Texxi Global

http://gust.com/c/texxi_global

Combining mobile devices, social networking, a futures exchange and a database to make (shared) urban travel simple, scalable and smart.

Business Summary: A Transit Exchange applied to any vehicle operation firm to allow it to increase its earnings by enabling people who so wish to do so to share rides using any mobile device (SMS, smartphone, web or email). It acts as "a ride message aggregator" - taking requests for rides from mobile devices and processing them into "trip packages" to make the use of vehicles as efficient as possible. It makes money by taking a cut of the brokered earnings.

Product/Services: Texxi is a set of technologies, operational concepts, marketing methods and trade secret information all executed in concert to enable largescale dynamic ridesharing in any type of vehicle. It allows people who need point-to-point transport to request space in shared vehicles (carpools, limousines, buses, taxis, minivans, private jets). It thus becomes a viable replacement for the private car in areas where there is little or no public transport.

Customer problem: The growth of car transport in cities around the world threatens both the economic and environmental wellbeing of those cities. Thus a means of encouraging people to share transit resources has become ever more pressing. To provide a viable replacement to the private car without limiting the freedom of citizens, shared transport resources must be available to users on a per need basis rather than being scheduled.

Target market: Texxi has 7 modes for different categories of user. The 7 modes are COMMUTER, CORPORATE, SCHOOL, SHOPPING, TOURIST, BIG EVENT & EVENING.The market for this application is global: every city and town with humans is a potential buyer. The total market in the EU5 alone is of the order of EURO1 billion per annum focusing on the largest 10 cities in each of UK, Germany, Italy, France and Spain.

Management: Eric Masaba and a few dozen investor-advisors. These include seasoned investment bankers (FX, Equities, Bonds), lawyers, engineers, entrepreneurs and diplomats.

Customers: The customers for a Texxi system are going to be any people in cities who are affected by increasing fuel prices, congestion and deteriorating air quality. Usually a lot of people feel that they would never share a private car or engage in ridepooling or carpooling. By making available alternatives to this type of person a whole new set of transport options become available. Women, parents, LGBT, minorites and the mobility impaired are winners.

Sales/Marketing strategy: Using social media, presentations, appearances at conventions and events related to City 2.0 we will make Texxi well known to a larger audience. We have already proved that our system works and we can make it work for more cities on a much larger scale. The use of market makers to facilitate the trade in "ridespaces" will overcome the "market formation problem" that had previously killed all large rideshare attempts from 1968 - Present.

Business model: The business model is that of a broker. The Licence Buyer shares 50-50 with Texxi the cut (typically 25%) of revenue accrued from aggregating passengers together into a vehicle. For example, we put 6 people into an 8-seater passenger vehicle that normally would charge e.g. $25 for a trip. The 6 people pay $10 each (since they are sharing) and thus the vehicle operator gets $60 for the trip gross. After a 25% cut, this leaves $45. Everyone wins.

Competitors: ZIMRIDE UBER RELAYRIDES AVEGO - Not as "dynamically real-time" as Texxi (we need only 2 - 10 minutes to match) and may actually be in violation of our 2006 pending patent IP. They are aimed more at "day ahead matches" and not able to dynamically source, price and allocate shared rides as we have proven we can. We also showed that the "market formation problem" can be overcome by use of liquidity and market making concepts from Futures Exchanges.

Competitive advantage: Texxi is agnostic to the vehicle operator and the hailing mechanism. It is designed to be an interface to the "nervous system" of a city or town and receives a cut of grouping revenues from every trip. This is not

trivial to achieve and since the 1960s many of the top US universities have been engaged in such research to make this a reality. Texxi succeeded first in 2006 and has a patent pending on the dynamic, ridesharing method that works.

Financials* (GBP)	2012	2013	2014	2015	2016
Revenues	800,000	5,000,000	6,000,000	8,000,000	20,000,000
Expenditures	1,300,000	2,100,000	2,100,000	4,000,000	9,000,000
Net	-500,000	2,900,000	3,900,000	4,000,000	11,000,000

The first year is the setup period in a new city. Our plan is to start with Fairfield County, CT and run the system with 100 vehicles in 2 modes on 5 days per week. This makes it easier to sell later.