Silver Sync™

Product by: Freerange Foundry

The Problem: Innovation

"When it comes to winning **new customers,** the auto industry faces a generational challenge. Gen Y has fallen out of love with the car, replacing this old-fashioned status symbol with a digital diet of new experiences, people, and places. If automakers want to *regain* the initiative, they must market to a **new** mindset."
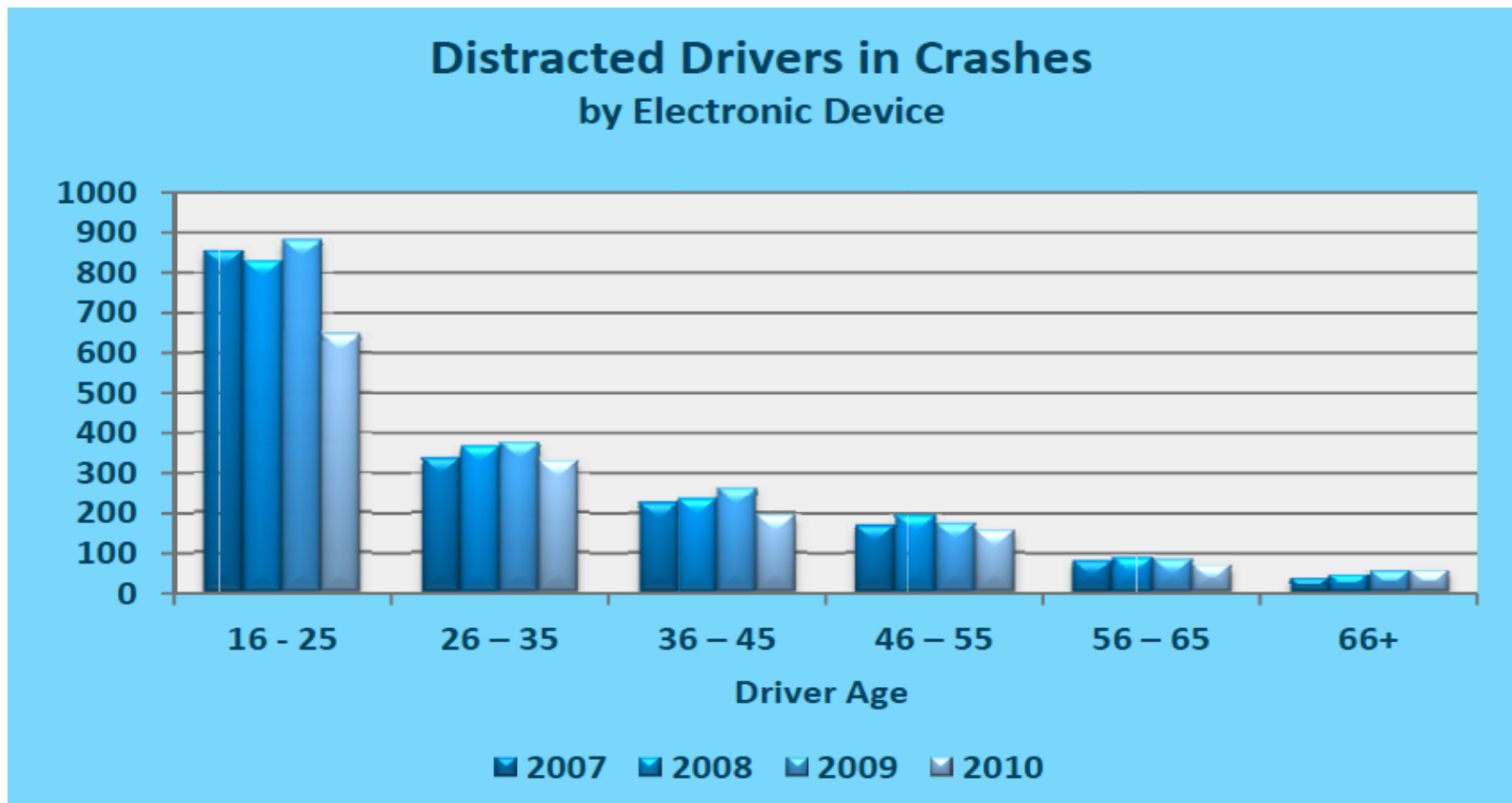
quote from Jacqueline Barba, Senior Trend Editor, The Intelligence Group

With products like Ford Sync® and OnStar®, do you ever wonder why they haven't evolved more or quicker?

The Problem: Safety Concerns

Distracted Driving remains a constant concern for national health and safety. The National Safety Council announced today that it estimates at least 28% of all traffic crashes – or at least 1.6 million crashes each year – involve drivers using cellphones and texting.

Distracted Drivers in Crashes
by Electronic Device

Driver Age: 16 - 25, 26 – 35, 36 – 45, 46 – 55, 56 – 65, 66+

Legend: 2007, 2008, 2009, 2010

The Answer

Imagine a product that...

- Allows customers to warm up their car anywhere at any time
- Unlock the door without carrying keys
- Display vehicle information without them looking down at the dashboard

Silver Sync does all of this plus more

What is Silver Sync?

Remote Car Starter

- No Limitations of distance from car
- No worry of interference from walls or buildings

Keyless Entry

- No keys at all
- Primarily access your vehicle through Bluetooth 4.0 using proximity sensor
- If your phone battery dies, don't worry.
  - Utilizing NFC technology you'll be able to unlock your vehicle by tapping your phone against your driver's side front door

What is Silver Sync?

Wireless Smartphone Charging

- No more trying to find and plug your phone in with a power cord, in the dark.
  - Place it down and that's it.

- For safety reasons, the phone will no longer be accessible while driving.
  - Place your phone in a wireless charging compartment that locks when you're car is on.
  - No more picking up your phone for text messages or phone calls

Wireless Media Syncing

- Music Syncing
- Rear seat TV & Movie viewing

What is Silver Sync?

Heads-Up Display (HUD)

- Encouraging drivers to look forward instead of to the side or down
- Utilizing Google Map's API
  - Provide real turn-by-turn navigation via your phone
- Display upcoming conferences/meetings & events
- See who's calling, texting or emailing
  - Never worry that you just missed something important
  - Text messages and emails are read out loud

Hand Gestures & Voice Commands

- There's just not enough room for all the buttons on a steering wheel
- Starting with 35 customizable gesture commands

Company: Business Entity

- Our company type will be an LLP
  - Benefits as a startup
    - Limited liability protection
    - Pass-through taxation
    - Conversion from general partnership
    - Flexible management
    - Few formal requirements

Company: Physical Location

- OC Business Accelerator
  - Location:
    - Orange County
    - Stewart International Airport, NY
    - No cost listed (except for certain services)
      - Could be application based
- Accelerator offers:
- 10,000 sq ft office space and building
- Utilities: water, heat, electricity, internet, cable
- Telepresence conference room
- Mailing address

Business: Product
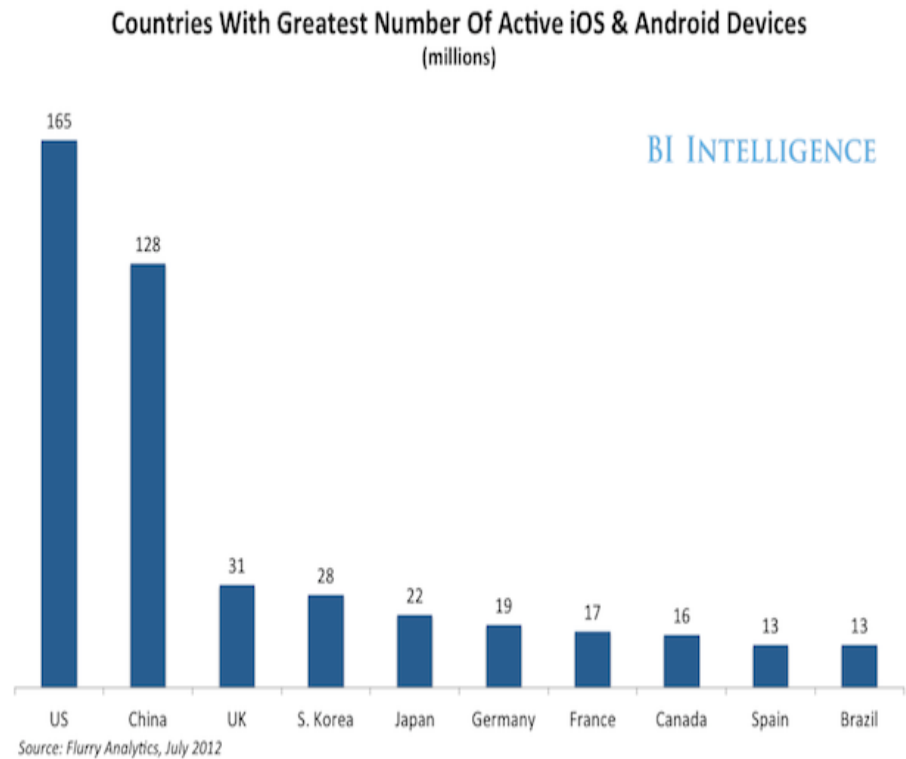
- Is this a new idea or an extension of existing ideas?
  - Both, essentially.
- How is the product difficult to displace?
  - We are hoping that our product becomes the standard in the near future
- How will it be advertised?
  - Improve their customers driving experience while also making them safer.
  - It will be a programmable system with built in standard timing events or you will have the ability to program your own.

Mobile Projections

With an emerging market of smartphone users, it's only natural that the automotive industry wants to appeal to this consumer base.

Countries With Greatest Number Of Active iOS & Android Devices
(millions)

BI INTELLIGENCE

165 128 31 28 22 19 17 16 13 13

US China UK S. Korea Japan Germany France Canada Spain Brazil

Source: Flurry Analytics, July 2012

Business: Market

- Are we a feature or a company?
    - We are a company providing a feature. Our company provides products for a wide range of industries.
- Target market
    - High-end, luxury car manufacturers
    - Such as manufacturers of: Mercedes, BMW, Lexus, Acura, Audi, and Cadillac.
- Is there a market for this product?
    - Based on innovation and safety, there is a need for product. Also, more manufacturers are moving towards electronic installations instead of mechanical.

Business: Exit Strategy

- Sell to Google
  - Possibly for use in their self-driving car

Competitors

- Microsoft
  - Partners with:
    - Ford (Sync/MyFord Touch)
    - Kia (UVO)
    - Fiat (Blue&Me)
- General Motors (MyLink/Intellilink)
- Hyundai (Blue Link)
- Toyota (Entune)
  - Lexus (Remote Touch)
- BMW (iDrive)

Technology: Features

Existing technology used

- Wifi, Bluetooth 4.0, NFC, Satellite-Car Communication, Leap Motion, DLNA, HUD projector, wireless charging

In addition...

- An application that is a master controller for all the technologies used above and a user interface for features below
  - Remote activation
  - Remote access
  - Gesturing
  - Heads Up Display
  - Smartphone charger
  - Timed events
    - Standard timing events
    - Open source scripting
      - Pseudocode: start car at 8:30 AM; if (temp < 32) set defrost=true;

Rights
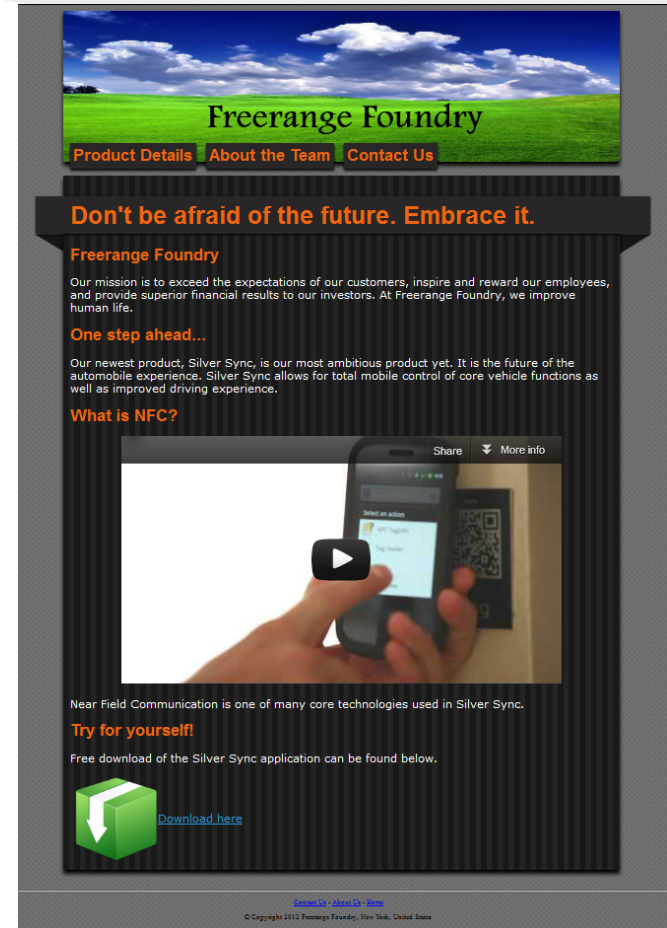
- freerangefoundry.com available for $15 dollars a month
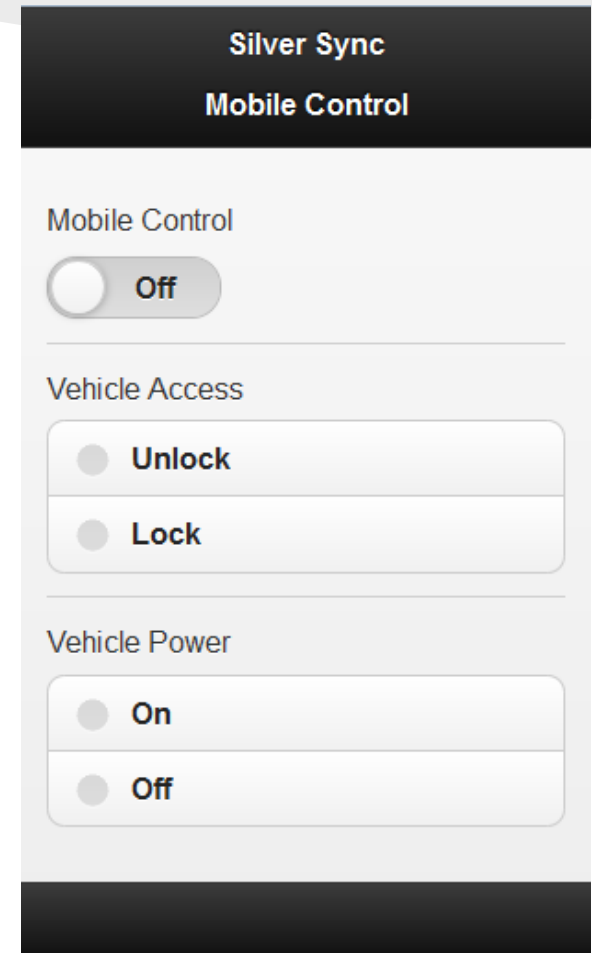
Application

Technology: Milestones

- Time used: Two months (since October 18th, 2012)
- Alpha
  - Website: November 20th
  - Silver Sync: January 15th
- Beta
  - Website: December 4th
  - Silver Sync: April 15th
- Official release
  - Website: December 18th
  - Silver Sync: August 2013

Website

Founders

Dominic Cerchio
Information Technology
BS expected 2014
Marist College Telecommunications
Technician: 3+ years of experience

Christopher Havranek
Information Technology
BS expected 2013
Marist College Telecommunications
Technician: 1.5234101 years of
experience

Evan McCullen
Information Technology
BS expected 2014
Marist College Telecommunications
Technician: 1 year of experience

Daniel Maffei
Information Technology
BS expected 2014
Substitute Technician at HHH IT
Department: 2 years; Inventory Control
at Dicarlo Foods: 1 year

John Forrest
Information Technology
BS expected 2013
Electrical Radio-Communication
Specialist; Financial Advisor; Google
Product Expert; IBM employee

Your Investment

- Mass Production
  - Looking to produce 100 units across 6 manufactures for first year
  - Looking to sell full line to manufactures the following year
- Product Storage
- Market & Sales
  - To help get Sports manufactures involved
- Growth & Expansion
- Further R&D

Financial Projection

	2013	2014	2015	2016	2017
Revenues ($K)	$222	$4,840	$5,203	$6,269	$7,357
Expenses ($K)	$1,330	$2,222	$2,587	$2,660	$2,805
Profit ($K)	-$1,108	$2,618	$2,616	$3,609	$4,551
Headcount	7	14	22	23	24
Customers	100	2,000	2,150	2,335	2,740

*** The first year will be spent on development and marketing efforts.*

Rate of Return on Investment

- Pre-valuation: $500,000
- Post-valuation: $3,500,000
- In addition to 100% return on investment will include 5% interest over 5 years and a flat 45% equity
- Targeted company growth is 15% per year, with only 1 year spent on development
  - Return on investment is ensured given current business plan and project sales

Numbers & Burn Rate

- $.5 million per quarter for the first 2 quarters for the first 2 years
- $.125 million per quarter for the last 2 quarters for the first 2 years

Thank you for your time!

Questions?