



*“Build your influence”*



Paris - New York - Shanghai



## Matooma or the future of the Internet of Things in France!

Created in June 2012 by Frédéric SALLES, John William ALDON and Nadège ROOMS, Matooma is a Montpellier expert company specializing in connecting and managing the population of connected objects. The customers connect their devices thanks to its multi-SIM card operators whereas the logistic, commercial and financial management is carried out via its M2MManager Web platform. A centralized solution that allows managing the connection boxes in industrial parks around the world.

**Some references:** Legrand, Securitas, Crédit Mutuel, Groupama, Hager, Urbasolar, Nexity, Eiffage, Europ assistance, Mondial assistance, BNP Paribas, Vinci, etc.

**Revenue predictions for 2016:** € 5.5 million

**Workforce:** 30 collaborators

**Web site:** [www.matooma.com](http://www.matooma.com) | **Network site:** [www.matoowan.com](http://www.matoowan.com)

### CLIENT GOALS AND ISSUES

Matooma encountered a lack of recognition, mainly because very few were made aware on how to use the SIM cards to connect their objects. As a result, the company had to face a number of issues on the French market:

- *How to surf the wave of connected objects in order to boost the company reputation?*
- *Obtaining a solid visibility to help Matooma complete its first fundraising program along with a strong credibility among investors and prospects*
- *Educating the market and the general public on the communication of connected objects*

Recently, Matooma operated a change in its positioning, moving from M2M to a broader theme, known as the Internet of Things. Finally, it has developed and launched a new innovation, the first universal network of connected objects; named "Matoowan" which was in fact, the natural extension of its first innovation: the universal sim card "Matoocard".

We thus accompanied Matooma, both in the democratization of all these themes and during its change in positioning as well.

### THE STRATEGY IMPLEMENTED

Initially, it was important to democratize the "Machine to Machine" concept among journalists and to publicize Matooma not as a start-up from Montpellier, instead as an effective referral in the M2M field. Secondly, this strategy's objective was to lead Matooma gradually towards a more consumer and above all a more societal communication.

Very recently, thanks to its numerous successes, Matooma was able to set up an office in Paris and a subsidiary in New York and in Madrid a few weeks later. In our communication strategies, we played a major part on the aspect of "petit frenchie" which gained a huge success abroad, but launched massive communications on growth figures, the visible evidence of the innovative character and the effectiveness of Matooma.

In addition to this, we brought forward the personality of Frédéric Salles, his particular history and his visionary aspect, who was always one step ahead on the current events related with the Internet of Things.

## THE TAILORED SOLUTIONS

- ✓ Press relations
- ✓ Accompanying events
- ✓ One-to-one meetings
- ✓ Media coverage of events
- ✓ Supporting exhibitions
- ✓ Organizing press events
- ✓ Opportunity communication (the universal Apple SIM card, French Tech ...)

## A SAMPLE OF THE BEST RELEASES



## WITHIN OVER TWO YEARS OF COLLABORATION

More than **750** releases among which: **15** TV and **20** radio appearances

**1** press conference organized to announce the first Matooma fundraising program

Meetings and interviews organized with journalists, opinion leaders on this market: Le Figaro, Le Parisien, Le Point, Les Echos, Challenges, Midi Libre, Le Journal du Net, France Info ...