



# M@Bagel

GOOGLE ANALYTICS FOR THE  
INTERNET OF THINGS



# Analytics Drive Decisions



# No Hardware Analytics



Really?!!



2 Weeks



Real-time Customer Service





**\$4.8M**

**3-year contract**  
with a top-tier Asian  
vacuum manufacturer



50.1 Billion  
Smart devices by 2020





Improved Customer Service

\$19Million  
In pipeline

**Panasonic**

**ARING**

The First Ring That Listens To You



TAITRA

**Ken Lin**

CTO & Co-Founder



**Adms Chung**

CEO & Co-Founder



**Iru Wang**

VP US & Co-Founder





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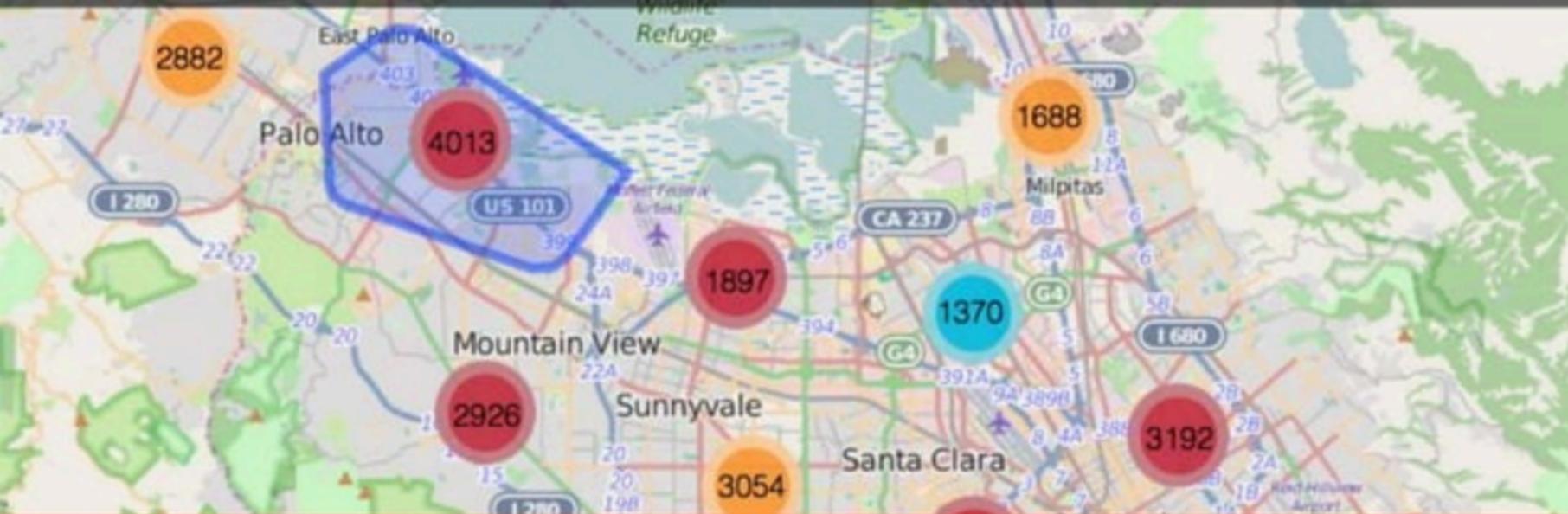
Really?!!

The image shows the back of a pair of dark sunglasses. At the top center, there is a small lens. Below it, there is a circular camera lens. At the bottom, there are three circular buttons with icons: a square with 'M', a square with 'DI', and a square with a circular arrow. The sunglasses are positioned on the left side of the frame against an orange background.

**\$8,000,000**  
Wasted in Product Returns







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\$4.8M  
Contract



\$19M  
Pipeline