

Introducing...

MOTOCARMA

Leveraging mobile phones
to create affordable telematics for

- Pre-Owned Vehicles
- Economy-Class Vehicles



Brilliant Solutions
for Smartphones

Long Tail of Telematics

- Non-Equipped Vehicles
- After-Warranty Service
 - Alternatives to dealer service
 - Still offer OE parts
 - Still build relationship between OEMs and customers
- Price-Sensitive or Niche
 - Unwilling to pay for head unit, monthly fees
 - Seeking green features
 - Auto-enthusiast / DIY repair
 - Behavior-based insurance



Mobile App Solution

Plug in
Under dash



Collect

Data from
Vehicle
Computer

Analyze

- ✓ Driver Safety
- ✓ Vehicle Health
- ✓ Usage Patterns

Report

- ✓ Email
- ✓ Contests
- ✓ Web

Rewards Network

Competitions and financial incentives can change human behavior while being fun.

	Before	After
Accidents	4	0
Driving Awards	0	2
Overdue Service	8	1
Breakdowns	1	0
Discounts	0	2
Driving Score (100 = best)	45	76



- Green
- Safety



- Insurance
- Oil Change


Market

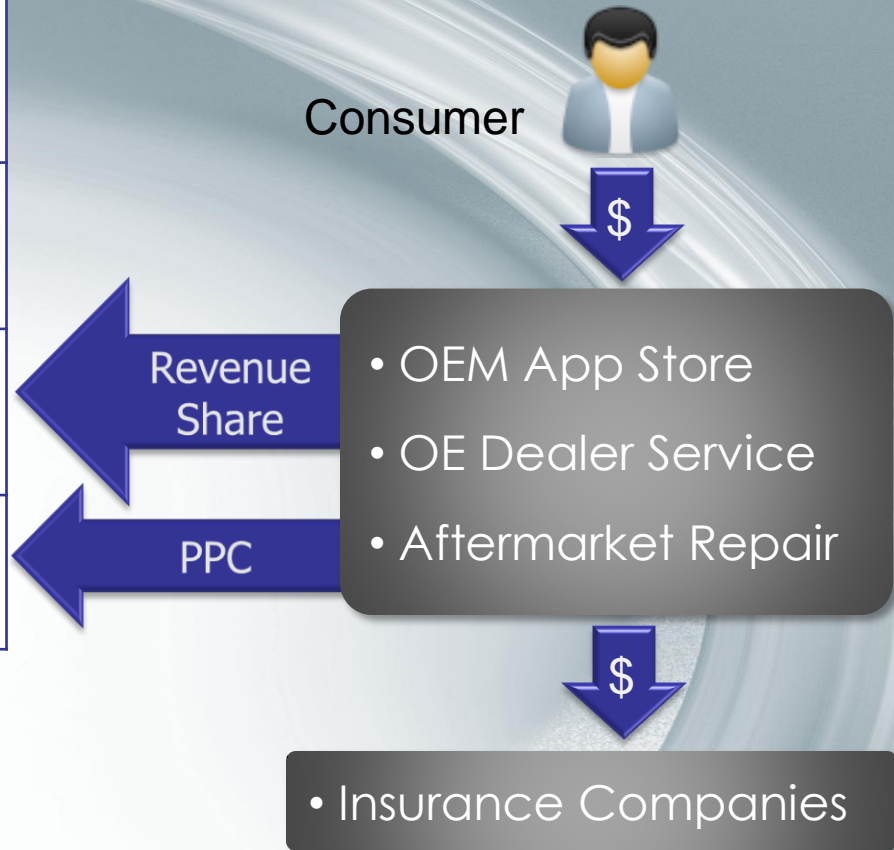
In US alone:

- 25M check engine lights active
- 125M behavior-based insurance candidates
- 140M cars over 7 years old
- 20% CAGR through 2015
 - Healthcare Reform → Impacting Insurance Premiums
 - Economic Climate → Keeping Vehicles Longer
 - Smartphones, Wireless Connectivity Increasing
 - Gasoline Price Increase Likely
 - Green Demand Increasing



Business Model

		
Freemium	\$0	Uses GPS on phone
Pro (includes device)	\$10 / month	Web and Email Report
Marketplace	PPC	Qualified Leads



How we can help

Expertise

- Mobile phone monitoring and Bluetooth connectivity
- Architecture that provides fast phone support at low cost
- Automotive: embedded systems, diagnostics, communications

Product

- Prevent accidents rather than just reporting them
- Lower total costs through leveraging Smartphone capabilities
- Green, fuel saving algorithms
- Behavior-based insurance



Core Team

Charles Nesser, Founder & CEO/President

Managed leading telematics product at Bosch
Startup experience, OBDII development at GM,
B.S. Mechanical Engineering, Computer & Info Science

Mitch Todd, Founder & CTO

Software development of vehicle simulators at Bosch,
Multiple overseas assignments and outsourced projects,
B.S. Computer Engineering

Brian Hoskins, Acting CFO / Key Advisor

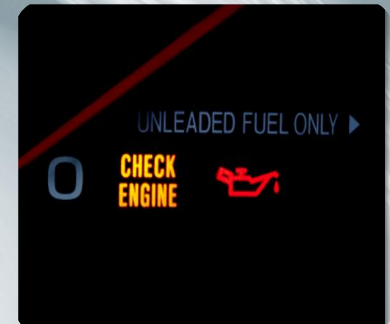
Director, Emerging Business Team, Microsoft
MBA with High Distinction, Harvard Business School



Investment

Seeking Partners / Funding:

- Development on new phones, new hardware option
- Data enrichment
 - Severity of failure codes
 - Mapping of failure codes to parts for pre-ordering



Sales, Marketing & Distribution

- Cross-sell in existing car sales / service channels
- Stock hardware devices in retail stores / subsidize
- Insurance partnering

Your Return

- Increased telematics penetration rate
 - More service revenue per customer
 - More OE parts sold
 - Increased customer satisfaction
 - Brand loyalty
 - Right fix, first time
- Lower inventories
 - Order parts as needed for telematics-equipped cars

