THE PROBLEM

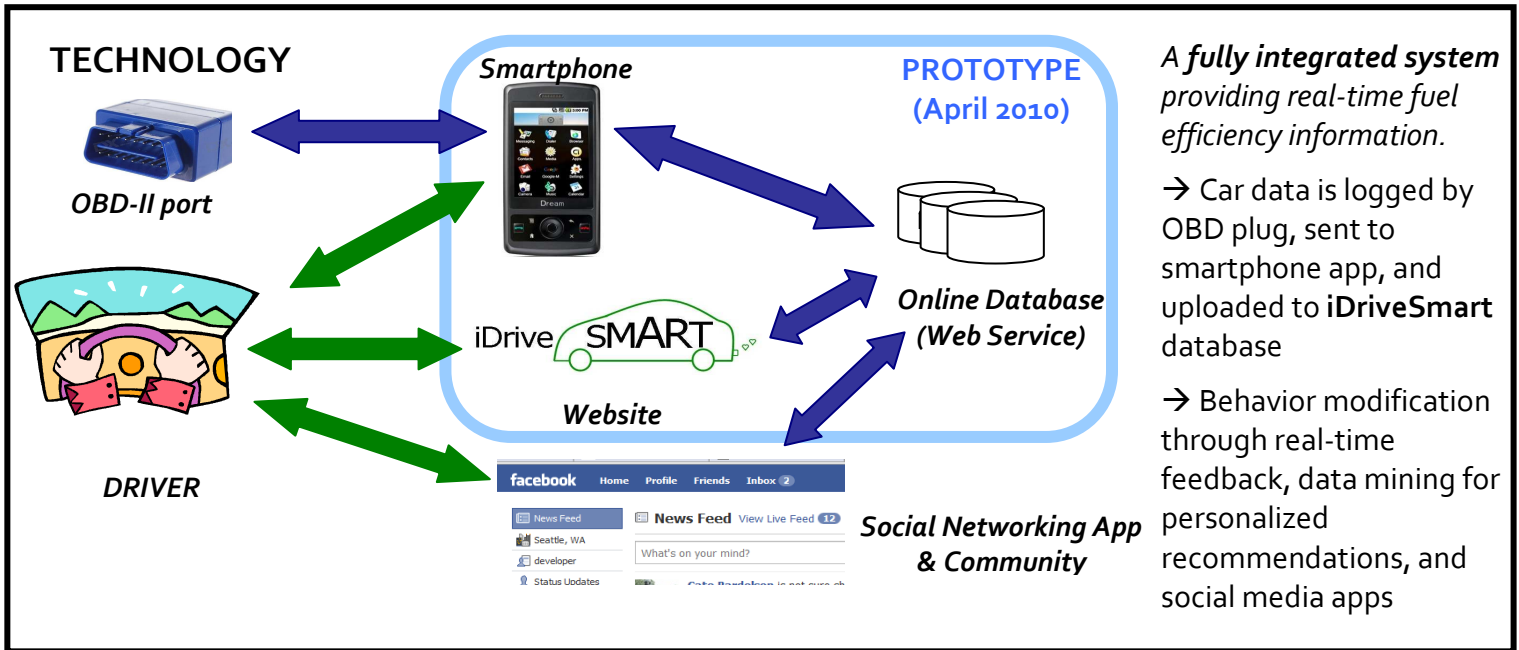*We need to encourage fuel efficient driving practices to overcome national energy challenges.*

The transportation sector accounts for 28% of all fossil fuel consumed in the United States (=21 million barrels/day)

Half of today's 250 million internal combustion engine vehicle will be on the road in 2020, and 99% do not have real time fuel efficiency (such as MPG) displays.

SOLUTION

Provide accessible, real-time efficiency feedback and global connectivity for data transmission for R&D and energy consumption predictions.

TECHNOLOGY

Smartphone

PROTOTYPE (April 2010)

OBD-II port

iDrive SMART

Website

Online Database (Web Service)

DRIVER

Social Networking App & Community

A *fully integrated system* providing real-time fuel efficiency information.

→ Car data is logged by OBD plug, sent to smartphone app, and uploaded to **iDriveSmart** database

→ Behavior modification through real-time feedback, data mining for personalized recommendations, and social media apps

MARKET OPPORTUNITY

The potential overall market encompasses an estimated 50 million drivers (without MPG displays) who are also users of smartphones + social networking sites.

Initial marketing will focus on the 25-45 year old driver demographic, who are tech savvy and eco-conscious and/or frugal. A primary goal will be to populate the **iDriveSmart** database.

COMPETITIVE LANDSCAPE

The main competitive advantage of the **iDriveSmart** system will come from the first-mover benefits of deploying this integrated solution.

The **iDriveSmart**'s unique whole-cycle solution is the key to generating effective behavioral changes.

Existing products allow downloads from an OBD plug to a PC, or smartphone apps that track traffic issues, but no-one else provides a full-service system that includes *hardware + software + real-time feedback + user database + personalized recommendations.*

MONETIZATION STRATEGY

Research shows that the <u>presence alone</u> of real-time feedback can improve fuel economy by a minimum of 3% (~$60/year in fuel savings for an average vehicle). With active behavioral changes, fuel economy can be improved by more than 10% (~$180/year).

The **iDriveSmart** sales and service plans will be priced to match estimated fuel savings with consumer value, assuming less than one year's payback. Individual apps will be offered free or at $0.99 to stimulate widespread usage.

Proposed service and product plans:
- Basic (manual entry into smartphone app; limited web access)
- Premium (OBD plug + app package + web access)
- Professional/Fleet (multiple OBD plugs + apps)
- Corporate (access to compiled user data)
- Partner (targeted advertising to iDS customers)

THE TEAM

iDriveSmart CEO Tom Potier leads a team of professionals with combined expertise in database programming, telecommunication, social networking, and business.