

geoToll®

Giving Your Smartphone
NATIONWIDE TOLLING ACCESS



IBTTA

TOLLING. MOVING SMARTER.

SHARK TANK



Offering seamless toll payments

**WHEREVER &
WHENEVER
YOU TRAVEL**

**Via the latest 'form-factor' for
RFID Tolling:
Your Smartphone!**

CONTEXT

The Toll Market

\$55
Billion/year
worldwide

\$10
Billion/year
in the U.S.

+10%
annual
growth

2016
Interoperability
mandate (MAP-21)

CONTEXT

Toll Tags

20-24
million/year
worldwide

3.8-4
Million /year
in U.S.

5%
Annual
growth

2016
Interoperability
mandate

CONTEXT

Smartphones

1.4 billion in
2014
worldwide

160
Million in U.S.
in 2014

25%
Annual
growth
Over 2015

500:1
phone:tags

1,070,000
Android Apps
as of 7/2014

1,200,000
iPhone Apps
as of 6/2014

TRENDS

Connected Vehicle



RUC

SAVE TIME
Get your
RUC online

Sharing Economy



Millenials



UBER





What is GeoToll?

SMARTPHONE APP

+

RFID STICKER TAG

Uses the phones integrated features to trigger the ETC and the app as you approach the toll point.
It powers-down after passing by.



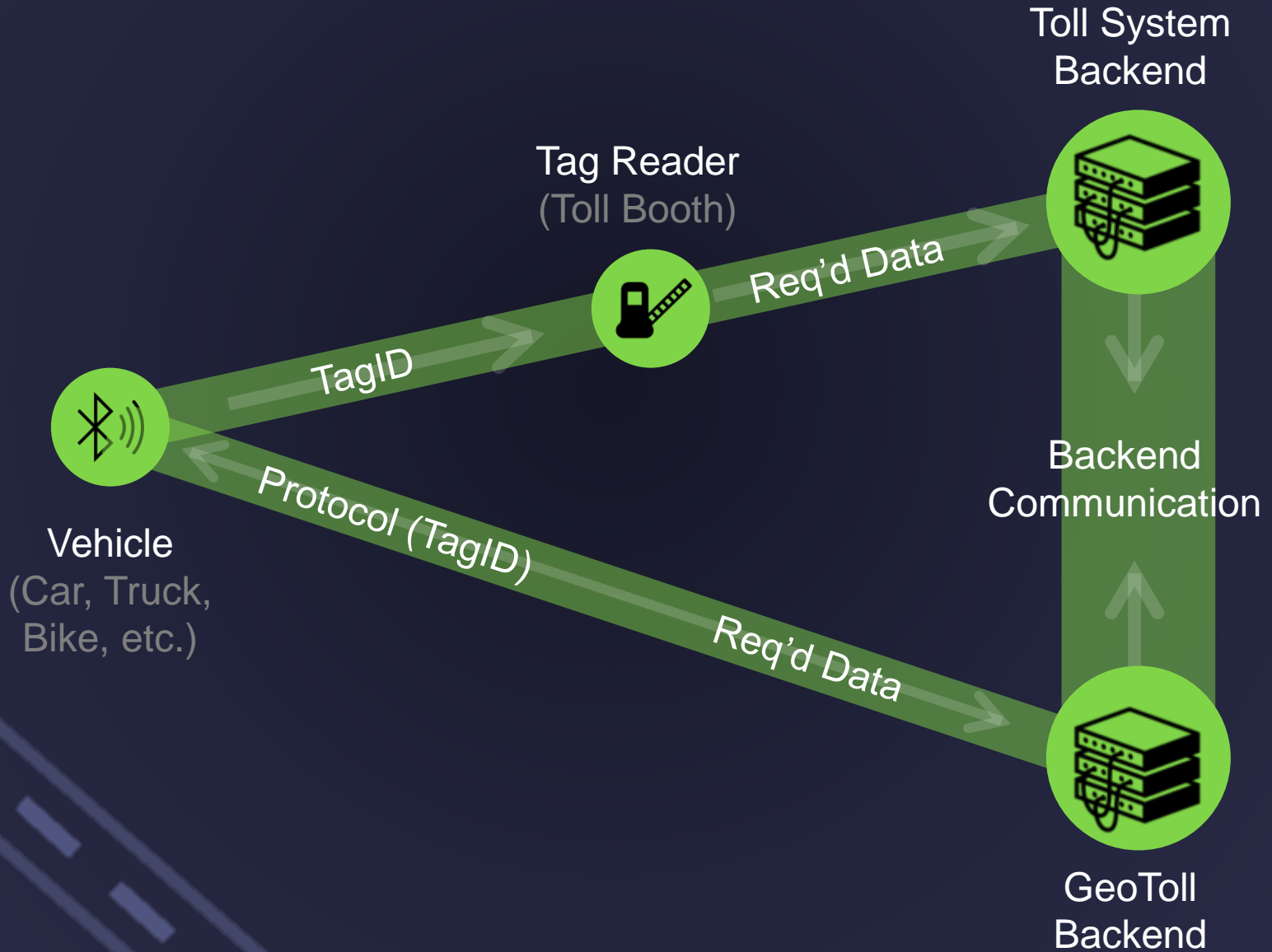


How to Use it



- Download the free App.
- Register - Enter your payment and contact information.
- Enter the license plate(s) you wish to associate with your GeoToll account. Include personal vehicles or, for one-time uses, a rental car, car-share vehicle, etc.
- Receive and affix the thin-film GeoToll RIFD sticker tag to the back of the phone (instructions included) under the case.
 - No need to wait b/c GeoToll operates as a Video Toll too.
- You are ready to go. The app runs in the background.

How It Works.

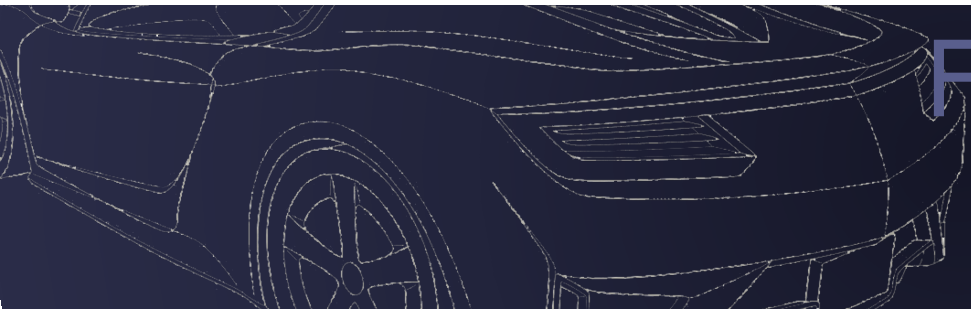




geo
Toll



Business Model



Free App + at-Cost
device



Recurring
Revenue
\$0.10/transaction
+ 2-3% of
transaction value

Competition



Current Costs

PHOTO/PLATE
\$.35 - \$ 1.50
PER TRANSACTION

ETC
\$ 0.9 - \$ 0.20
PER TRANSACTION

MANUAL
\$ 0.33
PER TRANSACTION

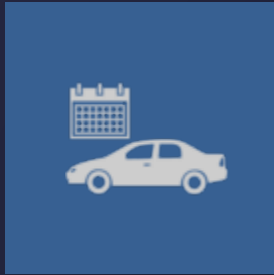


GPS Only



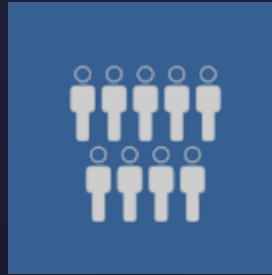
Video/LP Only

Benefits



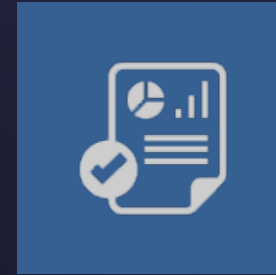
Automatic Toll Calculation

RFID technology combined with GPS and the toll operator's toll schedule determines toll amount.



Staff Efficiencies

Back Office System (BOS) handles automatic account management and report creation.



Increased Accuracy

GeoToll BOS exchanges data with agency to assure accuracy & warrant payment.

Additionally, there is a significantly lower cost associated with achieving the 2016 interoperability mandate set by Congress via "MAP-21" (both hardware & software)

MILESTONES

OMNIAIR
Certification

RFID Test
with WSDOT

Invitations to test
from every
region of IOP in
US + worldwide

Notification of
interest
from top-5 phone
OEM to include in
new product

Built to provide
IOP between
all protocols

BARRIERS TO ENTRY

First ever
to combine
RFID with
smartphone

8 filed patent
applications to
date with more
to follow

Exclusive
IP protecting
combined RFID &
smartphone usage





The Opportunity

Ask:

\$2M

Equity

Numbers

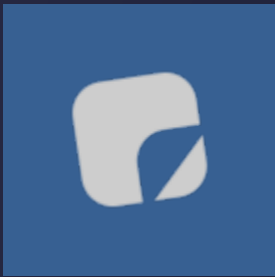
\$XMM Valuation @ \$.xx/share with 14MM of 20MM shares outstanding

Revenue Forecast: Break Even by Year 2

Stage Two: Develop & Test E-ZPass Protocol

Goal: 5% of ETC transactions in 4 years

Use of Funds



Testing Final
Form Factor, 6C
Tag Manufacture

1-3



BOS
Completion, Test
and Trial

1-5



Go live w/
6C Protocol,
dvlp IAG

6-9



Regional
Launches, Test
IAG

9-18

Months
(Post Money)



Legacy vs. Leading Edge

- How do I respond to technology and sociological changes?
- What customer problems am I solving?
- Why do we need toll roads in a world where you can charge customers for use in real time?
- GeoToll is the answer.

SUMMARY

- Maintain your competitive advantage in a time when those advantages may be **transient & vulnerable** from competition from other industries.
- **Leverage what your customers use now.**
- Adapt, adopt, and accelerate to the next stage in the evolution in toll collection.
- **Give them an option.**
- Choose – and invest in – GeoToll!



Thank You for the Opportunity!

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BRAVE THE NEW WORLD:
RFID SMARTPHONE TOLLING

geo
TOLL