



3 words to address the world

UK start up has given everyone and everywhere a simple address

what3words is a global addressing system. They have divided the world into 57 trillion 3m x 3m squares and have given each one a 3 word address.

Using words means that everyone and everywhere has a simple address that can be communicated quickly, easily and with no ambiguity.

“An address is an essential tool for economic and social development,,

— UN - Universal Postal Union

Around 75% of the world suffers from inadequate or no addressing systems.

An address means that the 4 billion unaddressed people around the world can now be visible. They are able to get deliveries and receive aid; report disease and to exercise many of their rights as citizens because they have a simple way to communicate where they live.

It means that in remote locations water facilities can be found, monitored and fixed; and schools, refugee camps and informal settlements can be managed. It means microfinance can scale and local business and e-commerce can grow.

In countries with advanced address systems a precise & easy address means people don't get lost, packages are delivered efficiently, utilities are managed and business gets found by customers. This can add billions to economies.

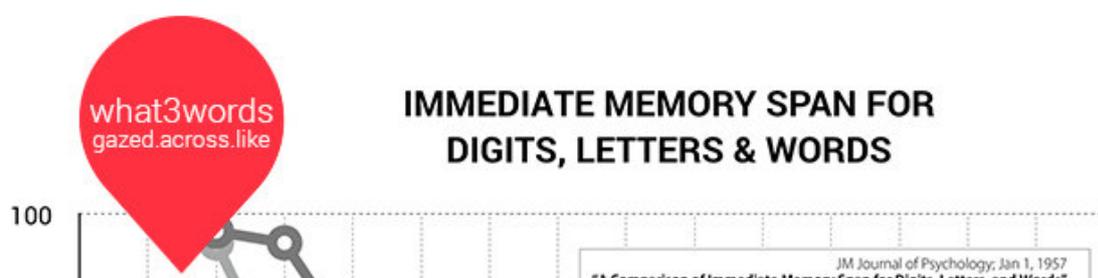
“The geospatial industry is worth an estimated \$150bn annually. Yet there is no precise yet simple global address or location reference system that can be used by everyday people,,

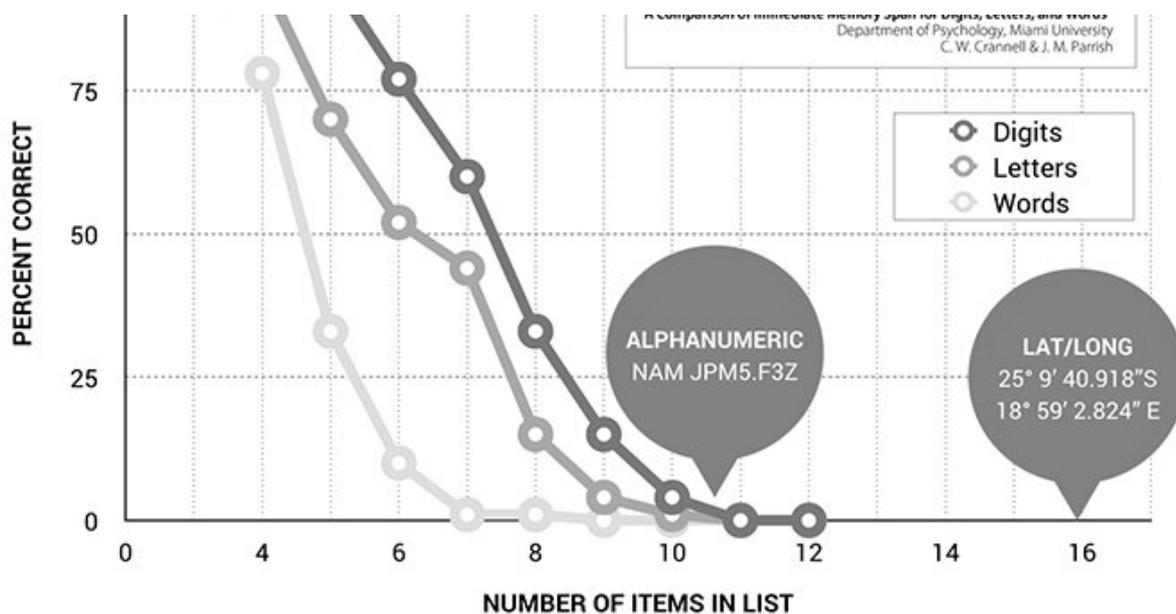
— Garay Gale - Ordnance Survey

The only alternative is complicated latitude and longitude coordinate pairs which are great for machines but ineffective for people.

Using words means non-technical people can find any location more accurately and most importantly, communicate it more quickly, more easily and with less ambiguity than any other system.

It is available in multiple languages, including English, Russian, French, Portuguese, Spanish, Turkish & shortly, Swahili & Arabic.





Better addressing can improve customer experiences for the navigation, tourism and sports industry, drive efficiencies for delivery and logistics firms, allow the growth of ecommerce and improve livethrough more efficient humanitarian aid and disease management.

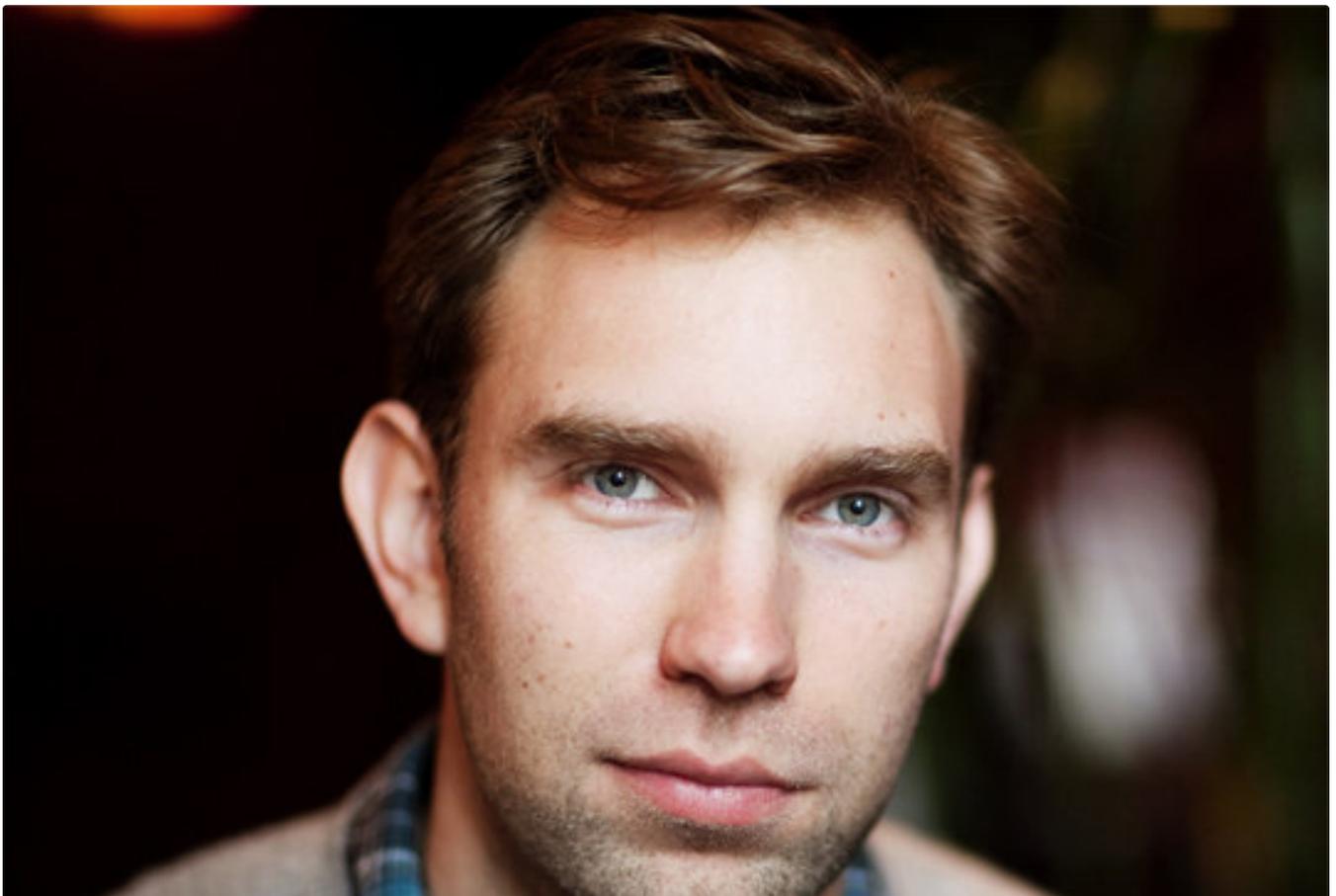
We are working with our partners to market the benefits to their users. 3 words are currently accepted by 20+ companies including Navmii – a navigation app with 25 million users, Kartverket –the Norwegian mapping agency, Ulmart – Russia's Amazon, and Esri – the largest supplier of Geographic Information software in the world.

We are also working with Carteiro Amigo to addressing the Brazilian favelas, have completed a successful drone pilot project with Skycap to help stop poaching and spot mines in Africa and have just returned from a World Bank mission to the DRC to investigate using 3 words to address hospitals, schools and water points.

We believe in doing good by doing business. Our model supports fair and equitable use. what3words will always be free for individuals to use on our site and apps. We charge corporates to use the service but also employ a structure that provides qualifying organisations including humanitarian and not-for-profit entities with a range of free and scaled usage plans.

“We believe the world would be a better place if everyone and everywhere had a simple address,”

— Chris Sheldrick - CEO - what3words





ABOUT WHAT3WORDS

what3words is a global grid of 3mx3m squares where each square has been pre-allocated a fixed and unique 3 word address.

75% of the world suffers from inconsistent, complicated or inadequate addressing systems.

This means that around 4 billion people are invisible; unable to report crime; unable to get deliveries or receive aid; and unable to exercise many of their rights as citizens because they simply have no way to communicate where they live.

It means that in remote locations water facilities can't be found, monitored and fixed; and schools, refugee camps and informal settlements remain unaddressed. Even in countries with advanced systems, people get lost, packages aren't delivered and businesses aren't found.

Poor addressing is costly & annoying in developed countries, but limits growth and threatens lives in developing ones.

Our API is being integrated into businesses, apps & services. It works across all platforms and devices, in multiple languages, offline and with voice recognition.

What3words means everyone and everywhere now has an address.



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