

# GapMaps Live



**A location Intelligence solution accessed via a cloud-based mapping platform. View the fastest and most comprehensive location intel available integrated with your business's data.**

## About GapMaps

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A global brand with an Aussie heart - at GapMaps we've been committed to helping our clients with their location decisions since 2013. We work to enhance our client's growth and investment decisions by delivering accurate and comprehensive location data intelligence. Over 500 brands across 23 countries trust us because of our results. And our results stem from our team of experts, our unique granular data and insights.

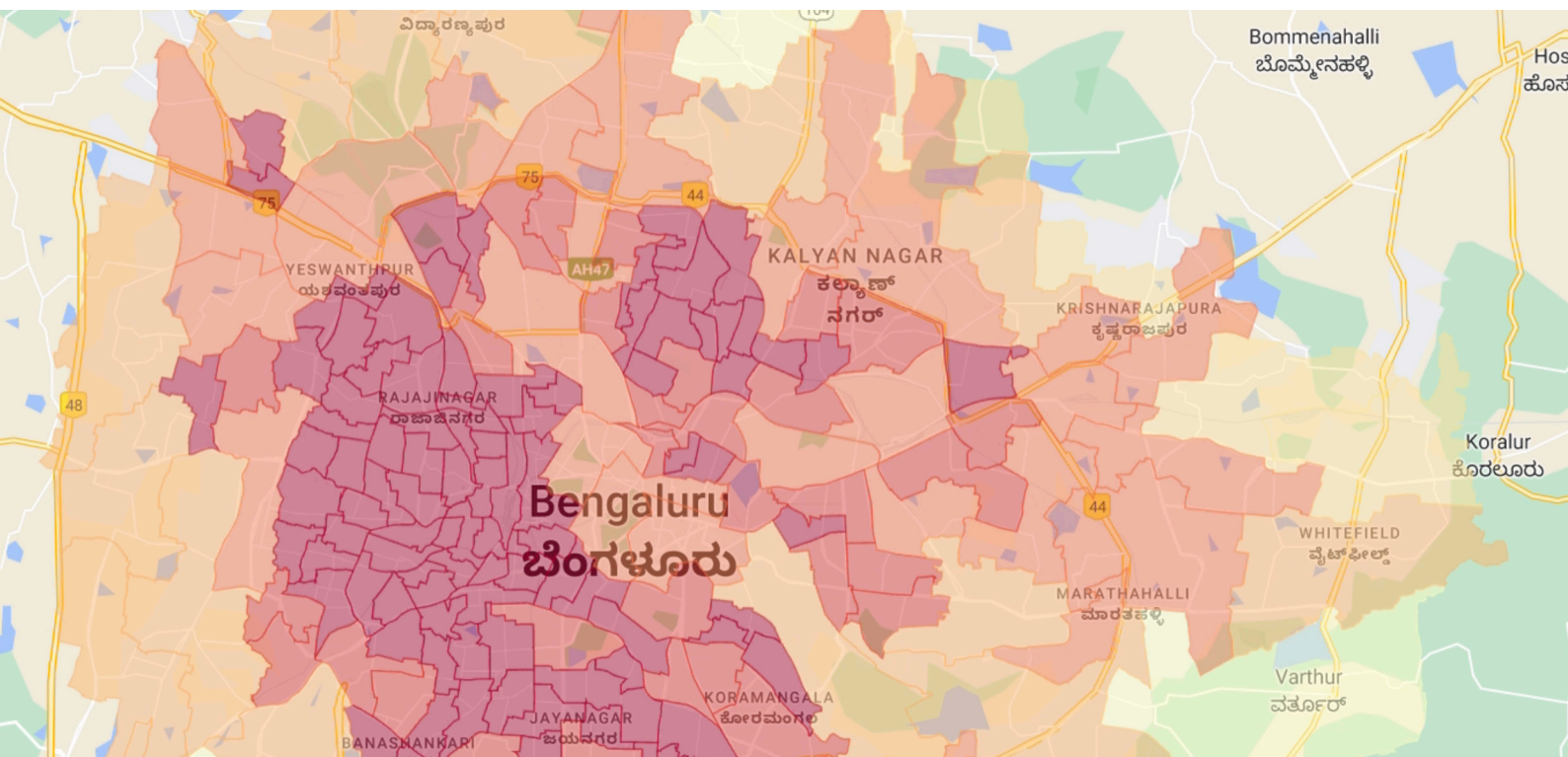


## GapMaps Live represents the next generation of location Intelligence platforms.

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Our GapMaps Live platform was built to solve our founders' own location decision problems. Technology built by the people who need it. An easy-to-navigate and robust platform powered by regularly updated data sets and in-house location intelligence experts. Our data team curates checks

and updates data sets via multiple sources. We then translate the data into an easy-to-digest and understandable format. We enable your team to answer critical location questions quickly and with ease.







Our **GapMaps Live** platform allows you to visualise your own data integrated with the best location intelligence available. So your team can make faster, smarter and more confident decisions.

**GapMaps** currently has a deep understanding of core sectors including:



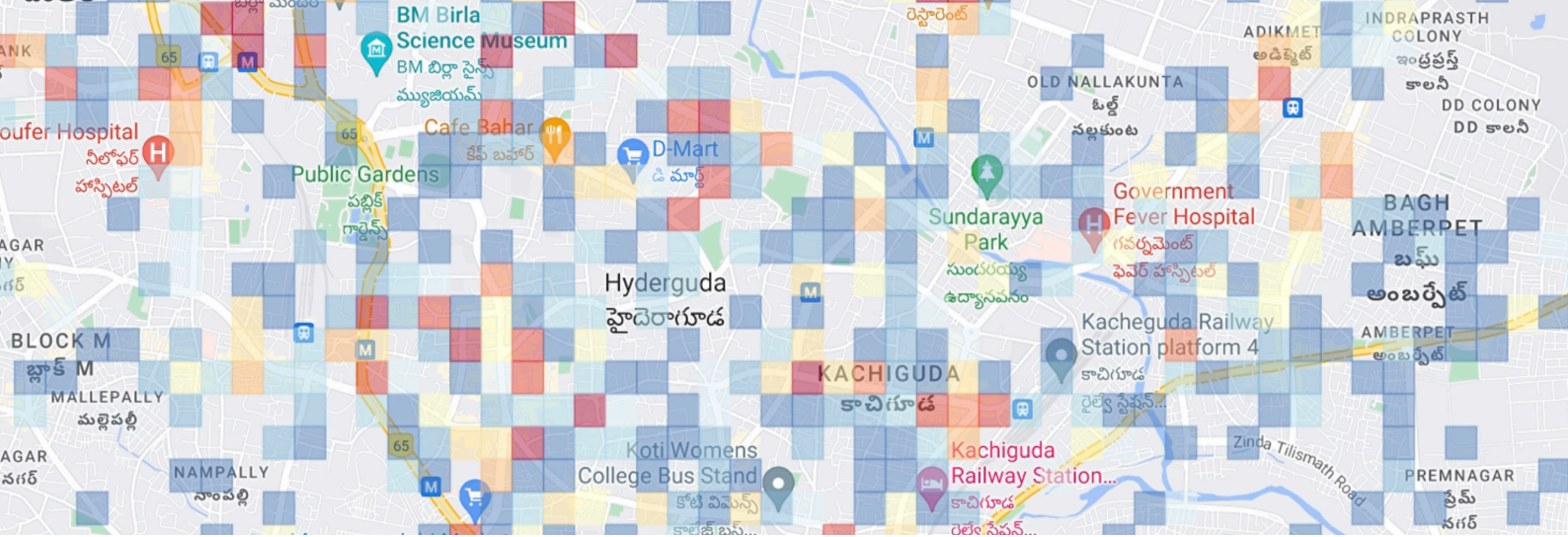
"GapMaps has a unique ability to create high quality location intelligence data and insights in some very data-challenged countries. The quality of their data and simple to use platform has enabled me to introduce world class market and network planning processes to businesses where network planning had previously been quite rudimentary."

**PAT McMICHAEL**  
Group MD and CEO Eat'n'Go Ltd



"The GapMaps Live location intelligence platform allows us to easily analyse catchments across multiple cities in India and make confident decisions on optimal locations for new gyms using validated data. Being able to access and visualise key insights in the platform such as population density, prosperity, retail & infrastructure layer in 150 metre grids has fast-tracked the approval process for planned new locations. We are now in a great position to expand our club footprint with confidence in the coming years"

**MAYANK BHATIA**  
Regional Franchise Sales Manager,  
Anytime Fitness



## What you can expect with access to GapMaps Live:



### Make it yours

Add your data to refine market planning opportunities.



### See it your way

Style your own catchments - via radius, drive time, walk time or freeform.



### Go macro or go micro

Scale your sales & territories to suit your business. Detailed or top level reports on catchments.



### Go with the flow

Understand human & traffic movement patterns across your network.



### Remove the guesswork

Discover industry-leading, supply-and-demand insights.



### Know your surroundings

Understand your competitive landscape with access to point of interest data.

## Live integrated datasets

- Household demographics
- Latest population estimates
- Latest worker estimates
- Latest consuming class insights
- Points of interest data
- Mobile device visitation data



**Want to learn more?**  
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