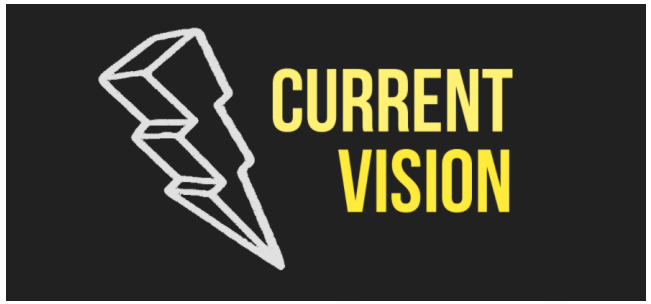

Current Vision

Venture Pitch

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Agenda

- Lean Canvas Summary
- Business Model
- Product Development
- Market Strategy
- Pricing and Revenue
- Financing
- Customer Impact

This document is preliminary and is neither final nor complete. Rather, this is incomplete and possibly incorrect in some places, reflecting the fact that it is work in progress. Accordingly, no inference or conclusion should be drawn from this draft document with respect to the quality or effectiveness of GE's internal control over financial reporting or disclosure controls and procedures.

Current Vision | Org Structure

CCO
Yash Nimkar

CCO
Jay Kabra

COO
Vamsi Veeramasu

Chief Engineer
Krishnan Rajiyah

Chief Engineer
Vy Huynh

Chief Engineer
Brian Nguyen

Advisory Board:

Darren
Haas

Dmitri
Korablev

Alex
Hails

Lean Canvas

Current Vision | Lean Canvas & High Level Overview

Key Partners

Need
- Predix services
- Local Govt. partnerships
- Early adopter vendors

Have
- Management team
- GE Current Sensors
- VC interest
- Intellectual property

Key Activities

- Improve prototype app
- Gauge demand
- Lock-in first customer
- Define licensing fee
- Define valuation

Key Resources

- Engineering – Backend, User Interface, Analytics
- Predix services
- Marketing material (video)
- Seed funding from Ventures

Value Propositions

Construction Companies
- Current Vision delivers a solution to significantly increase efficiency and reduce costs by highlighting pedestrian patterns and traffic data throughout the city
- Provides real time analytics to suggest optimal times for construction

Local Governments
- Providing real time data of traffic and pedestrian patterns around prime construction sites for smart city planning
- Highlighting environmental data of areas surrounding construction sites to better determine clean-up costs

Customer Relationships

All Segments
- Self service API access
- 24x7 support
- Increasing efficiency
- Reducing costs
- Building smarter, safer cities

Channels

- Web Application
- Government contacts
- GE Industrial relationships
- American Society of Civil Engineers (ASCE)

Customer Segments

Construction Companies
- Primarily city Construction firms affecting pedestrian flow
- Conducting construction in city areas within GE Current's sensor radius

Local Governments
- Better city planning capabilities
- Concerned with environmental impact of construction firms
- Pedestrian Safety
- Larger use case potential for overall city planning in addition to provisioning around construction sites

Cost Structure

- People – Sales Team, Full Stack Engineers, Support team
- Runtime costs – Cloud infrastructure, Predix services, Data Storage
- Sales/marketing– software demo, promo video
- Other – Maintenance Costs

Revenue Streams

- Yearly licensing fee from Construction companies and Government
- Joint Partnerships with construction firms
- Add-ons: enhanced analytics

Source: Alex Osterwalder

Business Model

Current Vision | Executive Summary

PoC results

Successful PoC – Current Vision web app with GE Current street sensors

- Completed a Beta version of the app with primary features
- Successfully used the GE Current APIs and Predix micro-services to find clusters of pedestrians and traffic
- Utilized Google Maps API to enable users to place pins on the map as their assets to track surrounding locations

Plan

Implementing the primary features and user interface of the app

- Map View to see all the sensors and clusters of pedestrians along with traffic
- All secondary features are mentioned in business plan but not implemented due to limited time and resources

Features

Features implemented

- Map View with pedestrian clusters and traffic bottlenecks identified on screen
- Allow construction companies to place pins on the map for their asset or construction sites based on the pedestrian clusters and traffic flow
- Helping construction companies and local Governments to promote smart construction

Market

Target Market and Customer Impact

- Construction Companies
- Local Governments
- Involves Pedestrian Safety, Traffic flow and Environmental safety/clean-up for Smart City

Current Vision | Value Proposition

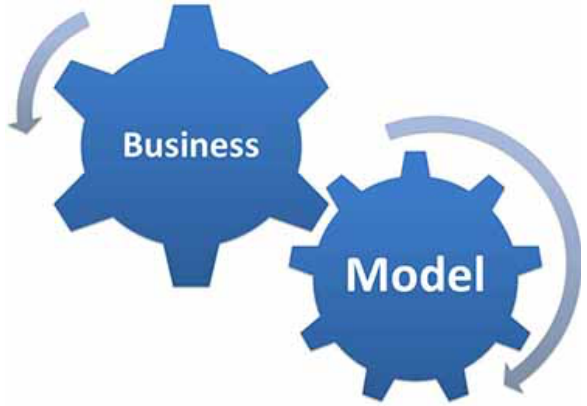
- Construction Companies
  - Current Vision delivers a solution to significantly increase efficiency and reduce costs by highlighting pedestrian patterns and traffic data throughout the city
  - Provides real time analytics to suggest optimal times for construction

- Local Governments
  - Providing real time data of traffic and pedestrian patterns around prime construction sites for smart city planning
  - Highlighting environmental data of areas surrounding construction sites to better determine clean-up costs

- Our team had 3 main objectives when developing current vision
  - **Make cities a safer place**
  - **Increase Efficiency & Decrease costs** for construction firms and local governments
  - And most importantly, **SAVE LIVES**!

Current Vision | Business Model

- Competitive advantage
  - No definite competitors in the market that currently provide construction companies with this data
  - Traffic control boards are not direct competitors but share a similar yet broader purpose. These Traffic control boards are valued really highly and this app would be more useful, convenient and cheaper for the construction companies
- Business Impact
  - Web App to detect and track pedestrians and traffic
  - Allow construction companies and businesses to use this pedestrian and traffic data to choose optimal times to perform construction
  - Construction companies can pin their construction sites as assets on the map to track pedestrian/traffic data throughout the day near their sites
  - The app can also help construction companies keep track of multiple sites to monitor the activity around the area
  - Similar data can be sold to local Governments as well who can monitor construction in addition to implement many more use cases



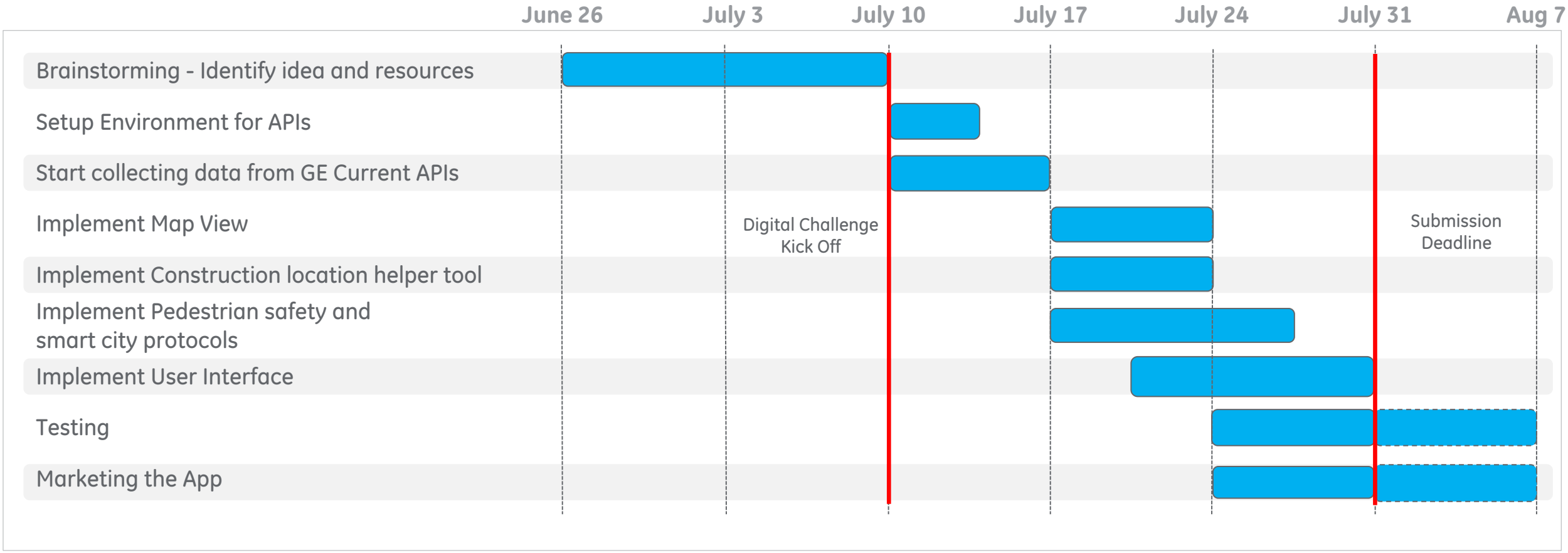
Product Development

Current Vision | Implementation Plan and Risks

Features	Implementation Options	Level of confidence
Map View	Allow users to view the flow of pedestrians and vehicles in real-time by using Google Maps API	
GE Current APIs	Used data collected from pedestrian and traffic street sensors	
Pedestrian Clusters	Used a K-Means machine learning model to cluster pedestrians and vehicles by their respective counts and directions	
Smart City Planning	Give construction firms smart suggestions to construct at optimal times based on pedestrian and vehicle traffic data	
Pedestrian Safety	Increase pedestrian safety by giving users the ability to monitor pedestrian flow data resulting from clustering	
Traffic congestion	Decrease car accidents resulting from construction by giving users the ability to monitor vehicle flow data resulting from clustering	

Confidence: TBD High Medium Low

Current Vision | Timeline



Market Strategy

Current Vision | Market Strategy

Market Segments

Market Segments considered

1. Construction Companies
2. Traffic Control Boards
3. Local Businesses
4. Local Governments
5. Advertising Companies for Construction

Target Market

1. Construction Companies
   - Major city construction companies
2. Local Governments
   - Mainly those with major cities in their jurisdiction

Market Analysis

- Workplace injuries and accidents cost the construction industry over **$11 billion** a year
- A work zone crash occurs once every **5.4** minutes
- Every day, **70** work zone crashes occur that result in at least one injury
- Every week, **12** work zone crashes occur that result in at least one fatality
- Over the last decade more than **1200** pedestrians and bicyclists died in work zones
- Such incidents also cost state economies to spend hundreds of **millions** of dollars each year

Pricing and Revenue

Current Vision | Pricing and Revenue

Pricing Strategy

- **Annual Licensing fee:** For construction companies and local Governments
- **Add-on fees:** For Enhanced Analytics and additional features for firms that opt for it
- **Partnerships and Joint Ventures**

Revenue Model

- Annual revenue from accounts – Construction companies and Governments
- Join partnership with construction firms or material suppliers for advertising
- Partnership with local Governments to promote Smart City and Smart construction
    - Prevent traffic congestion, pedestrian injuries, law suits, and save time for both Government and Construction companies
    - Get a small percentage of environmental clean up costs by helping the Government with environment clean-up in relation to construction sites

Financing

Current Vision | Valuation

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Construction Clients	$20,000	$40,000	$70,000	$90,000	$120,000
Local government clients	$0	$10,000	$30,000	$60,000	$80,000
Total Revenue	$20,000	$50,000	$100,000	$150,000	$200,000
Costs					
Marketing	$50,000	$50,000	$50,000	$50,000	$50,000
Predix Services	$4,188	$4,188	$8,388	$8,388	$8,388
Total Costs	$54,188	$54,188	$58,388	$58,388	$58,388
Excess (deficit) Cash	-$34,188	-$14,188	$41,612	$91,612	$141,612
Valuation		**$205,100**			

Methodology

- To estimate Current Vision's valuation, we used Net Income as a proxy for Cash Flow
- After developing 5 year projections, we performed a Discounted Cash Flow (DCF) Analysis to determine the company's present valuation
- Disclaimer: This is a simplified DCF that does not incorporate all aspects of an extensive model

Assumptions

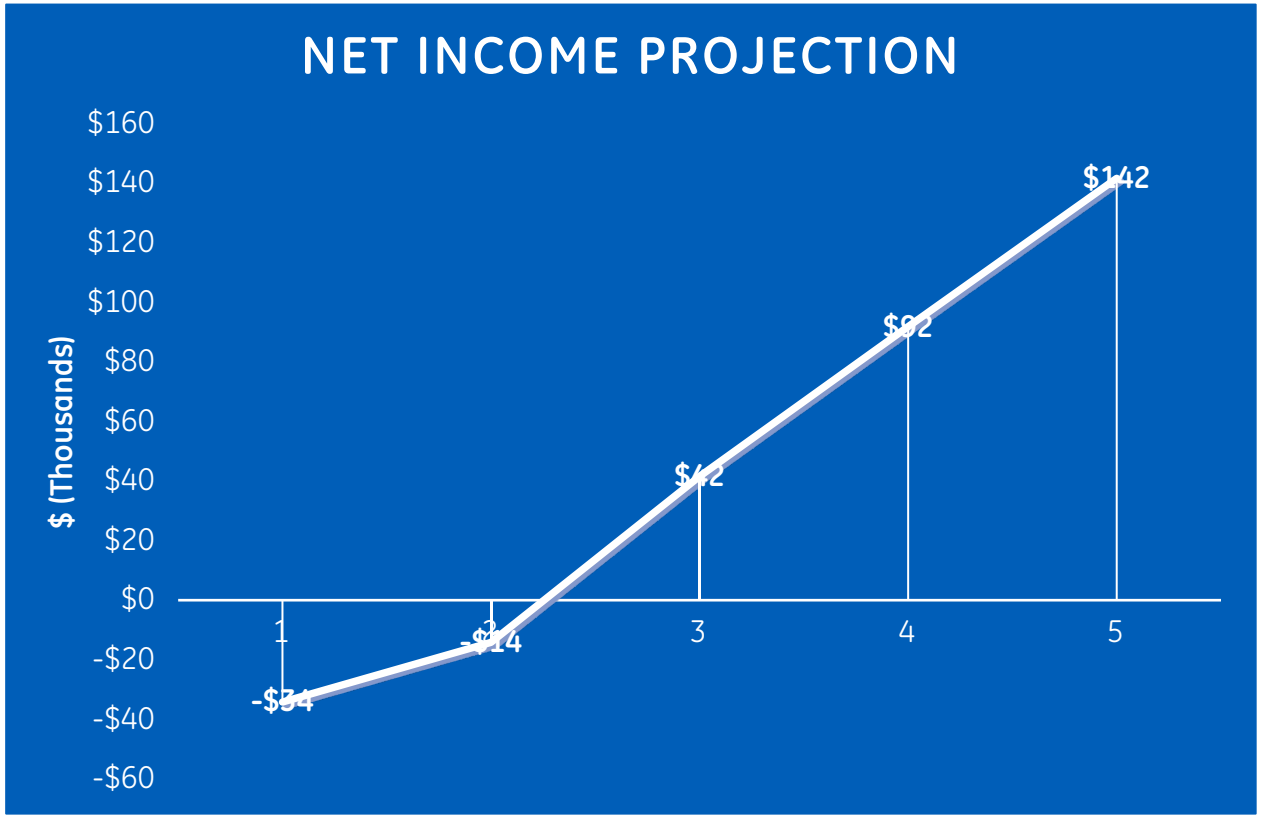
- Licensing fee of $10,000 per annum
- 10% discount rate (software industry average)
- GE Current Sensors are being installed throughout major cities in the United States

Key Risks

- Downturn in the labor market or in similar Macro-related areas that impact the construction industry both directly and indirectly
- Exponentially attracting new construction companies as clients to use the product
- Quick entry to market by competitors

Current Vision | Financial Forecast

- Using conservative projections, we derived a linear growth pattern for the near short term
- Break even is forecasted to be achieved shortly after Year 2. Using slightly more aggressive figures, it can be reached slightly prior to Year 2 as well



Current Vision | The Ask

Resources needed for project completion

- **Ownership/Investment – $20,000**
  - **Valuation**: ~ $200,000
  - **Stake**: ~ 10%

- **Additional Resources**
  - Predix Services with GE Current partnership
  - Marketing and Sales Teams
  - Access to all GE Current Sensors via their APIs

Customer Impact

Current Vision | Customer Impact

Customer Feedback

- Advisor: Kelly Stockton, Lead construction project manager in San Ramon
- Received Feedback regarding market demand for Current Vision
  - The construction company has an employee stand outside on the road to gauge traffic and pedestrian data
- Received Feedback regarding Product Value
  - Current Vision's product would be of great value to that construction company and many more as there is no easy way to track this kind of information today

Objectives and Customer Goals

- Main objectives of Current Vision
  - Make cities a **safer** place
  - **Increase Efficiency** & **Decrease costs** for construction firms and local governments
  - **Reduce** injuries and **save** lives

Current Vision | Future Impact

Post Completion – GE view

- Current Vision is a great addition to GE's portfolio as it aligns with GE's mission to cut costs for customers and increase efficiency
- In addition, Current Vision leverages Predix, presenting a continued growth opportunity for the platform
- Potential partnership opportunities for GE with construction firm clients to provide predictive analytics for their machinery (similar to GE Aviation)

Post Completion – Current Vision view

- Integrate weather and event data to provide more robust analytical capabilities to our clients
- As sensors mature, we plan to extract environmental data from areas surrounding construction sites to sell to local governments
- Spread the word with the help of our sales and marketing teams to attract more construction firms and local Governments to use our product

Potential risks/concerns

- Attracting more construction companies as clients
- Introduction of competitors in the future
  - Company will need to preserve market share and value
- Meeting the company's valuation in the future and expected growth rates
- Receiving all the required resources and funding in a timely manner to continue future progress

Demo Link

https://current-vision.run.aws-usw02-pr.ice.predix.io

Username: admin
Password: password

Thank You