

Oz app mapping its way Jamie First

A small Aussie start-up could soon be the next Facebook, Google or Tinder.

The brains behind spatial mapping app Kojai have been selected to attend, and showcase their creation, at one of the world's most prestigious technology conferences.

Web Summit is a three-day event in Dublin in the first week of November, attracting 20,000 people, including the most influential business leaders, such as Dropbox founder Drew Houston.

Also attending will be investors and more than 2000 members of the media from 750 outlets across 100 countries.

Using GPS, Kojai allows users to pin pictures onto a map, trace the places they've been and share it on social media.

Chief executive Amir Farhand, 35, said a team of seven had been working on developing the app for a year, following a trip to San Francisco, where the concept was born.

"None of us had international roaming, but we wanted to show everyone back home what we'd done and what we'd seen and all the photos we'd taken," Farhand said.

Kojai, which means "where are you?" in Farsi (from Farhand's Iranian heritage), was officially launched in March and has grown quickly since.

"It's constantly evolving and getting better and better.

"We see it becoming its own social media mapping network, where location-based services are not an afterthought."

In the next couple of weeks, a new feature of the app will enable people to comment on each other's posts.

Farhand said the past few months had been a whirlwind and he was amazed he was invited to the Web Summit.

"It's a great way to get access to funding and also a great way to get media outlets to ... spread the word.

"It gives us validation from our colleagues in other parts of the world that the product we've made not only works, but is actually usable," he said.

Farhand said he wanted Kojai to reach a wider audience and he hoped to continue to innovate.