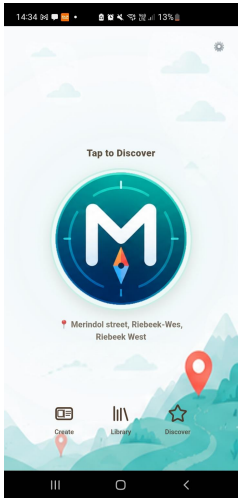
MAPPO



Remembering Places on the Go

A Story of Places, Memories and Possibility

Developed by App-Titude Labs

Capturing Curiosity. Preserving Understanding. Sharing Connection.

The Three Moments That Created Mappo

📍

Curiosity

Paternoster

A place we didn't have time to visit.

🏛️

Understanding

Prague

A story we couldn't understand.

💌

Connection

Postcards

An experience we wanted to share.

Curiosity

Paternoster, South Africa



"What if there was an app where you could simply press a button and save this place for later?"

"Like Shazam, but for Places."

Understanding

Prague, Czech Republic

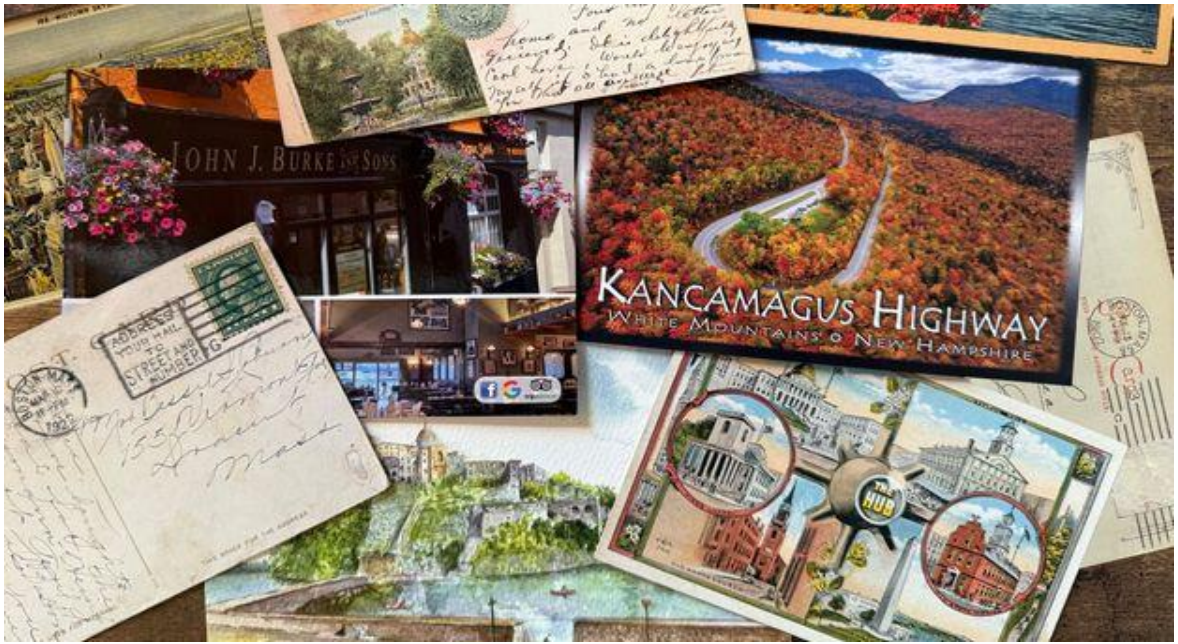


1683

"The photograph survived. The story did not. "

Connection

The Postcard Moment



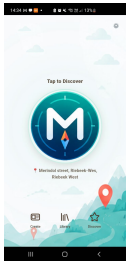
"An entire generation has never experienced receiving a postcard from someone else's journey."

Inspired by authentic antique postcards, Mappo brings a classic travel tradition into the digital age.

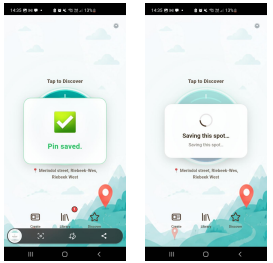
Because meaningful memories become even more meaningful when shared.

What We Have Built

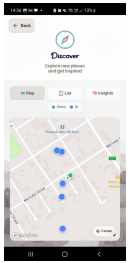
From idea to working platform.



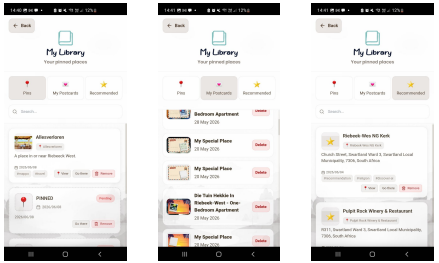
Capture meaningful places instantly.



Save the exact place that matters.



Discover new places based on your interests and behaviour.



Build a personal memory library of places and experiences.

A working platform focused on remembering, understanding and sharing meaningful places.

The Mappo Experience

From discovery to memory in a few simple steps.

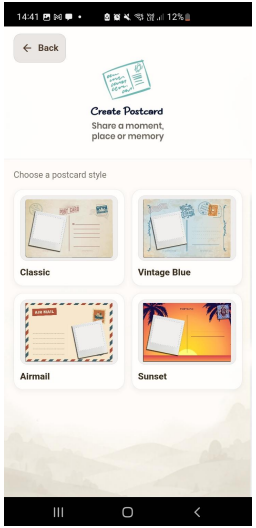
Discover ➜ Pin ➜ Understand ➜ Save ➜ Share ➜ Return

Discover	Pin	Understand	Save	Share	Return
Find a Place	Save Location	Learn the Story	Build your Library	Create a Postcard	Return Anytime

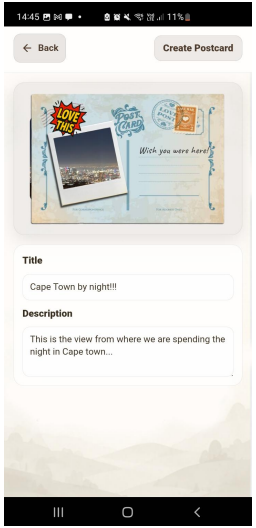
Mappo transforms places into lasting memories.

Digital Postcards

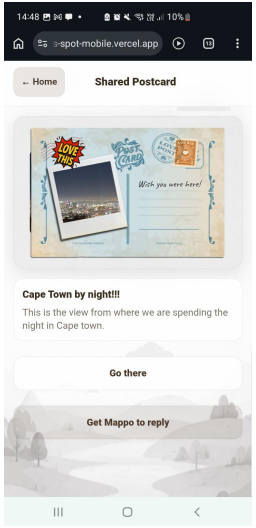
Bringing a classic travel tradition into the digital age.



Inspired by authentic antique postcards.



Turn a moment, memory or place into a personalised postcard.

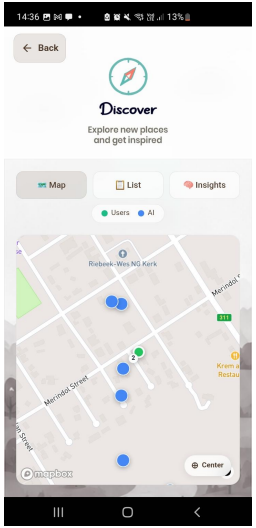


Share meaningful experiences with friends and family anywhere in the world.

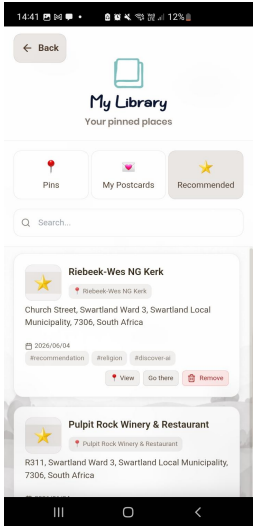
Not every memory belongs in a photo album. Some deserve to be shared.

AI-Powered Discovery

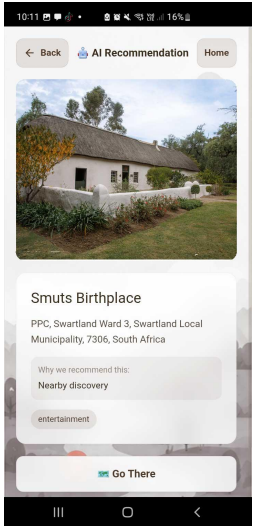
Helping users discover places they might otherwise never find.



Explore recommendations directly on the map.



Save and revisit personalised recommendations.



Learn about places before deciding where to go.

Discovery should be personal, inspiring and effortless.

Mappo combines user behaviour, exploration and place intelligence to deliver meaningful recommendations.

Built Lean. Built Carefully.

A self-funded journey shaped by learning, persistence and responsible development.

2025
↓
Early Development
↓
Google Places APIs
↓
Unexpected Billing Issue
↓
Google Investigation
↓
Problem Identified
↓
Issue Resolved
↓
Continued Development
↓
Mappo Today

A Valuable Lesson

During the early development of Mappo, an error in our code caused repeated calls to the Google Places API, resulting in an unexpected billing charge.

After reviewing the situation, Google's team investigated the codebase, identified the issue and confirmed that it was an unintentional development mistake.

We were extremely grateful when Google chose to waive the balance and help us understand what had happened.

The experience taught us an important lesson about responsible API usage and helped shape the way Mappo is built today.

We learned. We adapted. We kept building. Today, Mappo is ready for its next stage of growth.

Mappo has been self-funded by App-Titude Labs from day one.

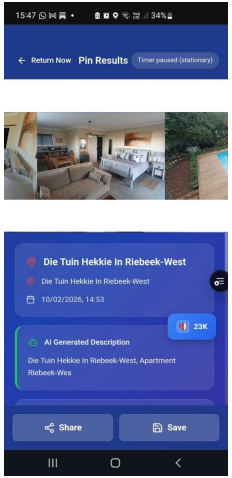
Why Google

Because quality place information creates better memories.

What We Tested

- TomTom Places
- Foursquare Places
- Mapbox APIs
- Geoapify
- HERE Routing
- Wikipedia Images
- Google Places APIs

What We Learned



Early Mappo prototype using Google Places APIs.

During development, we evaluated multiple mapping and place-data providers. While each offered strengths, Google consistently delivered the most accurate locations, most relevant imagery and richest place descriptions.

Features such as venue image carousels transformed a simple pin into a meaningful memory.

The better the place data, the better the memory.

The Opportunity

The foundation is built. The possibilities are just beginning.

📱 **Android** Today	🍎 **Apple** Next	🌍 **Global** Reach	☁️ **Google Ecosystem**
Working Android platform Place discovery AI recommendations Digital postcards Personal memory library	Native Apple experience iPhone support Expanded user reach Complete cross-platform availability	More travellers More countries More stories More memories Growing a worldwide community of explorers	Google Maps Platform Google Places APIs Google Cloud AI-powered place experiences Scalable infrastructure
Built and self-funded by App-Titude Labs.	Making Mappo available to everyone.	Designed for places everywhere. Built for users everywhere.	The technology foundation for the next chapter.

We have proven the concept. Now we want to realise its full potential.

From a self-funded Android platform to a global place-memory ecosystem.

The Next Chapter

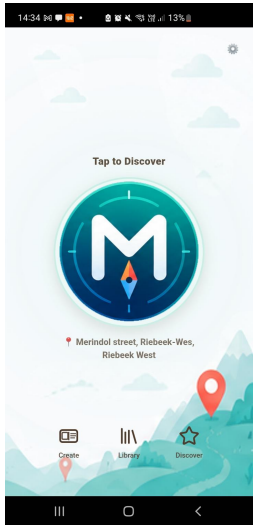
Building a richer, smarter and more connected way to remember places.

🤖 Smarter Discovery

More personalised recommendations
Deeper place understanding
AI-powered insights
Context-aware exploration

📍 Richer Place Experiences

Accurate place information
High-quality imagery
Meaningful descriptions
Stronger place context



🍎 Cross-Platform Access

Android and Apple support
Seamless user experience
Broader accessibility
A larger global audience

🌍 Shared Memories

Digital postcards
Travel stories
Family connections
A global community of explorers

Remember. Understand. Share.

Our vision is simple:
Help people remember the places that matter.

Combining place intelligence, storytelling and human connection into one experience.

Why Partnership Matters

The right support can help great ideas reach more people.

What We Have Already Proven

- ✓ A working Android platform
- ✓ Place discovery and memory library
- ✓ AI-powered recommendations
- ✓ Digital postcards inspired by authentic antiques
- ✓ Self-funded development from day one
- ✓ A product already capable of global use

What We Could Build Next

- 🍎 Native Apple experience
- ☁️ Expanded Google ecosystem integration
- 📍 Richer place information and imagery
- 🌍 Greater global reach
- 🤖 Smarter AI-powered experiences
- 💌 New ways to connect people through places and memories

We have built the foundation. Now we want to build the future.

We believe Mappo demonstrates how technology can help people remember, understand and share meaningful places.

With the right partnership, that vision can reach far more people.

From curiosity...
to understanding...
to connection.

That is the journey Mappo was built to support.

MAPPO

Remember. Understand. Share.



Thank you for your time and consideration.

Leo Donaldson
Founder – App-Titude Labs
Building simple technology for meaningful everyday experiences.

Riebeek West, South Africa