



The ESA BIC Sud France opened in 2013 and is managed by Aerospace Valley. The center is located in three regions in the south of France (Nouvelle Aquitaine, Occitanie, PACA), offering entrepreneurs support and technical expertise for the creation of innovative start-ups. ESA BIC Sud France is composed of the following members providing the best support to business creators: Six support structure: ESTIA Entreprendre, Bordeaux Technowest, CEEI Théogone, Midi-Pyrénées Incubator, BIC Montpellier Méditerranée Métropole and PACA-Est Incubator Two aerospace competitiveness clusters: Aerospace Valley and Safe The French Space Agency : CNES.

WAYNOTE

Experiential contents for connected mobility

waynote



[Website](#)

Founded in 2015 by

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Incubation period

20-04-2017 to 30-11-2018



space solutions

About WAYNOTE

Trips on the highway are long and monotonous. Waynote aims at tackling this tedious driving experience to turn it into an informative and entertaining journey. Waynote's value proposition is to connect the highways' travelers to their local environment by creating experiential contents for mobility.

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The challenge

Waynote started with two unsatisfied users, Nadine and Fabien: trips on the highway are long and monotonous. The whole experience is tedious. Firstly, travelers have absolutely no information on the regions and the landscapes they drive by. When it's time to take a break – which is a security requirement every two hours –, travelers, again, do not have any information on what they can find outside the highway infrastructure, near the exits. By default, they always end up going to the highways' service areas. In other words, **travelers are totally disconnected from the regions that they are passing by. The transportation time on the highway is a constrained experience that damages the global travelling experience.** It is worth noting that 64,4 % of all trips by EU residents are made by motor vehicles (private or hired).

The solution

Waynote's unique value proposition is to connect the highways' travelers to their environment by creating two types of touristic and cultural contents designed for mobility:

- 1) Audionotes: short geotagged audio messages, 25 to 30 seconds, that are automatically pushed as the users drive by places of interests or things seen from the highway.
- 2) Stopovers outside the highway infrastructure: suggestions pushed in audio a few kilometers before the highway exits, or viewed on a map before going on the road.

Waynote is a contents provider for other mobile apps and connected car systems that are actively looking for new digital services. Waynote is therefore a solution that addresses the travelers' unappealing highway experience on the one hand, and the need for new

digital services for the car/mobility companies on the other hand.
