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*Empowering the passenger experience*





# PROBLEM & OPPORTUNITY

## 01 The Change

**In-vehicle media** hasn't changed in two decades

**\$5B+**

USA OPPORTUNITY TODAY

## 02 The Need

**Ridesharing** is in virtually every major city around the world

**\$1.5T+**

GLOBAL OPPORTUNITY BY 2030

## 03 The Benefit

**Fleets and drivers** need more ways to monetize their vehicles

**750K+**

FOR-HIRE DRIVERS IN UNITED STATES



# VUGO SOLUTION

Provides the most relevant Passenger entertainment experience. Publishers and advertisers can target their audience, while drivers and fleets can make more money



Fleets and drivers get paid more money



Patent-pending  
TripIntent® uses trip data



Advertisers get better engagement



Patent-pending  
TripIntent® uses trip data

VISIT WEBSITE





# VUGO IS PERFECT PRODUCT

## Trip Triggering

Driver App  
Direct Integration  
OEM Integration



Advertisements



Landing pages



Entertainment

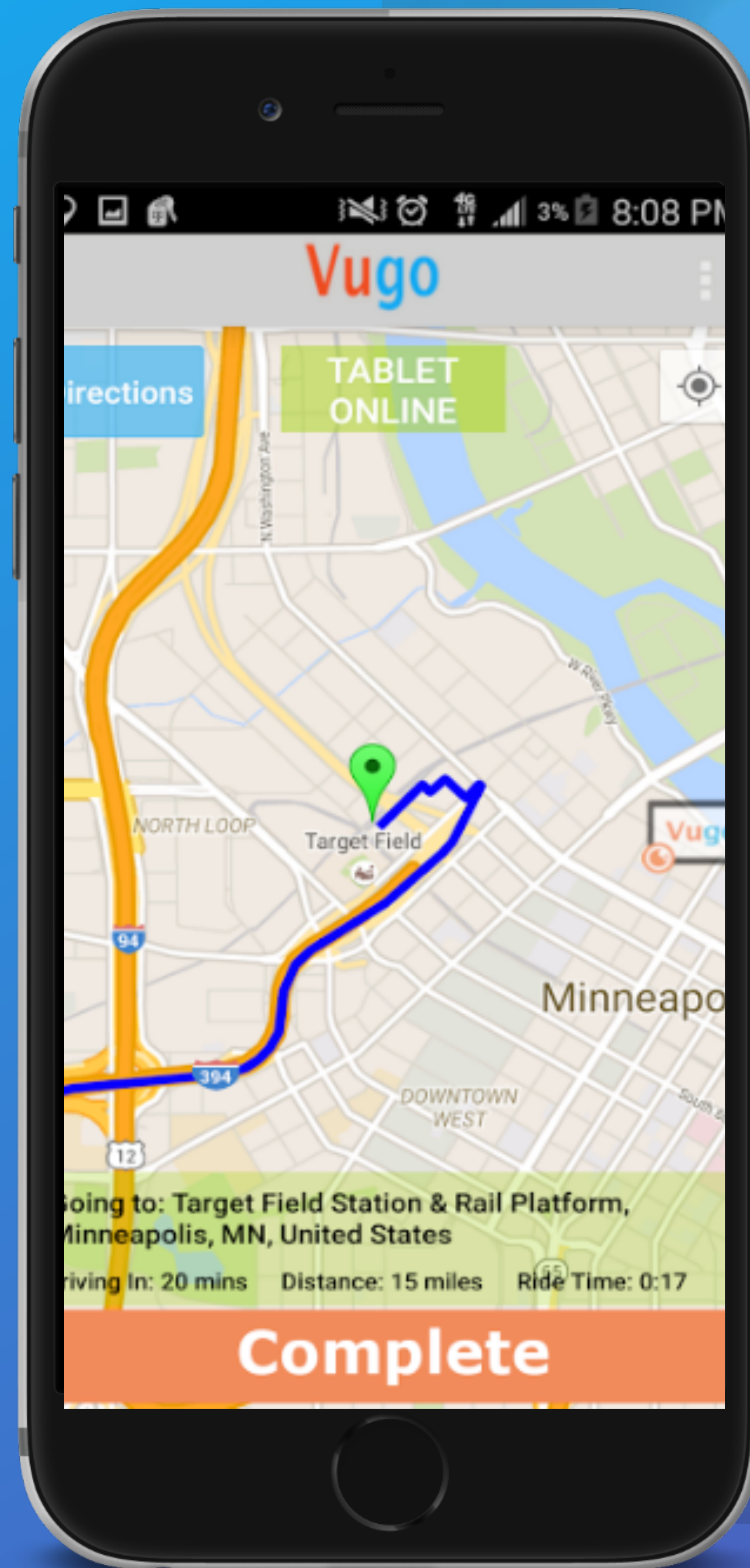


Interactive

## Analytics

GPS tracking &  
Engagement  
tracking





# TRIPINTENT

TripIntent® is Vugo's patent pending cloud-based media delivery system.  
Factors Included in TripIntent :

Origination Address | Origination Coordinates | Origination Keywords | Origination Category |  
Destination Address | Destination Coordinates | Destination Keywords | Destination Categories  
Scheduling Time | Scheduling Day | Passenger Phone Number | Passenger Device ID | Passenger  
Age (if available) | Passenger Gender (if available) | Passenger Profile History

**01**  
**Trip Begins**

Trip data delivered  
to TripIntent

**02**  
**Trip Data Analyzed**

Data analyzed  
for context

**03**  
**Media Delivered**

Relevant media  
delivered to tablet



# MARKET OPPORTUNITY

“ Emerging passenger experience worth \$1.5 trillion according to McKinsey and its largely driven by media and data”





# BUSINESS MODEL

## Vugo as a Network

Ad Placements CPM  
**\$10 - \$100**

Sponsored Channels  
**\$NEGO**

### Drivers/Fleets

Revenue share  
**\$100**  
Monthly/Car

### Drivers/Fleets

induvial drivers  
**8K+**  
Monthly/Car

### Drivers/Fleets

Signed  
**03**  
To Contracts

## Vugo as a Platform

Base platform fee  
**\$250K**  
Annual fee

White Label fee  
**\$50K**  
Annual fee

### Per Vehicle fee – Vehicle counts / Country

**\$25**  
Monthly

under 250  
vehicles

**\$15**  
Monthly

251 – 4,999  
vehicles

**\$10**  
Monthly

5000 – 49999  
vehicles

**\$7.5**  
Monthly

50,000+  
vehicles





A map of the United States with several regions highlighted in bright blue. The highlighted regions include the Bay Area, Los Angeles, Minneapolis, New York City, and Houston. The rest of the map is dark grey. The background is a gradient of blue and purple. Labels with leader lines point to each highlighted region.

Bay Area

Los Angeles

Minneapolis

New York  
City

Houston

2017

GO TO MARKET





# FINANCIALS AND METRICS

Key Metrics		Programmatic	Resellers	Direct
Rideshare Vehicle	Fleet: 40 Hours/Week Individual: 20-40 Hours/Week Trips/Hour: 2 Revenue Per Trip: See Table	\$174.22 /Month	\$415.78 /Month	\$781.78 /Month
Taxicab Vehicle	Fleet: 80 Hours/Week (double shift, same vehicle) Trips/Hour: 2 Revenue Per Trip: See Table	\$348.43 /Month	\$831.55 /Month	\$1,563.65 /Month
Growth Sample...				
Rideshare Vehicles		1,000	10,000	50,000
Revenue		\$2.1M/YR	\$49.9M/YR	\$469.1M/YR
Taxicab Vehicles		500	5,000	25,000
Revenue		\$2.1M/YR	\$49.9M/YR	\$469.1M/YR
Total Revenue		\$4.2M/YR	\$99.8M/YR	\$938.2M/YR

## Total US Market of For-Hire Drivers: 750,000

- Rideshares: 500,000 (Fleets: 20%, Individuals: 80%)
- Taxicabs: 250,000

Revenue Potential Per Trip	
Programmatic	\$0.36 - \$0.61
Reseller	\$0.85 - \$1.60
Direct	\$1.60 - \$3.10
Special Events	\$7.50 - \$15.00

Does not include revenue share with driver

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# COMPETITION



Focused on  
driver hardware



Focused on credit  
card processing



Focused on  
passenger  
entertainment  
experience

## WHAT WE OFFER

1

### First to Market

Positioned as the market leader  
( SoftBank confirmed this for us )

2

### Fleet First Approach

Exclusive long term contracts  
(5 years)

3

### Fleet Agnostic

Works across any for-hire  
transit network

4

### Software Only Approach

Early scalability – fleets own and  
maintain own hardware

5

### Contextual / Interactive

Uses data to deliver context  
to media, not just relevance  
Better engagement than peers

6

### Partnerships

Harry Campbell CBS | Microsoft  
Ciceron



# OUR TEAM



## Rob Flessner

Product Management background bringing multi sided networks to market successfully sold last product



## Michael Dillon

Business development expert at three previous early stage startups that have all been acquired



## Harry Campbell

Rideshare Subject Matter Expert  
TheRideShareGuy.com



## James Bellefeuille

Digital agency background and former experience as a part time Uber driver.



## Corey Ferengul

CEO, Undertone (acquired for \$180mm)  
Executive in Residence – Hyde Park VP



## Rob Eckardt

Startup Boards, Business Development  
Hyde Park Angels



## Eugene Kurdzesau

Former Calabrio developer, which sold for \$200MM to KKR in 2016.



## Howard Liszt

CEO, Campbell Mithun (\$200mm annual rev) Board of Directors, Land O'Lakes



## Scott Young

Former Calabrio developer, which sold for \$200MM to KKR in 2016.



## John Dinusson

CEO, Orthocor  
Venture Capital and Fundraising



# USE OF FUNDS

To expand development and operations teams to support onboarding pipeline of vehicles.  
Provides 18 months runway without any additional revenues or investment.

**2015**  
**\$200K**  
Pre Seed

Funds Raised : 2015  
Pre Seed : \$200K



**2017**  
**\$1.5M**  
Safe Seed

CAP : **\$5,000K**  
Discount **15%**  
Status : **\$510K** committed to date  
Timeframe : **To finish Raise in 30 days**



# KEEP IN TOUCH

Publishers and advertisers can target their audience, while drivers and fleets can make more money



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