Drive2License

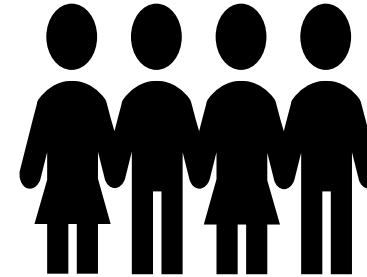## COMPANY PRESENTATION FEBRUARY 2020

TEAM BEHIND Drive2License

Petter Eriksson, MSc

Founder and owner

25+ years in leading positions in the Swedish steel and mining industry.

The past 5 years working as Senior Project Manager in M&A-type of projects. Last two years in my own consultancy firm.

Married and father of a son and daughter.

XLENT
CONSULTING GROUP

Eriksson Family in Falun

Catalysts and inspiration

Testers

Programming

Drive2License

AGENDA

- Vision
- Problem
- Solution
- Main benefits
- Pricing
- Market
- Business model and pricing
- Future developments
- Next steps

Drive2License

VISION

- To be the global number one digital buddy for students learning to drive

PROBLEM

- It is common that when you start to learn to drive you do it in the company of your parents

- Sitting beside your son or daughter is not easy for a parent. Suddenly you are supposed to be able to
  - Teach – without any pedagogic skills
  - Give feedback, correct mistakes and encourage good behavior
  - Hold back your fears of crashing

- Certainly, the student and often the parents acting as instructor, are not used to address this as a project manager going from no skills to be a driving citizen

Drive2License

SOLUTION

- You don't always agree on the skill level with your child
    - *Both needs to be able to evaluate and judge*
    - *Set criteria for passing the Tollgates*
- The amount of things you need to know is overwhelming
    - *Chop up the required skills in smaller pieces, 14 tasks needs to be completed*
- There was no undeniable proof of actual speed during a drive
    - *Track the actual speed over time and present it on the map*
- There was a lack of support to track the experience you get over time
    - *Monitor the time and distance you spend practicing connect these parameters to the evaluation scores will summarize your skill level*

Drive2License

MAIN BENEFITS WITH THE APP Drive2License

- First of its kind!

- Available from day one – get connected to the student before driving schools

- Prepared for global presence reaching millions new customers every year

- Simple routine to add on additional languages

- A well-defined Project plan with 3 Tollgates including 14 Tasks

- Keeps record of where, when, how long and what distance – for every session

- Scalable infrastructure with AWS

Drive2License

PRICING

- Students today spend around 15 000 SEK to achieve the license
  - In the Nordic countries, western Europe, North America on the higher side
  - Eastern Europe from 1 000 SEK and upwards
- The pricing model is primarily based on attracting users
  - The app is free to use for as much as you want with advertisement
  - If the user want to avoid advertising, it is possible to
    - Subscribe or,
    - Buy the app

Drive2License

MARKET

Every year, new students enter the age from when they are allowed to drive a car…

2.7 million	4.5 million	0.3 million	19 million		26.5 million
'EU 28'	North America	Australia	India		Target users *)

… which leads to the target revenue

10 million	17 million	1 million	18 million		46 million
'EU 28'	North America	Australia	India		Target revenue SEK **)

*)   Target number of users based on the number of persons that turn into the age where you can start practice driving.
**) Target revenue based on 80% of each age group annually are willing to take a driver's license and assumed pricing of 0,1% buy the app, 1% subscribe to the app and 30% use the app for free with ads (6 USD/1000, app used once per week, 1 UDS= 9 SEK). Pricing for all regions except India is 300 SEK to buy and 30 SEK to subscribe. India is priced 30 SEK to buy and 3 SEK to subscribe

Drive2License

COMPETITION

- There is no App with the same functionality available currently

Drive2License

MARKET – BEYOND YOUTHS

- In many countries, in addition to take your first drivers license for a regular car, you need to practice and test for
  - Driving trucks and heavy trucks
  - To become a taxi driver
  - Motorcycle, moped and scooter

Drive2License

BUSINESS MODEL AND PRICING

- The business model is based on
  - User revenues from Ads, Subscription monthly or Purchase of unlimited use
  - The price is based so that the student's benefit should be worth much more than one lesson but cost far less than one lesson

Drive2License

FUTURE DEVELOPMENTS AND IDEAS

- New features
  - Adding calendar
  - Measure additional parameters, e.g. acceleration
  - Develop AI features
  - Web interface
  - Social sharing
  - Plan specific training routes
- Branding for specific Driving schools
- Integrate with test questions and videos
- Build Franchise
- Booking system

Drive2License

STATUS FEBRUARY 2020

- Released in Google Play Sept 23 for Swedish market
- iOS version available in App store Feb 1st
- Translated to English and French
- Marketed in Facebook and Google
- Downloads +500, 500 active users

Drive2License

NEXT STEPS

- Find partner to finance expansion
- Expand foot print of Drive2License on the global stage
- Strengthen own resources in technology
- Recruit resource to work with marketing

Drive2License

Drive2License

Mailadress

Lösenord

Logga in

Registrera ny användare

Welcome!

Keep the speed limit

Drive | History
Settings | Log out

Drive

Speed limit	Actual speed
30	0

00:00:06

0.0 KM

⏸ ⏹ **Stop session**

Drive

Markera de delmål som övats

Maneuver

Drive

Breaking and acceleration
Street driving
Minor Highway
Freeway

Risks

Skippa | Nästa

Student Evaluation

Maneuver
Hur bra fungerar det att parkera, backa och vända bilen?

★★☆☆☆

Drive
Visar eleven gott omdöme och hänsyn i trafiken?

★★★☆☆

Hoppa över | Skicka

Supervisor Evaluation

Maneuver
Hur bra fungerar det att parkera, backa och vända bilen?

★★☆☆☆

Drive
Visar eleven gott omdöme och hänsyn i trafiken?

★★★☆☆

Hoppa över | Skicka

2019-09-24 16:11:54

Speed this session

Approved (58%)
Too slow (15%)
Too fast (27%)

Tasks	Distance	Duration
2	12.9 Km	0 hrs 11 min

Tasks this session

Maneuver
Shift gear up, down, start and stop uphill

Drive
Minor Highway

2019-08-31 15:11:10

(map view)

My history

16 OCT	07:29:46	07:30:51	1.7 KM	00:01:04
16 OCT	06:57:44	07:08:32	18.2 KM	00:10:47
15 OCT	17:19:02	17:19:21	0.0 KM	00:00:18
15 OCT	17:18:19	17:18:19	0.0 KM	00:00:00
15	07:58:51	07:58:51		

My history

% of sessions

Country road (18%)
Highway (13%)
City driving (69%)

show more

Sessions	Total distance	Total time
63	114 Km	1 hrs 54 min

Maneuver >
Drive >
Risks >

Manövrera

0 %
Avklarat

Dina moment

? Start, stanna, krypkörning, styrning
Du har 2 körningar med detta moment!
juli 18 11:51 — 2
juli 18 11:27 — 2

? Parkera, backa, vända
Du har 1 körning med detta moment!

? Växla upp, ned, start och stopp i motlut och medlut
Du har 2 körningar med detta

Framföra (Köra)

0 %
Avklarat

Dina moment

? Bromsning, acceleration och panikbroms
Du har 2 körningar med detta moment!

? Stadskörning
Du har 2 körningar med detta moment!
juli 18 01:55 — 3,5
juli 18 11:51 — 2

? Landsvägskörning
Du har 2 körningar med detta moment!

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