart.com.au/growth/partnership-gives-locational-app-platform-access-to-250000-developers-through-us/2014022111734.html>