

nomao
ebuzzing

www.nomao.com

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What is Nomao ?

✓ local search engine

- « asian restaurants in London »

✓ uses social data

- users log in with Facebook account
- like favorite places, share with friends

✓ recommends places

- e-reputation, users' friends, user's tastes



Innovation @ nomao

1. Results' personalisation

- ✓ collaborative filtering
- ✓ profiling

2. Content processing

- ✓ NLP
- ✓ Data mining



1. Personalised results

✓ Collaborative filtering

- Recommend the user places liked by people who have liked the same places as him/her

✓ Profiling

- if user likes restaurants with tag « italian »
- Nomao will recommend more italian restaurants



2. Content processing

- ✓ Spare the user the task of going through several websites to get relevant information about a place
 - **aggregation**: place merging
 - **classification**: terms' polarity + category
 - **generation**: text summary



Place merging

✓ Information about places is collected from various sources

- Source A :

```
{name=Mac Donald's, address=London, tags=fast-food}
```

- Source B :

```
{name=McDonald, address=Greater London, tags=hamburgers}
```

→ Merge into one place ?



Terms' classification

✓ A review:

“Absolutely the best menu of any curry house - really enjoyed my evening at the Notting Hill Tandoori, the **food was excellent** and the **staff was attentive** – loved it.”

✓ Terms' classification:

- « excellent food » → positive, menu
- « attentive staff » → positive, service



Summary generation

✓ Information about a place is stored as attribute/value pairs :

- **Name** : Notting Hill Tandoori
- **Tags** : restaurant, indian
- **Street** : 23 All Saints Road
- **City** : London
- **Zipcode** : W11 1HE
- **Positive reviews** : 79%
- **Positive terms** :
 - service : “attentive staff”
 - menu : “excellent-food”



Summary generation

“**Notting Hill Tandoori**” is a **restaurant** which offers **Indian** cuisine. It is located on **23 All Saints Road** in **London** in the borough of **Kensington and Chelsea**.

“Notting Hill Tandoori” got **79%** of enthusiastic reviews from Internet users. Customers of this restaurant particularly appreciated the **service** (“great-service” “attentive staff” “friendly-service”) and the **menu** (“excellent-food” “food yummy” “food excellent”).

[<http://uk.nomao.com/2492344.html>]



The Company

- ✓ created in 2007
- ✓ CEO : F. Montagnon (overblog founder)
- ✓ R&D team expertise :
 - recommender systems
 - NLP
 - information retrieval



Local search market

- ✓ Business opportunity : be the middle-man between mobile/internet users and local businesses



Current business model

- ✓ At the moment, not enough famous to make benefits from the « middle-man » business model
- ✓ Current business model:
 - advertisements
 - premium-rate phone numbers

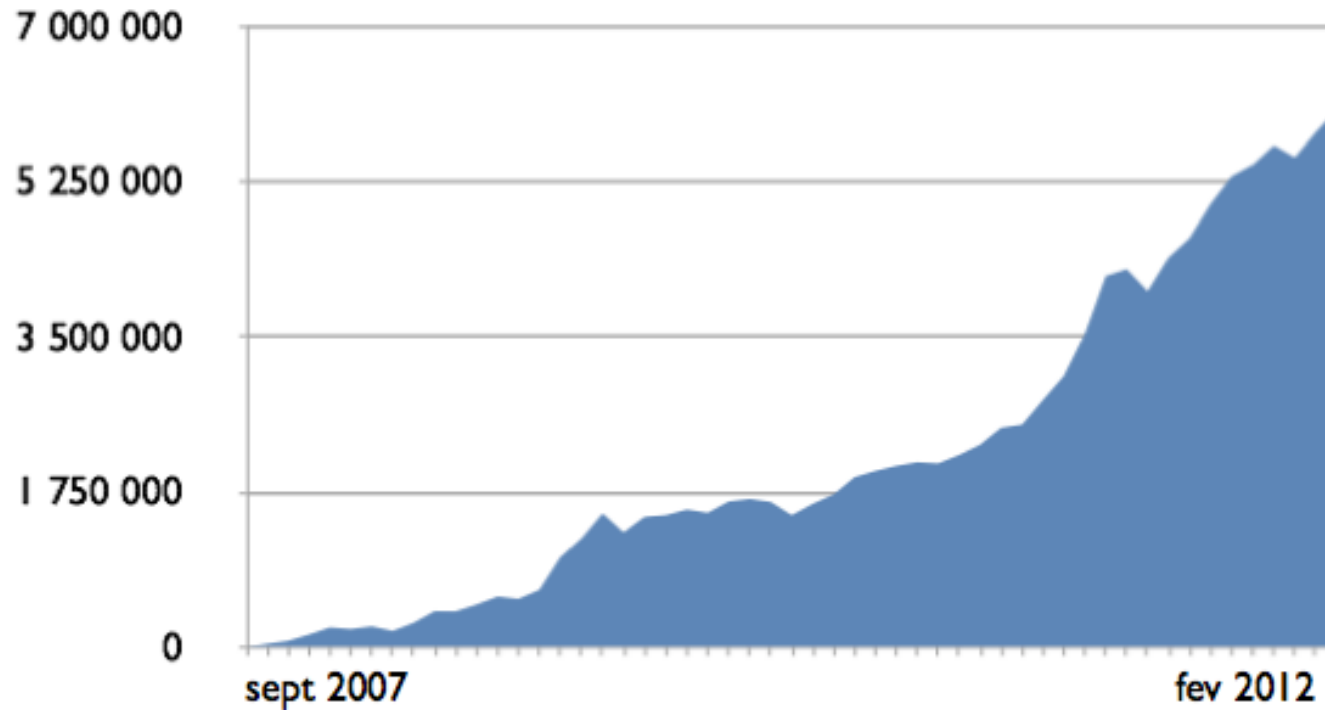


Goal : expand user base

- ✓ **Release of 3rd version** with full integration of Facebook:
 - encourage people to share their favorite places and spread the word about Nomao
- ✓ **Target early adopters:** publications in tech websites (techcrunch, ...)
- ✓ **Deliver the best service**



Visits per month



✓ April 2012 : over 7M visits/month (2.7M UV)

[source : Nielsen/Mediamétrie]



Thank you for your attention








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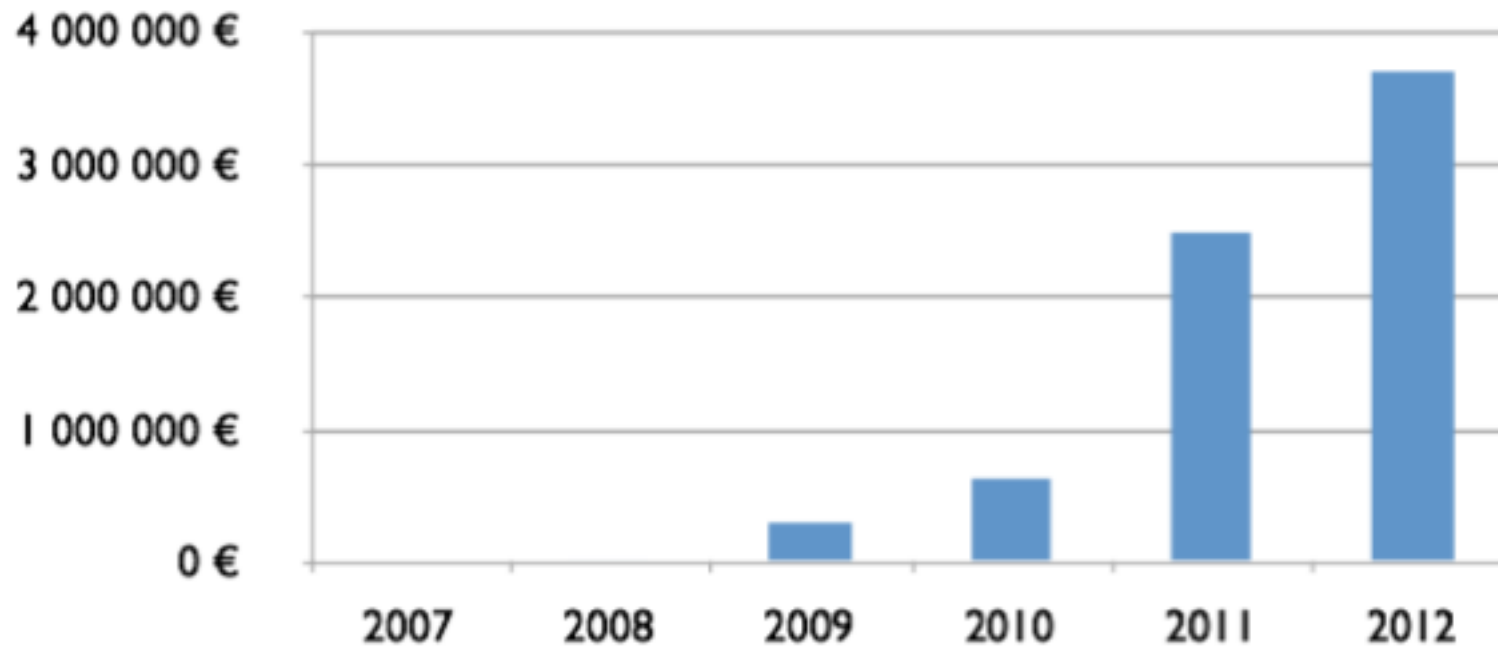


Competitors

	e-reputation	content	personalisation	social sharing
Nomao				
G+ Local				
FB local				
Yahoo local				
Yelp				
Yellow pages				



Revenue



French city guides

Supports	Rang	Audience (000)
Annuaire / Guides régionaux (SousCat)		23 926
PagesJaunes (B)	1	15 791
le 118 000 (B)	2	3 922
Nomao (B)	3	2 321
Les-horaires.fr (B)	4	2 004
Gralon (B)	5	1 758
Annuaire-mairie.fr (B)	6	1 743
Maville.com (B)	7	1 711
La fourchette (B)	8	1 686
QYPE (B)	9	1 656
Cityvox (B)	10	1 652
L Internaute Sorties (C)	11	1 648
118 218 Le Numero (B)	12	1 327
118712 (B)	13	1 071
Orange Local (C)	14	1 067
Annuaire.com (B)	15	1 067
Annuaire Inverse France (B)	16	1 045
ctqui.com (B)	17	1 040
Communes.com (B)	18	980
Ville de Paris (B)	19	965

