



Revolutionizing Automotive Services

Company Overview

March 2022



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NICE TO MEET YOU



Assi Bitton

CO-Founder & CEO

- Over 17 years in the automotive industry
- Former deputy CEO of Traffilog LTD – over 100 employees IL (today: Questar)
- COO – Global company operations
- Head of Product – Strategy, design, steering



Lahav Shemesh

CMO

Over 9 years of in the Mobility Tech sector leading, planning and executing comprehensive marketing plans.



Amit Mandelboim

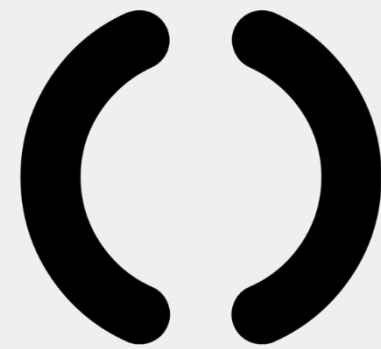
COO

15 Years Experience Leading complex strategic operations and processes with market leaders in a global environment

R&D

Two team members, full-stack developers, with over 20 years of developing complex web systems for a variety of organizations

Created transformation through
a disruptive business model



OTOFUSION

Revolutionizing Fleet Management!

//////FLEET MANAGER CHALLENGES



//////// OUR SOLUTION

FUSING THE BEST AUTOMOTIVE TECHNOLOGIES AND SERVICES INTO A SMART WEB APPLICATION

- 

Driver Behavior



Dashcams & ADAS



Commercial UBI



Fleet Management



HOS / ELD



Driver Training



Telematics



Field Services



Weighing Solutions



Dispatching



Fuel Management



E-Forms



Optimization



Maintenance management



Roadside Assistance



Vehicle Security



Fuel Taxes



TPMS



Tolling



Accident Reconstruction



Expense Management



Parking services



Compliance



Freight Brokerage



Fleet manager

WE SOLVE FLEET MANAGER'S CHALLENGES



Unbreakable Bond with
fleet services technology



Always a few steps behind
the best technologies



Wasting money on duplicated
and unnecessary services

Target Market: Small & Medium Businesses



FLEET ANNUAL SAVINGS IN USD

Fleet Size	Annual savings (*)
20	4K-12K
50	10k-30k
100	20k-60k
200	40k-120k
300	60k-180k
400	80k-240k
500	102k-320k

(*) Direct expected savings as a result of the implementation of the Otofusion solution, not including indirect savings as a result of organizational and operational efficiencies as a result of the use of the various services



THE TIME IS NOW




- Vehicles are connected, no need for in-vehicle HW
- Vehicle data is widely available to everyone
- An exponential increase in fleet service companies
- Increased demand for connected vehicle services
- There is a revolution in services consumption



THE RIGHT TEAM FOR THE TASK

- ① Long-standing work relationship between founders
- ② Hit the ground running, with over 25 years in the automotive industry
- ③ Deep knowledge of fleet service technologies, discovering technological gaps
- ④ Personal relationships with hundreds of fleet managers around the world, identifying their pain-points
- ⑤ Experience implementing complex business models in a very short time to market
- ⑥ Proven experience in creating successful automotive solutions

COMPETITIVE LANDSCAPE

	Customer facing full application	User consent for data usage	Data Sharing	Freemium business model	Cross organizational insights	Immediate cost reduction	Personalization	Service Fusion
ROADZ		✓					✓	✓
 autofleet	✓	✓			✓	✓	✓	
wejo	✓		✓		✓		✓	
 Star							✓	
<div>FORTELLIS</div>			✓					✓
 OTOFUSION	✓	✓	✓	✓	✓	✓	✓	✓

MARKET SIZE

Global Fleet Management
Software market size (2022):

\$28.6B

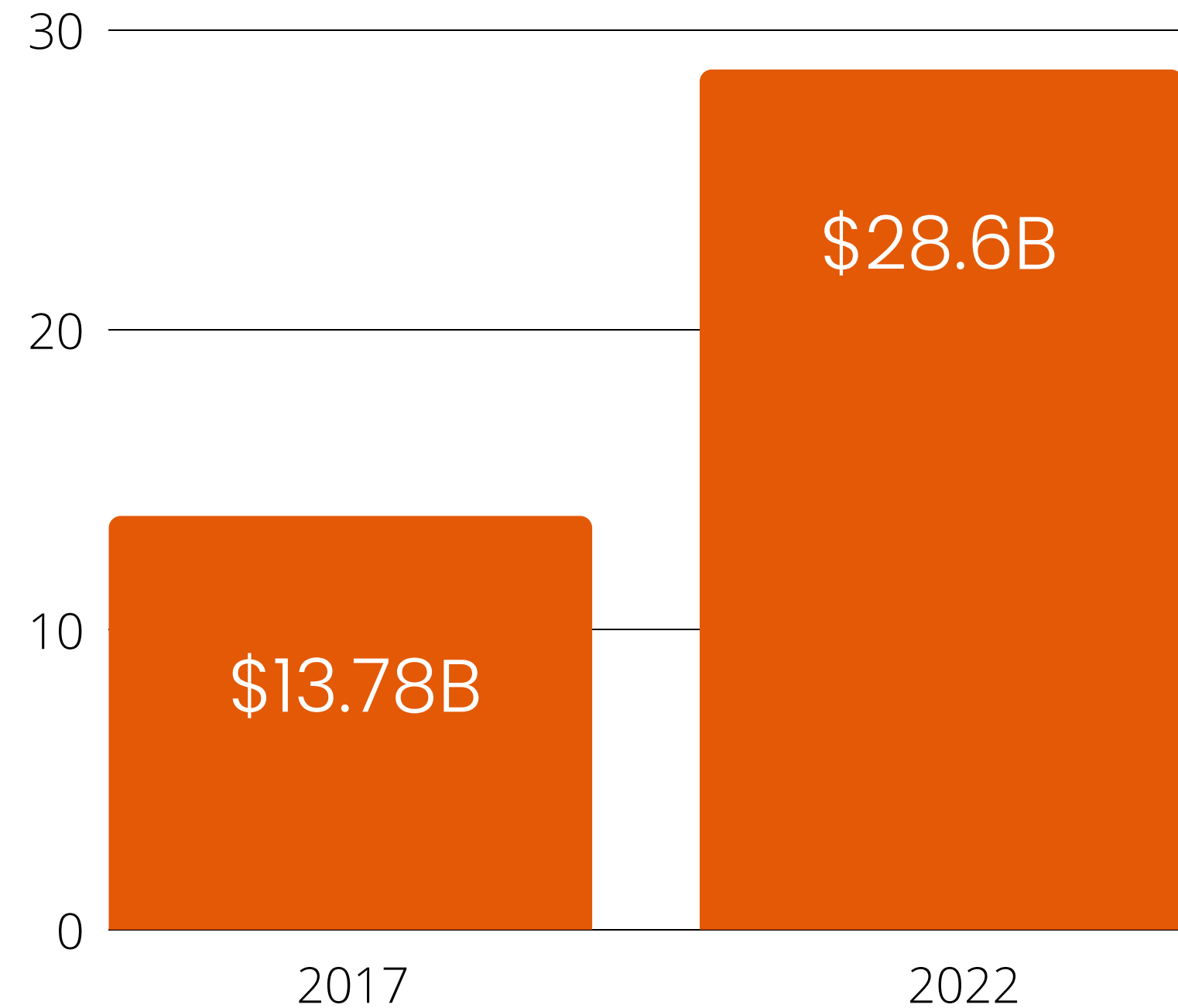
Total Addressable market

15.7%

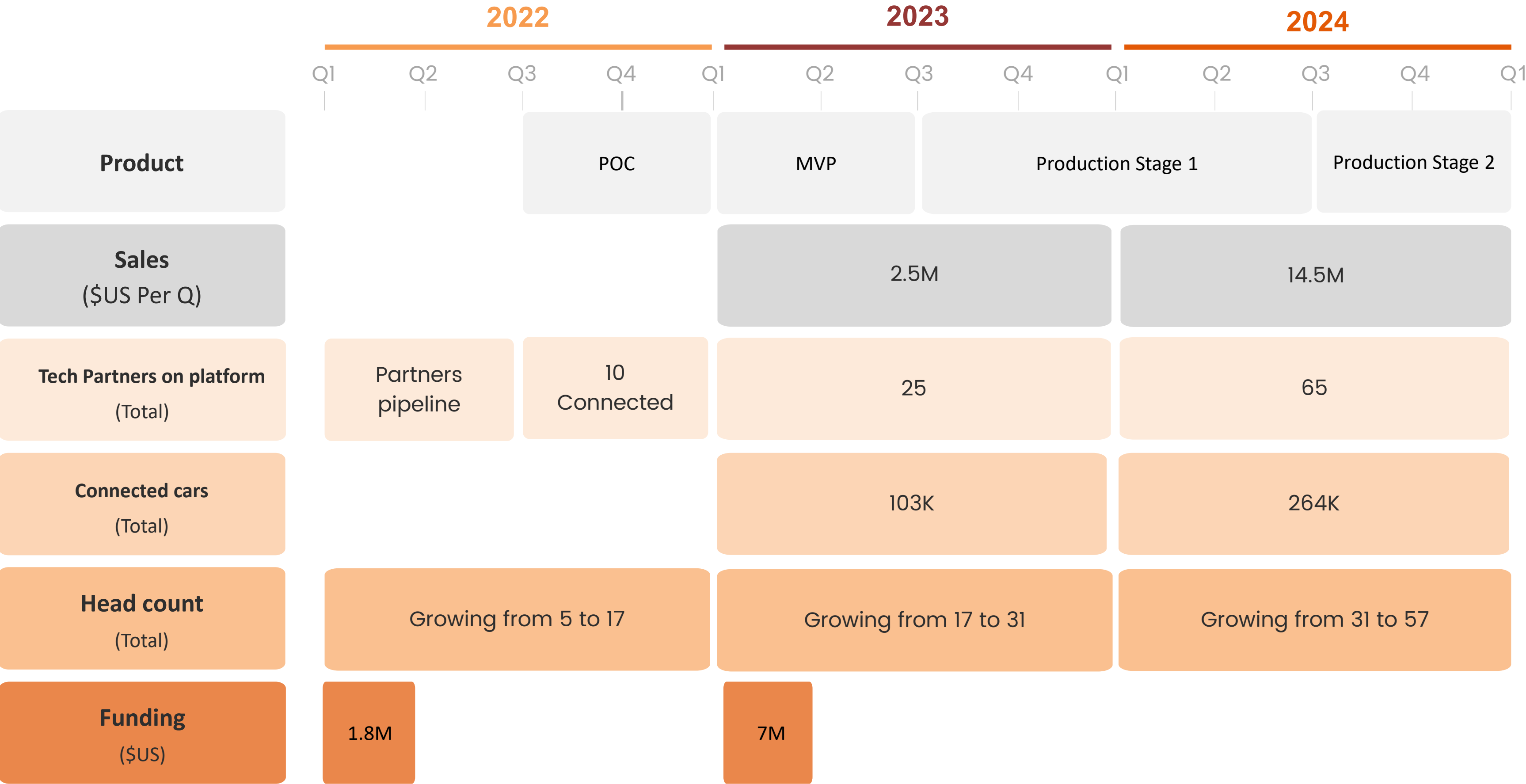
CAGR

-Source: Statista, July 2021

Market size in \$Bn



COMPANY ROADMAP



FINANCING

Raising:

\$ 2M

Deal structure: SAFE

- Preferred investors
 - Sector relevant investors
 - Local strategic investors
 - Micro fund





THANKS

We would love to hear from you

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