



Press Release

Retail tech startup comes out of stealth mode, reveals must-have retail tool for the IoT Revolution

San Juan, Puerto Rico - June 30, 2016 - For the first time since their founding, retail tech startup migo IQ has come out of stealth mode to talk in detail about the new technology that could change everything for brick-and-mortar brands.

After their founding in 2014, tech startup migo IQ stayed in stealth mode, developing their platform quietly and quickly to protect their technology as they collected feedback and analyzed early data. The first numbers were good, but rather than releasing information too early, the product development team continued to perfect and test.

As the feedback came in, the team at migo knew it was time to create a brand identity and message that matched the potential of their new platform for the IoT retail revolution.

"We knew we were ready," says Jonathan Kotthoff, founder and CEO of migo IQ. "We had been through the fire of those early startup months, developed a strong team, and developed an even stronger platform."

To oversee the brand creation process, migo IQ called in Kingdom, a renowned brand development firm based in Los Angeles, California.

In April 2016, the Kingdom team orchestrated a series of deep dives into the technology, mission, and market, to develop a brand identity that fit the startup.

"Our vision is to use all these advancements in technology to serve humanity, to help individuals," said Kotthoff. "We've developed our platform to serve individuals. We know that as we equip retailers to serve their customers on an individual basis, these brands will succeed."

The Kingdom team helped the team come up with a brand and messaging that fit their core mission.

"Our goal was to dig up the core philosophy and values of the Migo IQ team, and embody them in all expressions of design," said Gabe Watkins of Kingdom. "As we got to know the team, we found an uncommon depth and purposeful group of people that just care immensely for people, and bettering their experience of life. There's really nothing more exciting to us."

The name "migo" conveys the friendly, individualized, and humanity-oriented vision, while "IQ" nods to the platform driven by machine learning intelligence. In June of 2016, newly branded migo IQ launched their new identity and retail platform with a new website, designed by Switzer Creative, a brand video, developed by Skies Fall, and social media and content platforms.

For more information:

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About migo IQ

The first truly automated, truly intelligent, responsive mobile tool for brick-and-mortar retailers, migo IQ is bringing real-time personalization to the real world. The migo platform enables brick-and-mortar retailers and venues to increase revenue and offer customers the personalized in-store shopping experience they want, with no additional staffing needed.

About Kingdom

Kingdom is an architecture and design studio based in Southern California.

There's a moment in the life of every company, family and individual where a flag must be placed into the ground that makes a bold statement to the world about who they are. We exist to understand and design that statement in a physical context, broadcasting our client's values and encouraging their culture.

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