

WELCOME

# ROADCOGNITION

Zero car accidents due to bad road conditions.

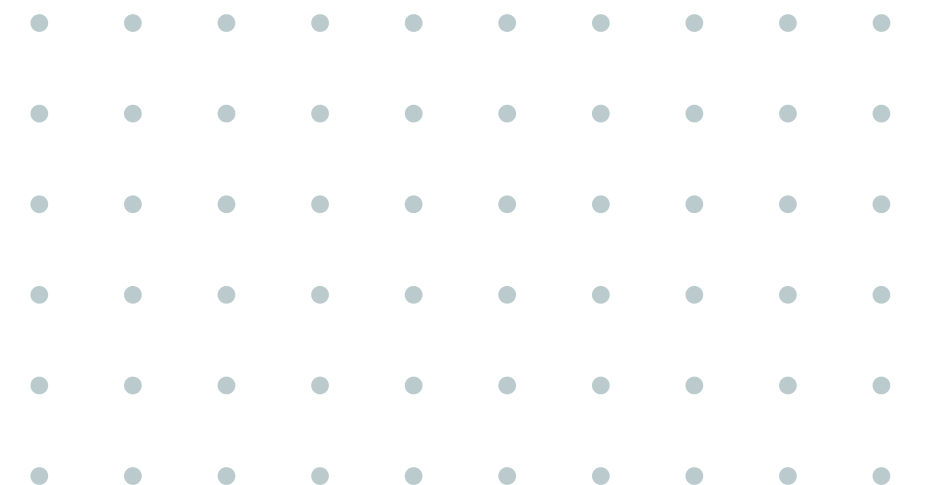


# PROBLEM

Driving on slippery roads can lead to accidents due to losing control of the vehicle.

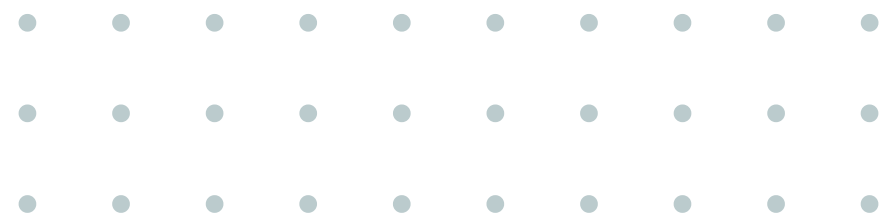
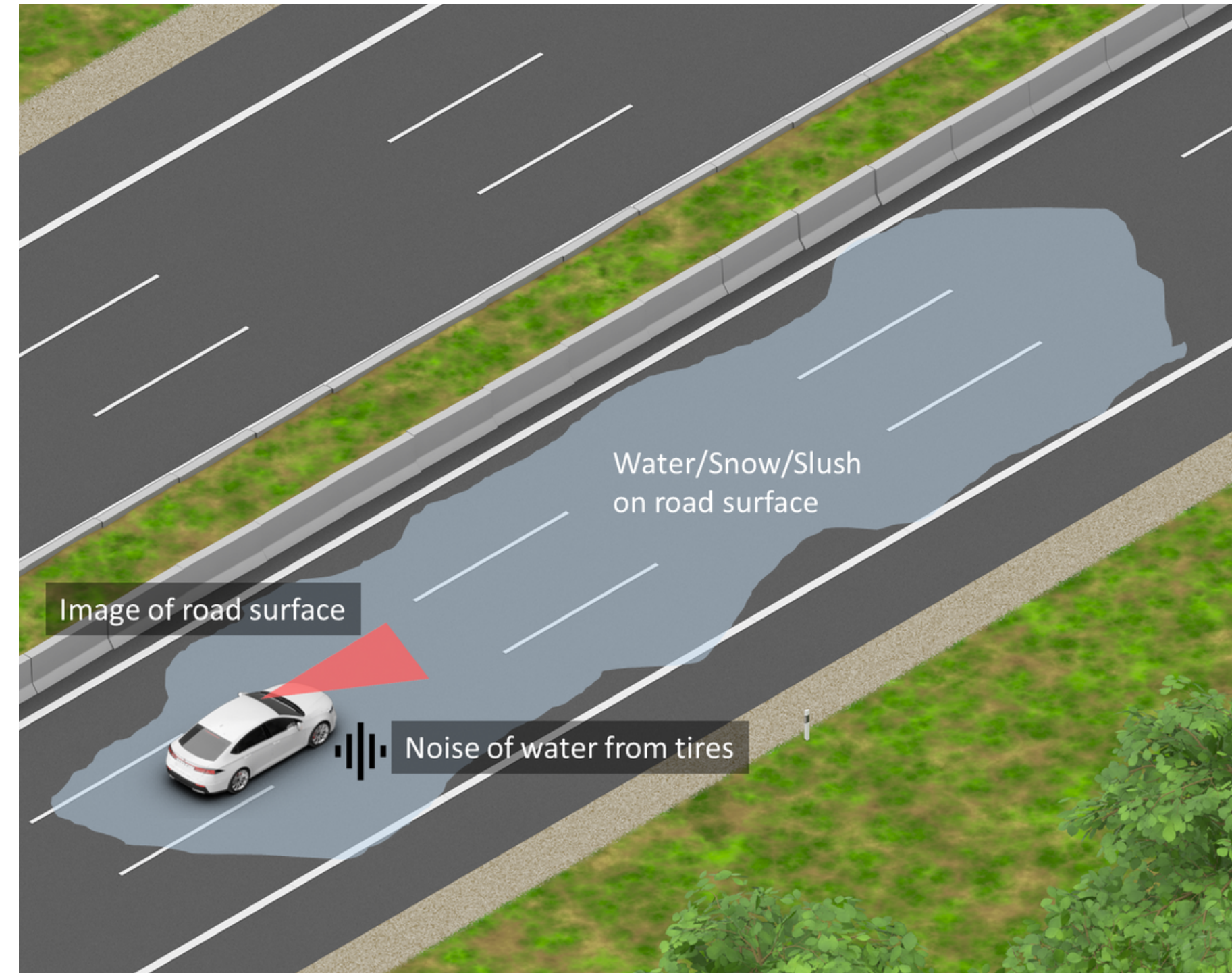
# SOLUTION

Detection of road surface conditions through multiple sensors and intervention on vehicle.

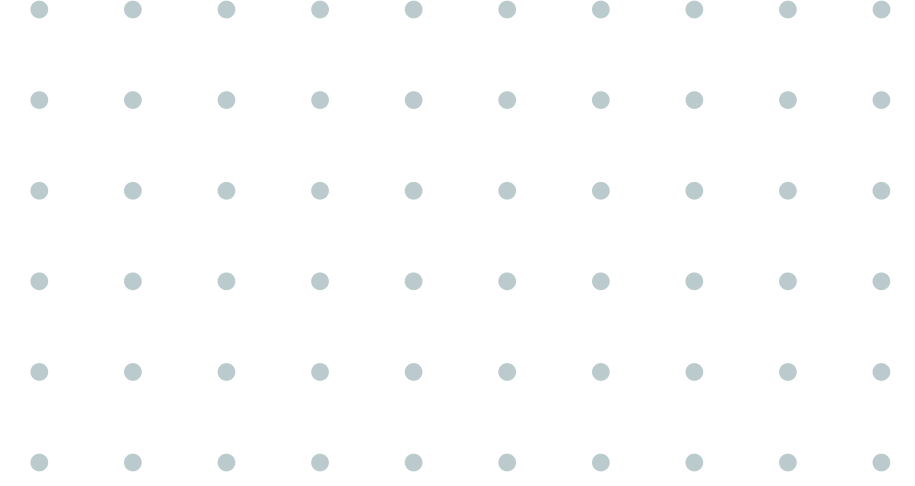


# Our Product

At the moment there are 2 prototype software products, one for snow detection using image systems and the other using acoustic systems to detect water and snow on the road surface.



# MARKET



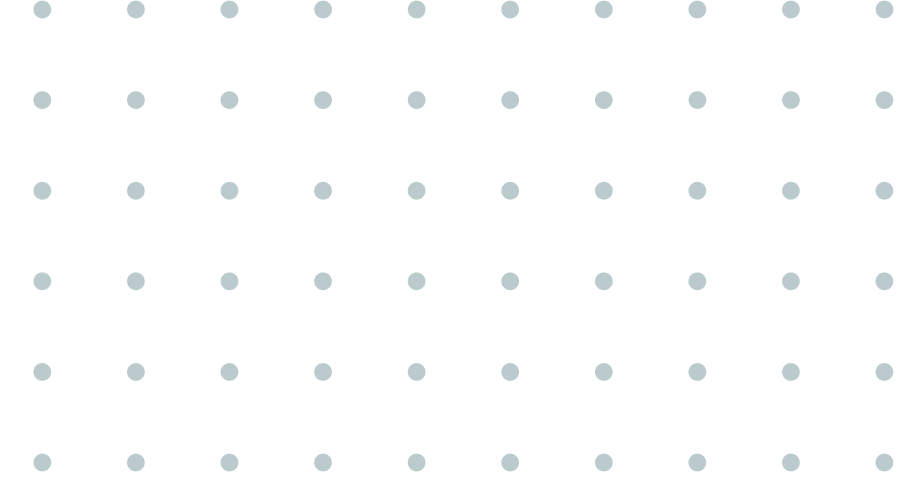
Car shoppers want advanced safety features that keep them from getting into a crash

Porsche 911 is currently the only car known to have such system

There is a possibility that other sports car manufacturers to look for such solution right now.



# MARKET



Tier 1s are relevant customers to integrate such solution in to their products.

Continental has developed a type of acoustic sensor than can be combined with our solution.

Qualcomm is new in ADAS domain and they are expanding their products, out products could be bought by them.

EUs Vision Zero policy & EuroNCAP can make such solutions mandatory if proven to reduce fatalities





# VALUE DEFINITION

## KEY BENEFITS

Increase the capability of ADAS and vehicle stability features in slippery conditions.

## VALUE CREATED

Safer vehicles

# STRATEGY

**Validate problem and product by:**

- **Direct contact with possible customers and provide demo**
- **Participation at industry events**
- **Apply to the BMW Startup Garage program. BMW could be a customer.**

**Adding to the team an expert (VP) in sales/purchasing from the automotive industry to handle direct contact with customers**

**Hiring of a few relevant software engineers.**

**Hiring experts within legal, company administrative topics.**

# COMPETITORS

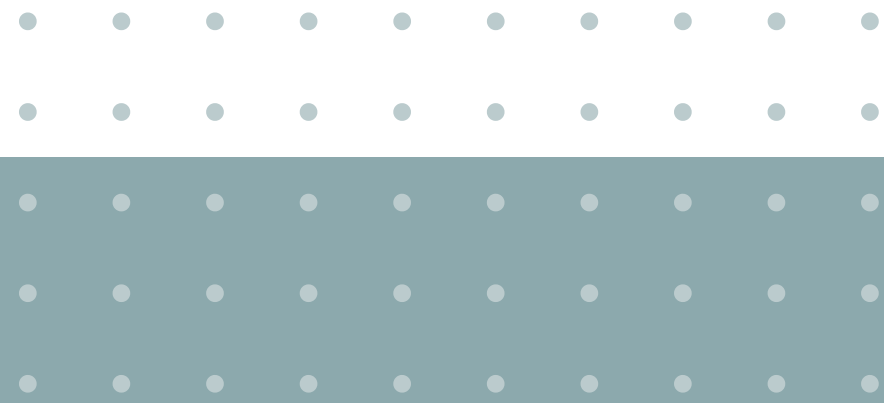
- **No known competitor making such products.**
- **Continental has made an acoustic sensor for which they specified one of the use cases for water detection.**
- **Any major Tier 1 can jump in and become an competitor**



# COMPETITIVE ADVANTAGE

**We would be among the first, if not the first.**

**We plan to offer products affordable from the beginning and with high performance. To not allow other competitors the possibility to make a similar product at a lower cost.**



**THANK YOU**