

Dear Editor,

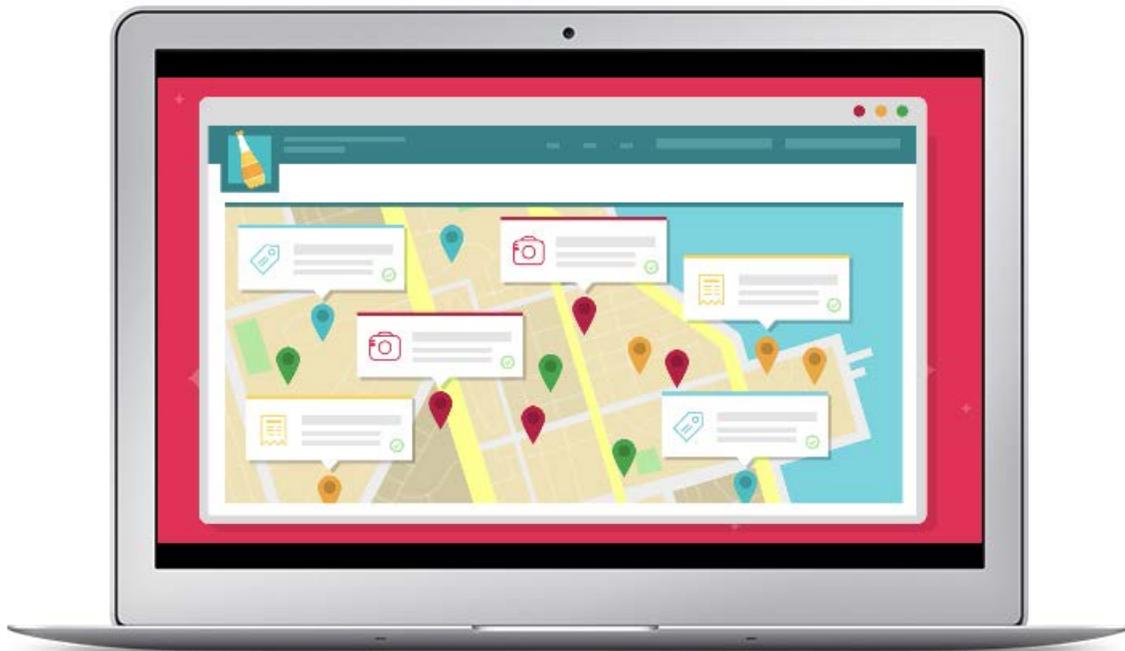
**Hong Kong, 3 July 2015**

**For Immediate Release**

### **New Mobile Workforce Technology Gives Instant Access to Retail Information**

SmartRocket, the new App by Red Ocean Solutions is helping companies get instant access to detailed retail information, while providing an extra paycheck for thousands of smartphone users.

SmartRocket is Asia's first and largest mobile workforce. Launched in January 2015, SmartRocket combines crowd sourcing with mobile technologies to enable companies to quickly, inexpensively and reliably understand retail environments in any location, at any time.



***Caption:*** See what we do in just 60 seconds: <https://vimeo.com/107154995>

Red Ocean Solutions, a Hong Kong based market and business information company, has combined crowdsourcing with the latest mobile technologies to create the SmartRocket Mobile Workforce – an army of Smartphone users on call to collect information at any time and from anywhere.

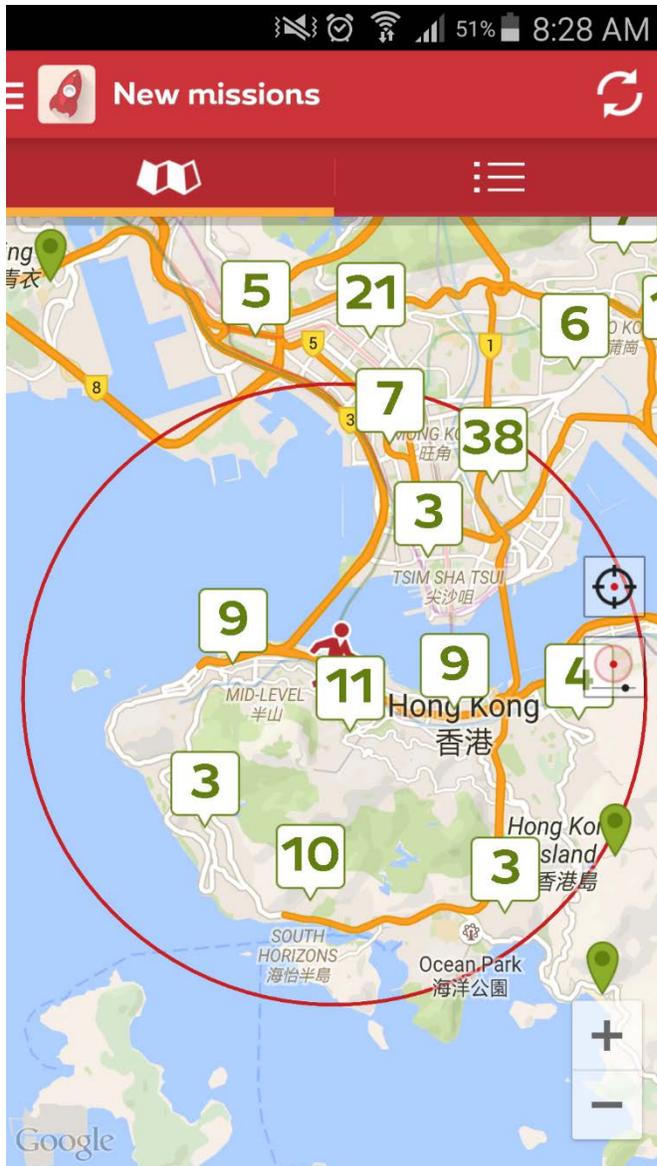
“We are particularly excited about SmartRocket’s application to Retail Marketing,” said Wade Garland, CEO. “Ensuring that products are in stock, displayed correctly and that promotions are in place is incredibly important for brands and retailers alike, but achieving this over hundreds or thousands of locations has been a tremendous challenge until now.”



***Caption:*** Agents can complete tasks on their regular shopping trips

The real problem is access to information - getting the right information, from the right place, at the right time, so that problems can be quickly identified and fixed - SmartRocket provides a radically new and vastly improved way for business to do just that.

Members of the Workforce, which currently comprises a little over a thousand students, business and home executives across Hong Kong, use the SmartRocket App to find and claim nearby tasks. Once at the required location, which might be a particular store, bar or restaurant, they collect information directly on the App and submit it.



**Caption:** Agents browse the in-app map for tasks that appeal to them

“Managing the quality of our information is critical” said Grant Beuzeval, COO. “Systematic checks, careful management of our Workforce and stringent validation processes are an important part of what we do”.

Once successfully validated, the information becomes available to companies in real time via an intuitive on line portal. Checking the situation at an individual location, or generating a list of stores with particular problems, such as low stock levels, is just a few clicks of the mouse away. “This is literally real time decision support for optimizing retail performance” adds Beuzeval.

Identify #140128

 Total  
279 tasks

 Unclaimed  
105 tasks

 Claimed  
18 tasks

 Completed  
174 tasks

Project name: Beer 4 Pack Stock Count Hong Kong S.A.R.

Status: Running

Start: 26 February 2016

End: 12 March 2016

EN

Wave 2

Hong Kong S.A.R.

Hong Kong

Central &amp; Western

Locations

Clear settings

Search locations

Custom Selection

equals

Selection

Save selection

In this project you will be visiting Wellcome supermarkets and doing a stock count of 4 major beer products (Heineken, Carlsberg, Blue Bird and San Miguel). This is a simple mission that will require 4 photos and 5 questions. It should only take a few minutes to complete. You may complete up to 2 missions for this project.



Identify Analyse Track

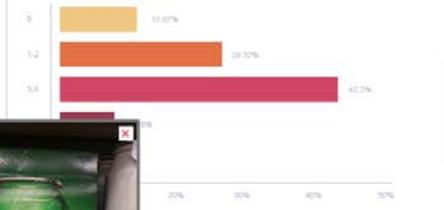
Filter

Select question

equals

Select answer

Question 4: Please count the number of packs of Carlsberg 500ml King Can 4 pack current.



Stock	%	#
3	13.07	34
1-2	28.32	49
3-4	42.2	73
10-98	10.98	19
4-62	4.62	8
100	100	173
3.3	3.3	

Export to file

**Caption:** Clients monitor real-time information in maps, tables, charts and photos on their dashboard

“But it’s not just about helping businesses succeed” said Wade. “Our Workforce is crowdsourced, so anyone over 18 with an Android phone can join”. Which means there is now a great opportunity for many people to make a little extra money with their smartphone, as well as have a bit of fun participating in interesting and important projects.

The Red Ocean [SmartRocket app](https://play.google.com/store/apps/details?id=com.ros.smartrocket) is available in Hong Kong and will be launching in China and other markets across Asia soon. (<https://play.google.com/store/apps/details?id=com.ros.smartrocket>)

— Ends —

**NOTE: Original supporting images of SmartRocket in action are available.**

**About Red Ocean Solutions Ltd**

Red Ocean Solutions was founded in 2013 Australian Wade Garland and New Zealander Grant Beuzeval, with the goal of enabling companies to make faster, better informed decisions. Both have a strong background in market research and marketing information. With a passion for new technologies, and new ways of involving people in the collection, understanding and transmission of information, we deliver solutions that improve business performance.

For more information about Red Ocean Solutions Ltd., please visit our website at [www.red-ocean.com](http://www.red-ocean.com)

**About SmartRocket**

SmartRocket, a Red Ocean Solution is Asia's first and largest mobile workforce. Launched in January 2015, SmartRocket combines crowd sourcing with mobile technologies to enable companies to quickly, inexpensively and reliably understand retail environments in any location, at any time.

Providing immediate feedback on in store prices, stock levels, on-shelf compliance, promotions, service levels and more, SmartRocket helps companies optimize their retail execution at the exact time and

Rigorous quality controls including GPS location verification, time and date stamping, photo and video verification and 100% validation ensure information you can trust.

At the same time, SmartRocket provides part time work and an extra paycheck for thousands of students, business and home executives across Asia.

For more information about SmartRocket, please visit [www.smart-rocket.com](http://www.smart-rocket.com)

**Media contact:**

Red Ocean Solutions  
Wade Garland  
wade@red-ocean.com  
9127 8227

## APPENDIX: Q&A

### Why/how did you come up with the “SmartRocket” idea?

We both have a great deal of experience in the field of marketing research and information and particularly in the application of new technologies to improving information collection and delivery processes. Areas like building and managing on line communities, using mobile devices for information collection and real time reporting systems. At the same time, we became aware of a real need in the market for information that was more time and location specific – people want to know what is happening at a particular retail location, and they want to know quickly enough so that if there is an issue at that location, they can solve it right away.

More than that, the idea of information from ANY location is important. In many cases, companies have a pretty good idea of what is happening in major retail chains and outlets, but getting to all those other locations, the General and traditional trade outlets – that’s still a real challenge. We wanted to help solve that.

And we wanted to create something that was tailored to the Asia region. Something that could be used in any country, and produce the same quality of information, with the same deep geographic reach, at the same speed.

From all of this, SmartRocket was born.

### For clients and smartphone users, what are the mutual benefits for conducting market research using “SmartRocket”?

We believe SmartRocket unites companies who need time sensitive, location based information, new technologies and members of the general public who become SmartRocket Crew members in a mutually beneficial relationship.

For our clients, SmartRocket is all about how new technologies and new ways of doing things, enabling faster, better informed decisions. Before this type of technology, getting accurate information from any location in near real time was quite simply, impossible. Now it is possible and companies who take advantage of this opportunity are benefiting from this. At the same time, the actual collection of this information is providing part time work and an extra paycheck for hundreds of students, business and

For our Crew members, at the most fundamental level, the opportunity now exists to make money with their Smartphone. In itself, this pretty exciting - most of us just get bills from our Smartphone! But there is a lot more to it than that. We have designed the system so that people can participate in missions which are conveniently located for them – so completing a mission is really quite simple and doesn’t take up much time. This means easier cash for them, but also means we receive information more quickly than if say people had to travel long distances to complete a mission. We also try and make the whole thing fun to take part in. When Crew successfully complete a mission, they earn not only cash but Rocket Points. As they accumulate Points, they qualify for promotion to higher ranks – they get a more senior title, rank badge and importantly, qualify for more complex higher paying tasks. And they can compete with their friends to see who can achieve the highest rank!

So while the business of collecting and providing information is very serious, we believe it's possible, and preferable to also make it a bit of fun for our Crew members. When people enjoy what they do, they tend to do a better job of it.

**How does it work? How many agents had been recruited since launch? What sort of training is required?**

We crowdsource our communities, so in principal, anyone over the age of 18 can join – as long as they have an Android Smartphone! We do, however, manage who joins and where they join from, as it is important that our communities have wide geographic coverage and aren't all based in the same location. New agents – we call them SmartRocket Crew - complete a training program that enables them to get to know the App, how it works, its features and most importantly, what we expect of them as a SmartRocket Crew member. We also regularly release training missions, as well as project specific training packages so that our Crew community keeps their skills up and is always ready for new projects.

When we launch a new project, we will select the right Crew members for the job – if it is something simple, then anyone can participate, but some projects require more experienced Crew, or people who have experience doing that type of thing before, or even certain types of people (eg aged 21+). We'll make the selection and then these Crew members will see the missions appear in the App – it's pretty cool – they see a map of Hong Kong with their location and the location of all the available missions. They can then claim missions that are conveniently located for them, and complete them for cash and Rocket Points. These missions might require them to count stock levels for a particular product, take a photo of the shelf layout, check prices, make sure promotional materials are in place – all sorts of things!

But it doesn't stop there. Every mission submitted by a crew member is subjected to rigorous quality control procedures, to ensure that the information is accurate and meets all the required standards. We use GPS tracking, time and date stamping and have a quality control expert personally validate every single submission. We know that no matter how innovative the approach, it's only as good as the quality of the information, so we are very focused on that area.

Once the information has been validated and approved, it then flows straight to our reporting portal in real time. This is also pretty exciting – a client can log in and in real time, see a map of Hong Kong and watch the locations being completed, one by one, and access information from each location instantly. They can also run analysis, generate statistics and reports on things like Out of Stock levels, and promotional display compliance. Most importantly, however, they can see right away where there is a problem and take action to fix it – we believe access to this type of information will really help businesses improve their financial performance.

In Hong Kong, we now have around 1000 Crew members, enabling us to provide coverage of the entire country, quickly and reliably. However, we are still looking to recruit new members!

**One of the selling point is “Make money anywhere”, do you think this concept is completely new in HK? Is it already a blast elsewhere? If so, where?**

The idea of making money with your smartphone has been around for a while in various forms, and there are various companies offering mobile workforce platforms around the world, covering things from 'odd jobs', through temping assignments to information collection.

What we are doing however, is we believe quite unique – not in its use of mobile workforces – but in the specific platform and approach we have built. Our focus on retail information and more specifically, retail information in Hong Kong and across Asia. We are also focused on our quality standards and technology. And the way we deliver information – yes we can and do provide metrics and scores and so forth but for us, the whole idea of combining information with time and location in a way that improves decision making is paramount and our unique approach to information delivery reflects that.

Certainly, what we are doing is a first in Hong Kong and more broadly, Asia.

### **Why is it only on Android? Any plans for iOS?**

Our approach relies on our being able to find and recruit people in the geographic areas we want to cover and if you look across Asia as a whole, Android penetration is considerably higher than iOS. So, Android was the obvious starting point for us, but we are looking into an iOS version – stay tuned!

### **Is it OK to collect this type of information in stores?**

Every day, everywhere, people are already collecting this kind of information. They check prices on line when in a store before making a purchase, they check what is available and where, they take pictures of the products they buy, their food and drinks, they record their experiences. And of course you have marketing research companies conducting mystery shopping, competitive checks and so forth. What we do aims to provide a more meaningful and reliable means of aggregating and accessing these types of information, for the benefit of everyone.

### **Example;**

We are currently doing small project on King Can beer packs – checking on shelf availability across Hong Kong in a major supermarket chain for brands of beer – Carlsberg, San Miguel, Heineken and Blue Girl. Already, we are seeing some interesting things – out of stock rates for these products sit at around 13% but perhaps more interestingly, when a brand is out of stock, in almost two thirds of cases, its position on shelf is filled by a competitor's brand! So you go to the store, looking for a particular product, and find something else instead. Our SmartRocket tool can help with these kinds of issues, enabling brands to identify where issues exist and get them fixed, fast.