



The ESA Business Incubation Centre in Darmstadt, Germany, was founded in 2007 and is managed by Centrum für Satellitennavigation Hessen (cesah). The centre offers business start-up support as well as technical expertise in different space related areas, and in particular in satellite navigation, data systems, software systems and navigation test environments.

MapCase Media GmbH

MapCase offers a mobile location-based App.

MAPCASE

Website

Founded in 2011 by

- **Bastian Kneissl**

Incubation period

16-08-2011 to 15-08-2012



space solutions

Alumni

About MapCase Media GmbH

MapCase offers mobile location-based tracking and competition services for sports addicted people. It is also a platform for sports-related brands and companies to get in touch with their customers in a new social way and boost their sales. The business model is positioned in three markets: The coupon market, the social market and the location-based market

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The challenge

Sports people like skiers are able to keep track of their sports activities and movements in real-time by using a GPS-based smartphone app. Specific sports activities will not only

be published to Facebook, but also rewarded through a unique competition-system – in association with co-operation- and sponsorship-partners. Based on this location-based approach, the user will be guided directly to the product. Clients of MapCase like ski resorts, brands or retailers get more customers and increase their revenues by offering location-based Pins bundled with coupons that are related to specific sports activities. The first service “MaptoSnow” has already launched.

The solution

MapCase GmbH is hosted at ESA Business Incubation Centre (BIC) Darmstadt, run by the German company cesah. This has provided the opportunity to consult ESA experts who have supported with technology insights and ideas to improve the system.

In addition, especially the support provided by cesah in relation to general business activities has been very helpful.
