



REVIVING CITY CENTERS WITH IOT SOLUTION FOR SHOWROOMS

I co-founded Flag, an IoT solution to make showrooms from spaces like cafes, restaurants and hotels. Flat worked like a “Shazam” for products.

Flag received an EXIST grant and was selected startup of the month by the BMWi.



Our task

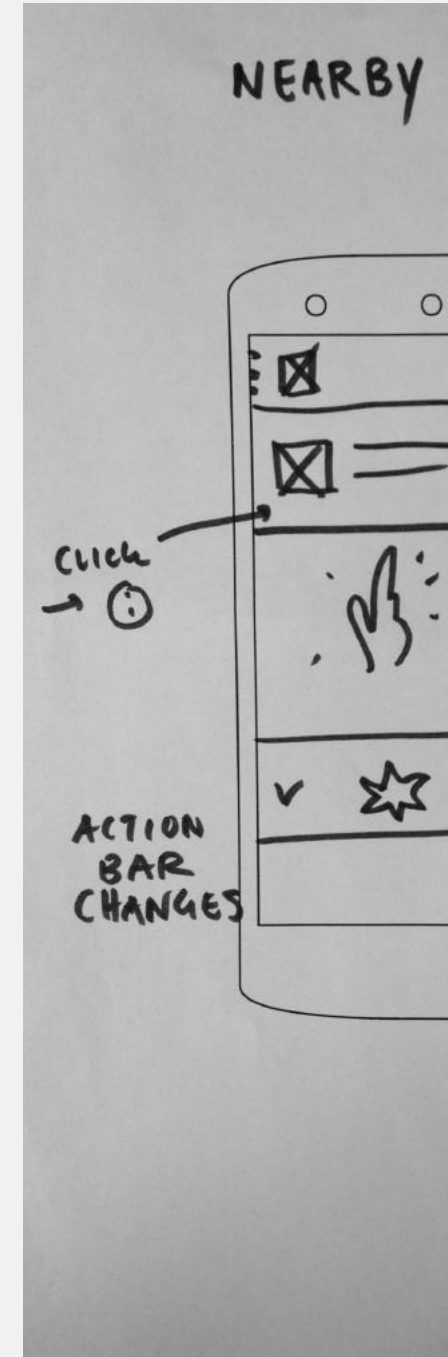
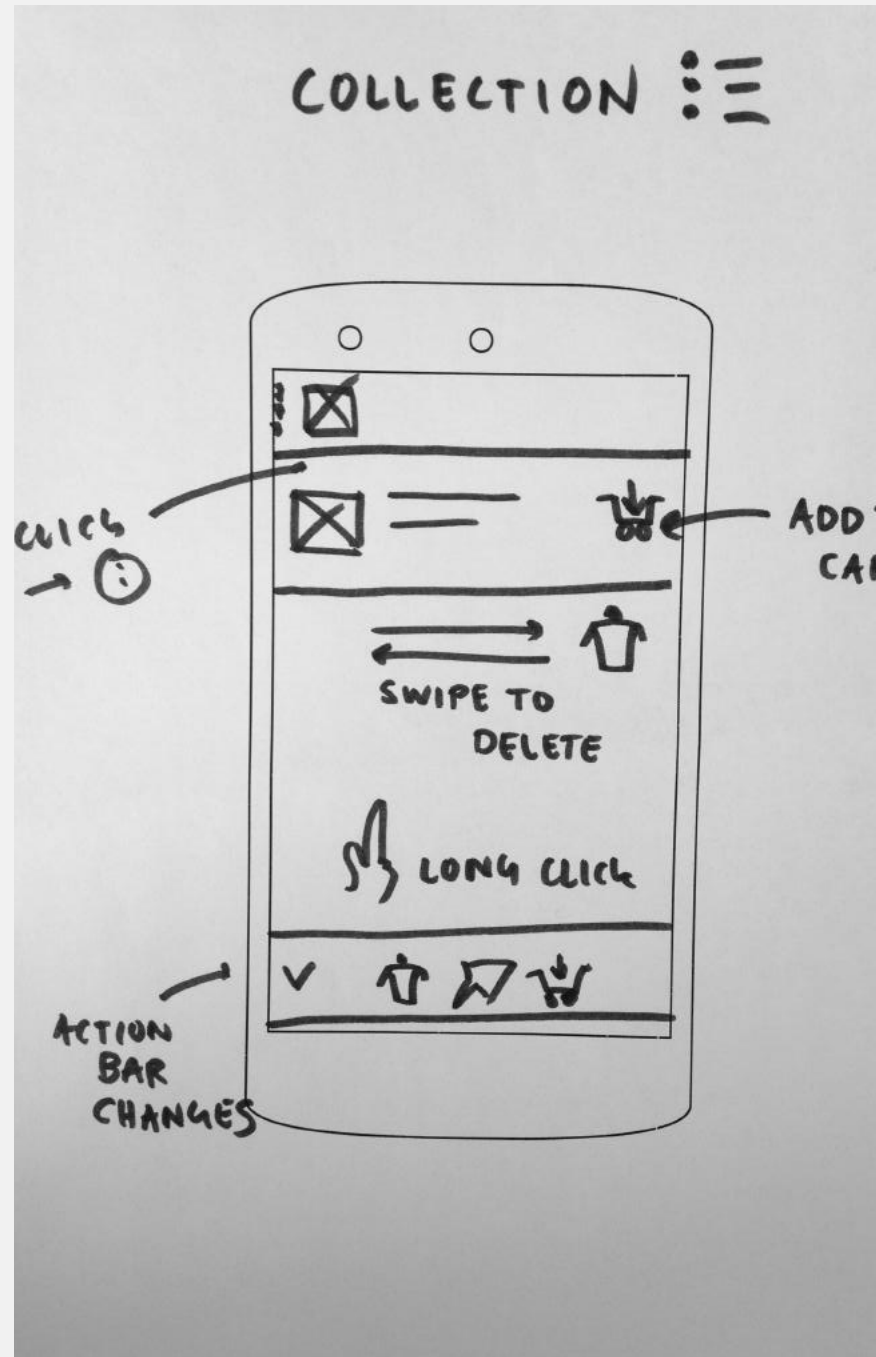
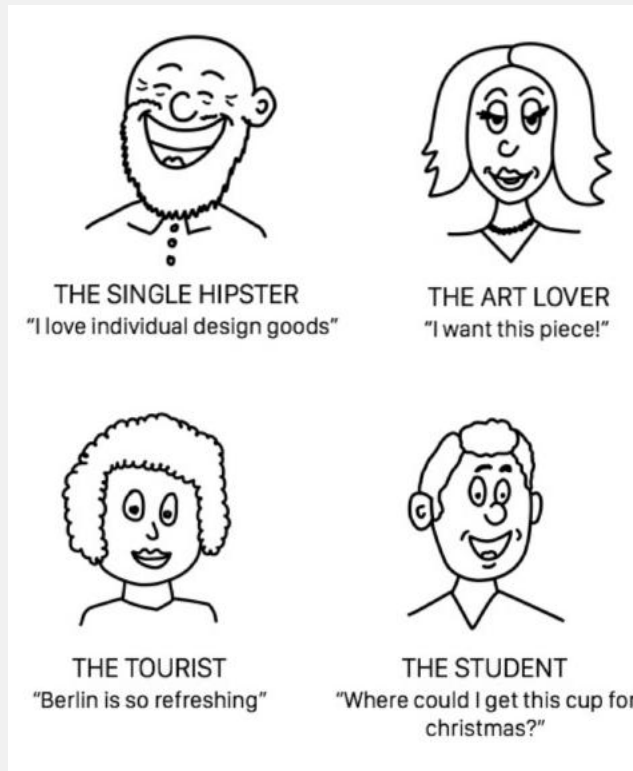
- Develop an attractive product around existing technologies
- Build a business

My role: Co-Founder, CPO

- Pitch for EXIST grant
- Build team
- Develop product UX/UI
- Lead product team

UX WORK

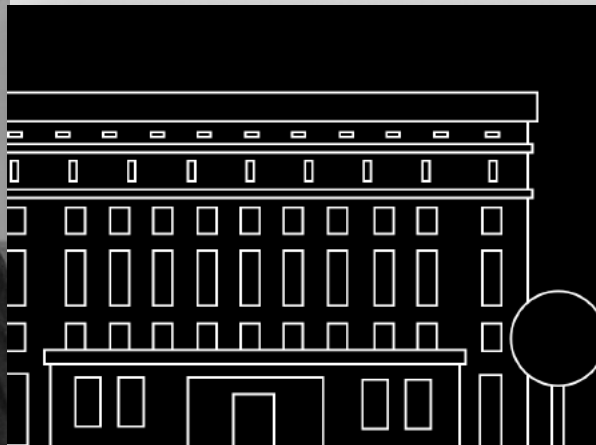
For our work we created rough personas. All apps started out as paper drafts.





USER RESEARCH

In order to test Flag, we organized pilot events (an exhibition at Berlin club Berghain was one of them). This helped us to improve on the product and technology.



Flag *Pre-Launch

15.10.2015
Berghain

To be faster, we partly used third-party bluetooth transmitters, which we matched in our design. Flag taught me that partnering is a viable alternative to own development.

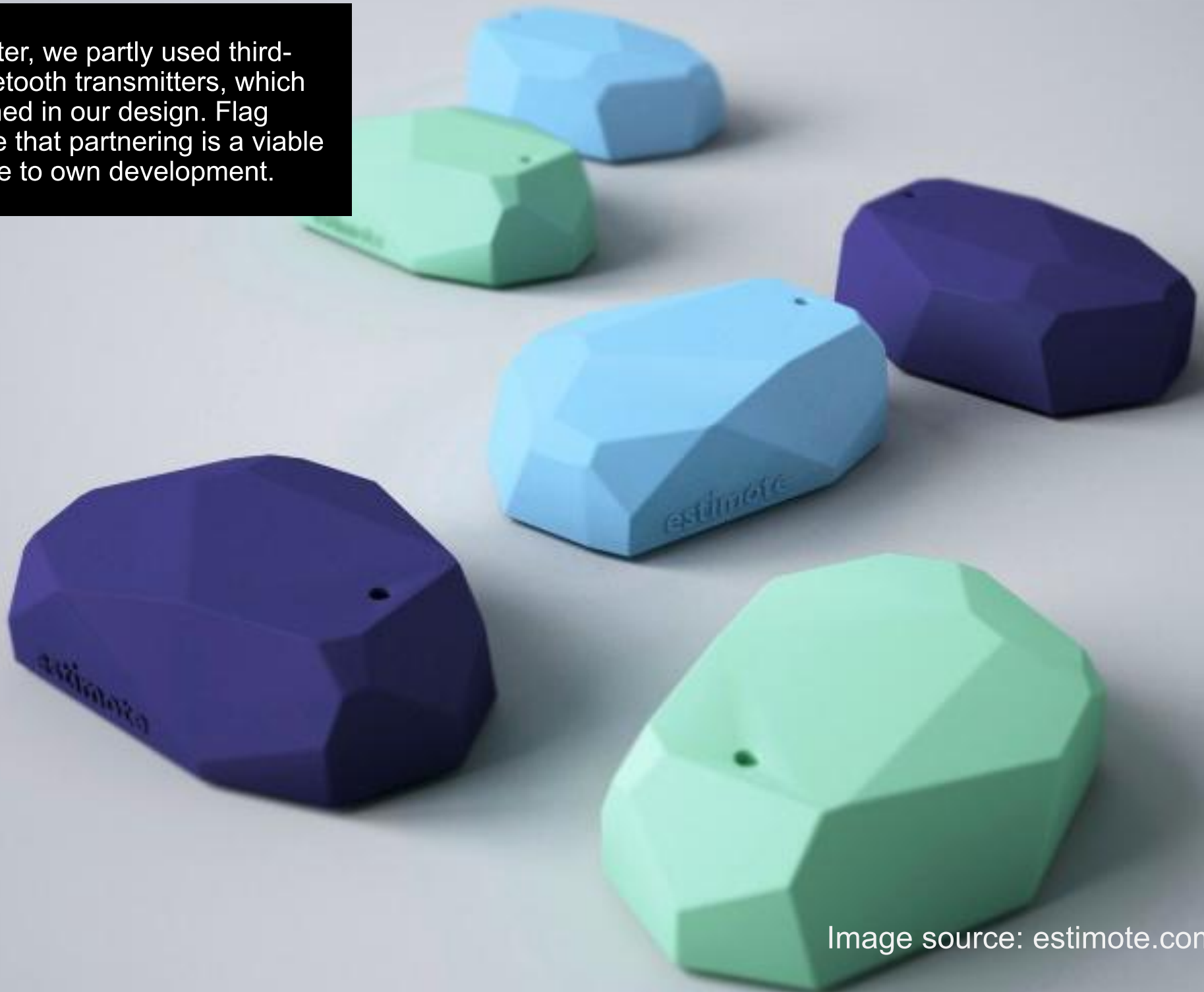


Image source: [estimote.com](https://www.estimote.com)



For Makers

Flag is a whole new offline channel for you to showcase your Art & Designs.

TheMarker Berliner Zeitung GRUNDERSZENE

Having Makers in mind

We think there are better ways to show people what you do.

...ve that there is nothing like experiencing a product
...lly - observing it from different angles, feeling the material
...ing it in reality. But we also know that it is not easy to sell
...owadays.

...people would see your creations outside of shops and
...now that YOU are the designer of the item they like, without
...vertising, branding or disturbing QR codes?

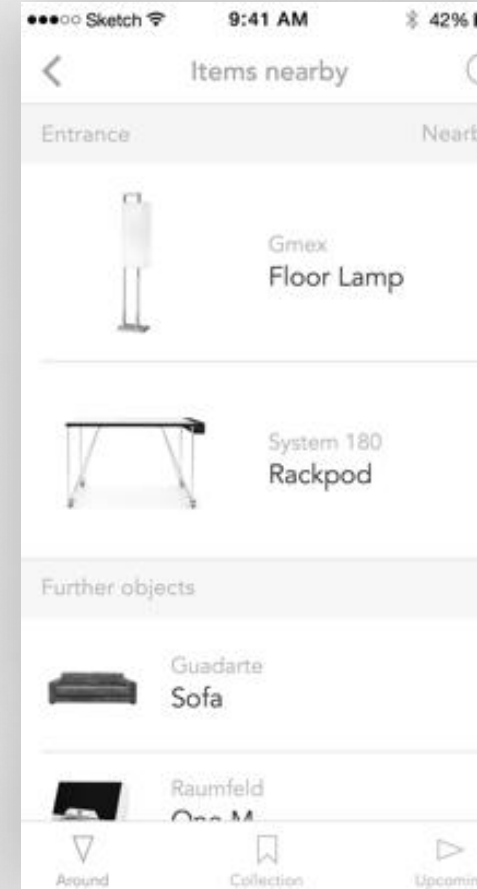
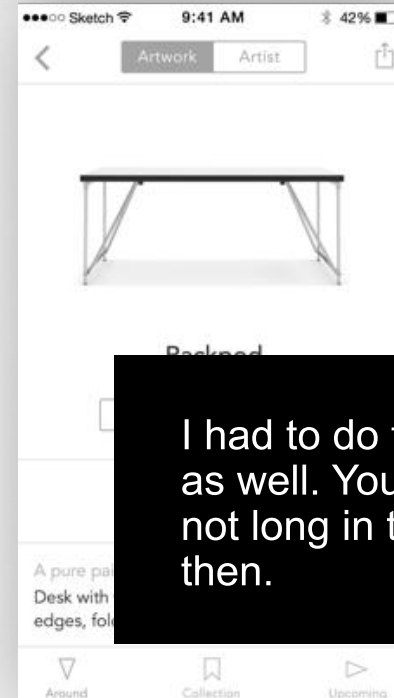
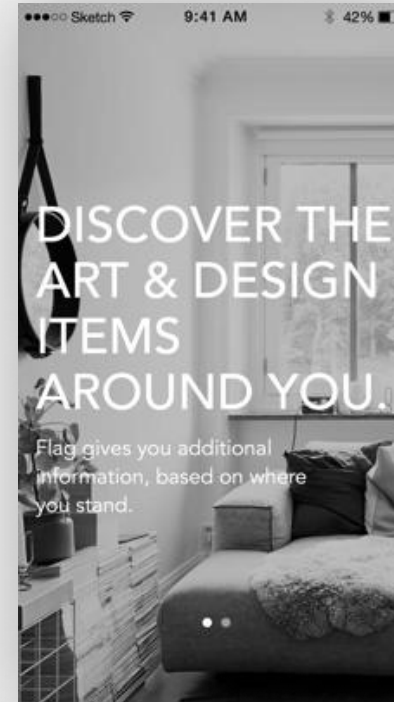
...roduces a new way for people to identify your art and design
...es such as hotels, cafes, galleries, restaurants, holiday
...ent, events and fairs.

Think about it - those people interacted with your creation in reality
and actively chose to find the item in the app. They are definitely your
perfect target group.

Flag basically transforms spaces that were not relevant in terms of
retail before, to your next cost-efficient showroom.

[Thank you for all the support & feedback already](#)

SYSTEM 180 KOM DO .CO EVAL BURSTEN steinbuehl THE KNOTS



I had to do the first UI designs as well. You can see that I was not long in the design business then.

My second priority task was building the team. We were 6 people when we decided to stop working on Flag.



יזם ספונטאני מחפש שותף מסודר



סטארטאפים בהם
עובדים יחדיו ישראלים
רמנים מתמודדים עם
שונות שונות לזמנות
חיים ומנסים להפוך
הפערים ליתרון

דת הדיונים של הסטאר-
אפ Broadsey, פלטפור-
אינטראקטיבית לדיונים
טהלים טכנולוגית ומ-
יאו הרוחות סוערות.
על "הגדלת מספר
לה ודגים במניעים,
ט ולמי זה בכלל

ור החי יסתיים
את ההזדמנות
יוכלו לצפות
ולחשמיע את
מר, 31 הקים

למיזם, אריק ברנדט:
בפרויקט במסגרת
הסדרנו היטב, והר

לושה מייסדי flag, סטארטאפ בן
3 חודשים שהמוצר שלו, הנמצא
בפיתוח, צפוי לחבר בין העולם
הפיזי לעולם המקוון: "בעזרת

בהחלט אפשרות שיחזרו אלייך
אחרי שבוע ואפילו שבועיים מבלי
להבין מה הלחץ. בתחילה דיברנו
עם אנשים וציפינו שדברים יקרו
מיד, ואז פתאום נעלמו לנו לש-

WHAT I LEARNT

We founded Flag in 2014, a time where commerce was the spearhead of digitization. So we learnt what digitization means first hand.

Since my co-founder took us to her home country Israel for some investor talks, I am in love with Israeli food.