



# Milez

Tool for parents to reward their teen drivers with money  
for distraction-free trips



[www.milezapp.com](http://www.milezapp.com)

A photograph of a person with dark hair, wearing a blue denim shirt, sitting in the driver's seat of a car. They are holding a white smartphone in their right hand and looking down at it. The car's dashboard and steering wheel are visible. The image has a dark, semi-transparent overlay.

**40% of teens are  
texting while driving**

\* Time magazine, 2014



**11 teenagers die daily**

\*Association for Safe International Road Travel, USA, 2014

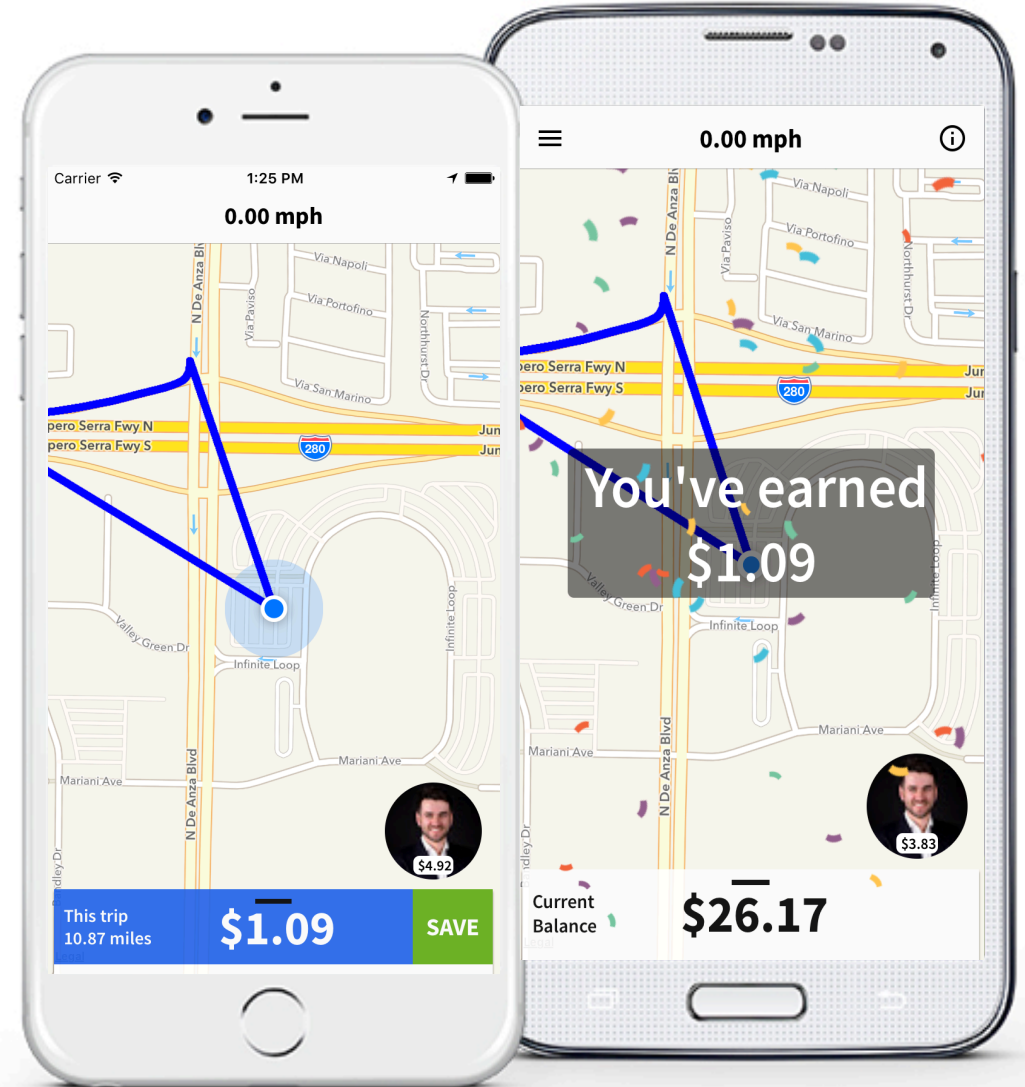


# MILEZ

A web app for parents to add funds.

Funds that are available in an app, used by teens to earn money for distraction-free trips.

Every 200 miles we send the funds to the teen's PayPal account.



# METRICS



**\$0.32 / install**

CAC TEEN DRIVER



**\$0.80 / user**

PROFIT 1<sup>st</sup> MONTH



**45%**

GUARDIANS INVITED



**10%**

CREATE ACCOUNT

## **WHY TEENS USE MILEZ?**

Money strongly stimulates usage.

Each mile is rewarded starting with \$0.10 / mile up to \$1 /mile.

The cash reward is linked to the safe driving performance.

Using the app reduces the risk of accidents!

## **BUSINESS MODEL**

Parents add funds to the teen's Milez account

We charge 15% commission on each transfer

Our share is 11.4%, the rest goes to payment processor

Every 200 miles we send the funds to the teen's PayPal account

## EXAMPLE

- Teen drives on average: 20 miles / day
- School period: 9 months
- Average days driving in a year: 180 days
- Total distance per teen: 3,600 miles / year
- Prize per mile: \$0.10\*
- Total funds added by a Guardian Angel: \$360
- Milez commission (15%): \$54 / teen driver
- Payment processing fee (3.5%): \$12.58
- Cost of acquisition (Instagram): \$0.32 / install
- Milez net profit: \$41.10 / teen driver

\* starting from \$0.10 / mile to a maximum of \$1 / mile



# MARKET



**45 M**

teens in US  
(14% of total  
population)



**27 M**

60% of teens have  
driving license



**1.35 M\***

5% potential Milez  
users

\* 5 years

# MARKETING

Teen drivers acquisition:

- Instagram ads – cost \$0.20 - \$0.40 per install
- In-app invite: direct invite = bonus \$3 and/or Facebook share = bonus \$1

Acquisition - Guardians:

- Facebook ads – cost \$0.50 website click
- Reach Facebook groups & communities focused on teen education, alternative education, education improvements etc.

Partnerships:

- After School app – create high school communities with ambassadors to promote the app at their high-schools
- Businesses with high-school & college vouchers and/or offers

# COMPETITION

- TrueMotion Family – FREE - <http://gotruemotion.com/the-united-states-of-distraction-infographic/>
- Canary – \$14.95 year - <http://www.thecanaryproject.com/>
- Drivesafe.ly – FREE - <http://www.drivesafe.ly/>
- Drivemode – FREE - <https://drivemode.com/>
- Flo Driving Insights – FREE - <https://www.driveflo.com/>

## Cons:

- No monetary rewards
- Monitoring teens' location (privacy violated)
- Reporting to parents (which leads to punishment)
- Limited availability, some work only on Android

## INVESTMENT - \$1.250.000 (18 months runway)



**\$400k**

- Technology enhancement
- Development AI capabilities
- Integrations



**\$500k**

- Acquisition new users
- Partner up with US bank to develop a debit card linked to the Milez account



**\$350k**

- Operational
- Customer Care

# TEAM



## CEO & Co-founder

Tudor  
Cobalas

Business Developer Innovation Incubator ABN AMRO  
Bank, Amsterdam, The Netherlands  
Co-Founder - XL family international software agency with  
annual turnover of \$3.5 M



## CPO & Co-founder

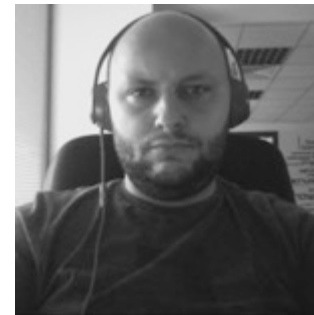
Eduard  
Alexandrian

Auction Manager & Executive Partner - \$4 M revenue with  
US army in Romania  
Co-Founder – Know Now Solutions: 4 Secunde.ro  
Hardware innovator for Nestle Vending Machines (\$500k  
contracts)



## CTO & Backend

Aurelian  
Apostol



## iOS

Andrei  
Marinescu



Thank you!

Tudor Cobalas / tudor@milezapp.com



[www.milezapp.com](http://www.milezapp.com)