NextMile

"Drive Smart. Stay Safe. Go the NextMile"

Preventing accidents before they happen, saving lives and reducing costs

Mahmoud Mohamed
+20 1040287163
stemmahmoudelsayed@gmail.com

Feb 2025

"Drive Smart. Stay Safe. Go the NextMile"

The Problem

Road Safety Crisis

Egypt faces a significant road safety challenge. While fatalities decreased to 5,260 in 2024, injuries rose to over 76,000, highlighting the ongoing risks and costs. (Source: CAPMAS)

Driver Monitoring Gaps

Existing systems fail to detect early signs of drowsiness, distraction, and unsafe behaviors before accidents occur.

Fragmented Technology

Organizations rely on multiple disconnected systems for telematics, driver monitoring, maintenance, and compliance.

76,000+

road accident injuries reported in Egypt in 2024

~3.2% GDP

annual economic cost of road accidents in Egypt (approx. $10.7B - AUC 2020)

Significant

potential for accident reduction through proactive safety technology in Egypt

"Drive Smart. Stay Safe. Go the NextMile"

Our Solution

NextMile Platform

An AI-powered fleet safety and management platform that combines driver monitoring, vehicle telematics, and predictive analytics to prevent accidents and optimize operations.

Smarter. Safer. More Efficient.

AI Driver Monitoring

Detects drowsiness, distraction, and unsafe behaviors in real-time with 85% accuracy

Predictive Maintenance

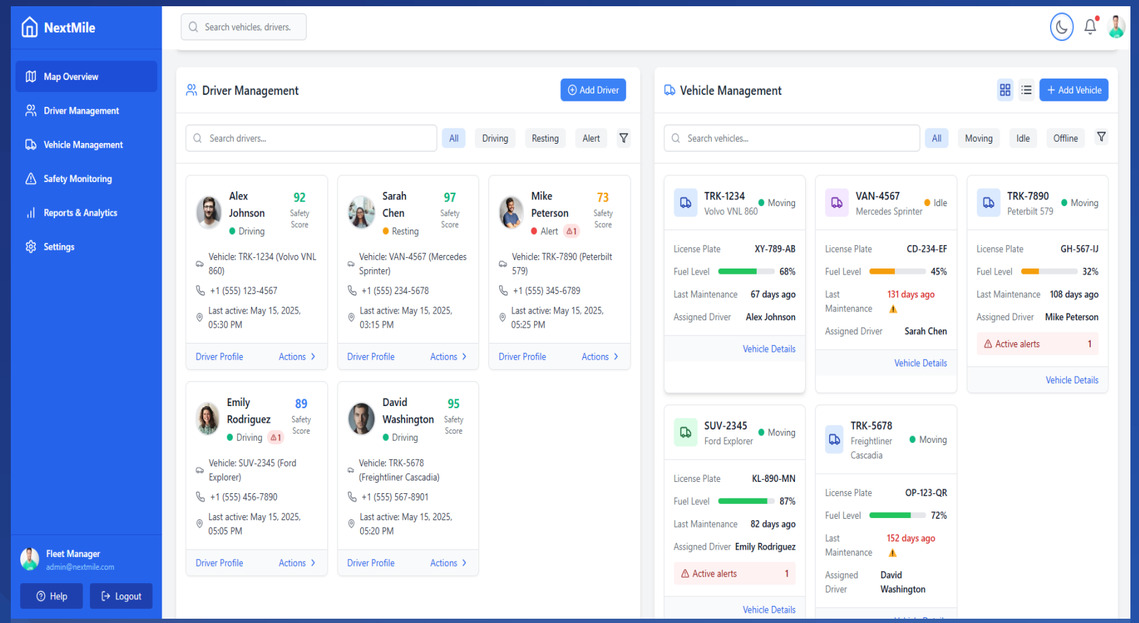
Identifies potential vehicle issues 2-3 weeks before traditional diagnostic methods

Integrated Analytics

Combines driver, vehicle, and environmental data for comprehensive safety insights

"Drive Smart. Stay Safe. Go the NextMile"

How NextMile Works



AI-Powered Driver Monitoring

Computer vision algorithms detect drowsiness, distraction, and unsafe behaviors with 85% accuracy, providing real-time alerts.

IoT Sensor Integration

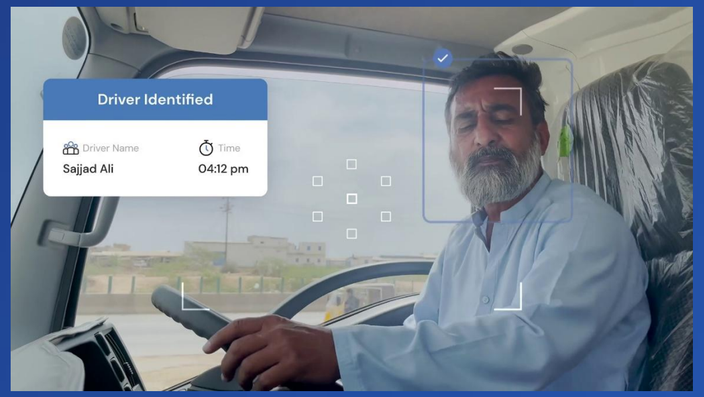
Connects with vehicle sensors to monitor performance, identify maintenance issues 2-3 weeks before traditional methods.

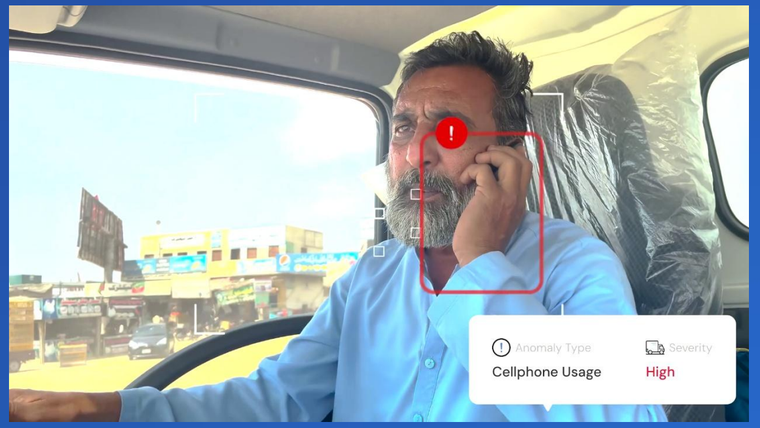
Cloud Analytics Platform

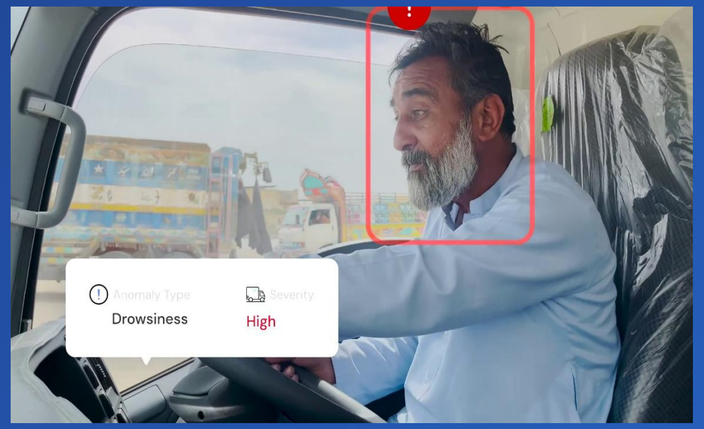
Processes data through sophisticated algorithms to identify patterns, predict risks, and generate actionable safety insights.

"Drive Smart. Stay Safe. Go the NextMile"

How NextMile Works

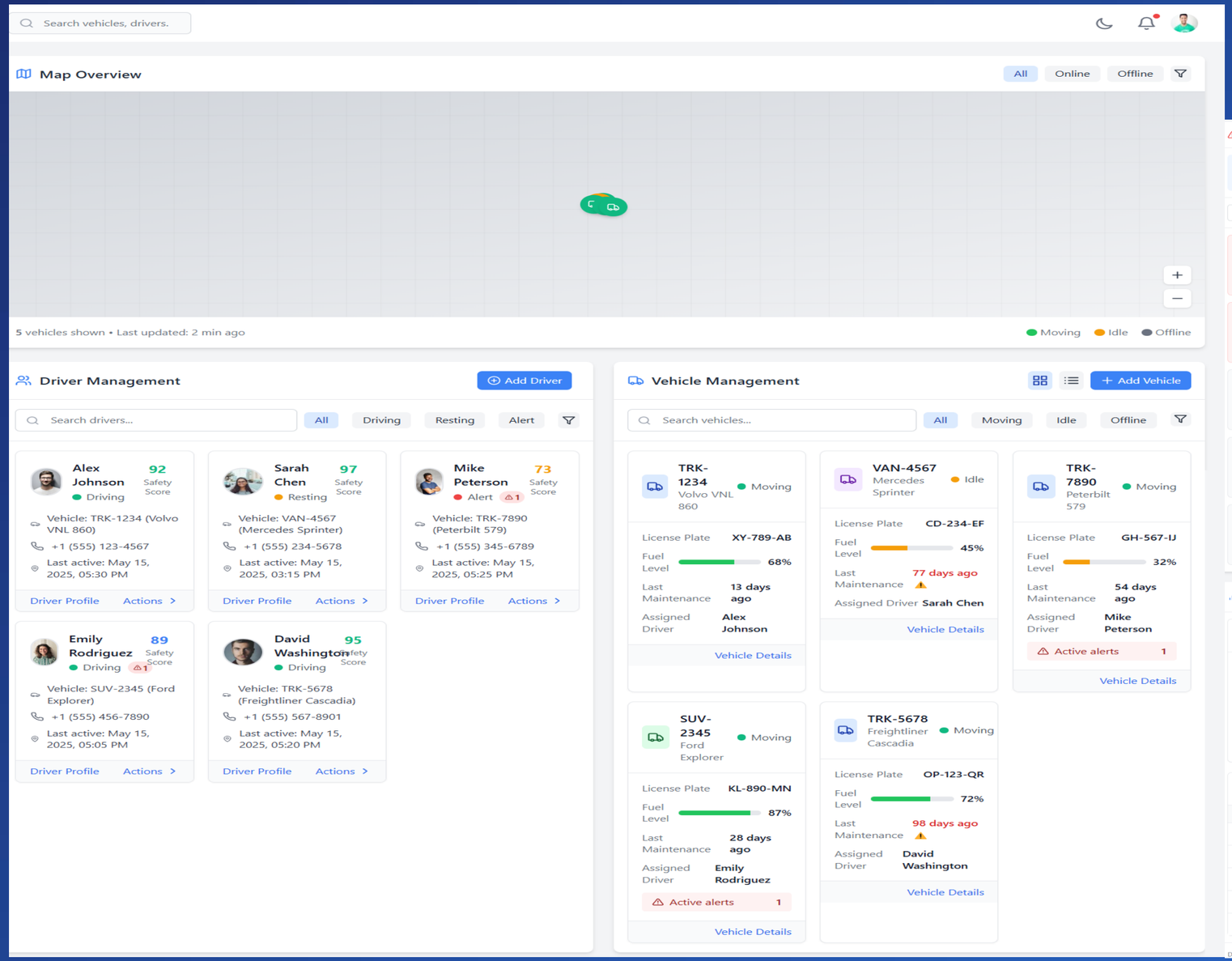


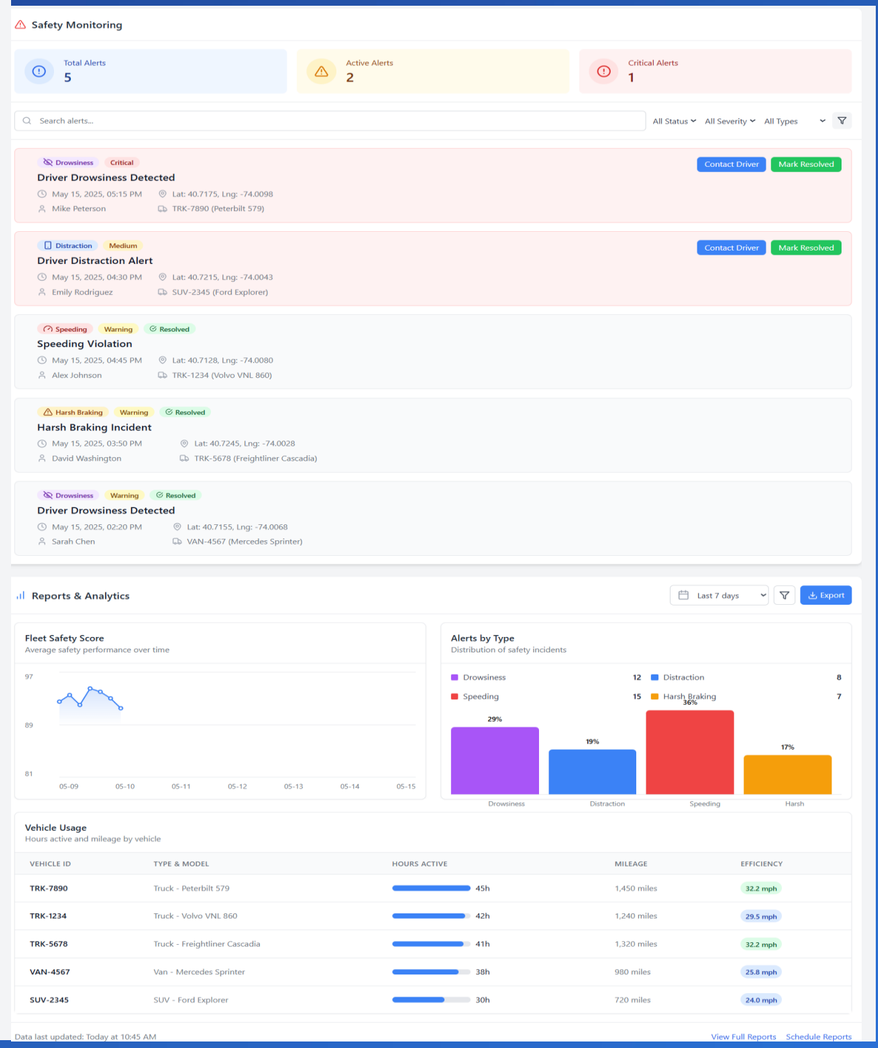




"Drive Smart. Stay Safe. Go the NextMile"

Dashboard





"Drive Smart. Stay Safe. Go the NextMile"

Product Roadmap

Development Timeline

Q3-Q4 2025
MVP Development

Core Platform
AI driver monitoring system

Hardware v1
Dual-facing camera system

Safety Dashboard
Basic risk analytics

Q1-Q2 2026
Production Phase

Predictive Analytics
Risk scoring and forecasting

API Ecosystem
Insurance and fleet system integration

Mobile Alerts
Manager notification system

Platform Localization
Arabic language support & Egypt-specific adaptations

Q3-Q4 2026
Next Phase

Advanced AI Models
Environmental risk detection

Personalized Coaching
AI-driven driver improvement

Enterprise Features
Advanced security and compliance

Predictive Maintenance
Vehicle health monitoring

Q1-Q2 2027
Future Vision

ADAS Integration
Vehicle control system connectivity

Global Expansion
Multi-language and region support

Industry Expansion
Integrate with vehicles manufacturers

"Drive Smart. Stay Safe. Go the NextMile"

Business Model Canvas

NEXTMILE

"Drive Smart. Stay Safe. Go the NextMile"

Key Partners

- Sensor hardware suppliers (Elswedy , Bosch, …)
- Cloud hosting providers (AWS, Azure, etc.)
- Vehicle manufacturers (future)
-Telecommunications companies (for fleet connectivity/IoT) (WE , Vodafone)
-Fleet maintenance providers (integration for predictive maintenance) (valeo , Siemens, etc.)
-Sales and Distribution Partners (Samsara , Getapp, etc.)
-fleet management companies

Key Activities

- Developing and updating AI models
- Sensor hardware integration
- Customer support and maintenance
- Sales and marketing
- Cloud server management
-Data Analysis and Insights Generation
-R&D

Key Resources

- AI and machine learning models
- Cloud infrastructure
- Sensor integration (hardware / software).
- Data security and compliance systems
-Human Resources : Developers , Anlaytics , Customer Support and sales team.
Proprietary Fleet Data (Quality and Volume)

Value Propositions

- **Reduce fleet accidents**
- **Real-time driver behavior analysis**
- **Lower insurance costs**
-**Predictive maintenance**
- Cloud-based data insights
- Compliance with safety regulations
- Improve operational efficiency (optimize Routes - Reduce fuel)
-Data-driven decision support for fleet managers
- Customizable alerts and reporting
- AI-powered predictive analytics not offered by traditional competitors
- Scalable solution for fleets of all sizes with 24/7 expert support

Customer Relationships

-Acquire: Targeted marketing, product demos, and personalized onboarding.
-Keep: 24/7 support, training sessions, and regular product updates.
-Grow: Advanced analytics, premium features, and gathering customer feedback

Channels

- Direct sales team
- Website and SEO
- Fleet management Events (**AfCFTA, ACV, Marlog).**
- B2B Digital marketing
- Partnerships with fleet management companies

Customer Segments

- **Fleet owners**
- **E-Commerce**
- **Logistics companies**
-Oil & Gas Companies
- Public and Private transportation companies
- Insurance companies

Cost Structure

- AI development and maintenance
- Cloud service fees
- Hardware procurement
- Salaries (developers, sales, support)
- Capex
-Legal & compliance costs
-Customer training/onboarding costs
-R&D
-Scalable Data Storage and Processing Costs

Revenue Streams

- **Subscription fees (monthly/yearly)**
- **Hardware sales**
- **Setup/installation fees**
- Premium analytics reports
-Data services and API access fees
-Customization and consulting services
-Value-added services (predictive analytics, risk scoring)
-After-sales services (maintenance, replacements)

Try Pitch

Business Model (Detailed)

Pricing Tiers

Essential

Est. 1500 EGP
/vehicle/month

For small fleets (25-100 vehicles)

- AI Driver Monitoring
- Basic Risk Analytics
- Safety Event Alerts
- Monthly Reports
- Email Support

Hardware: $450/vehicle

Professional

Est. 2200 EGP
/vehicle/month

For mid-sized fleets (100-500 vehicles)

- Advanced AI Monitoring
- Predictive Risk Analytics
- Predictive Maintenance
- Insurance Reporting
- Priority Support

Hardware: $400/vehicle

Enterprise

Custom

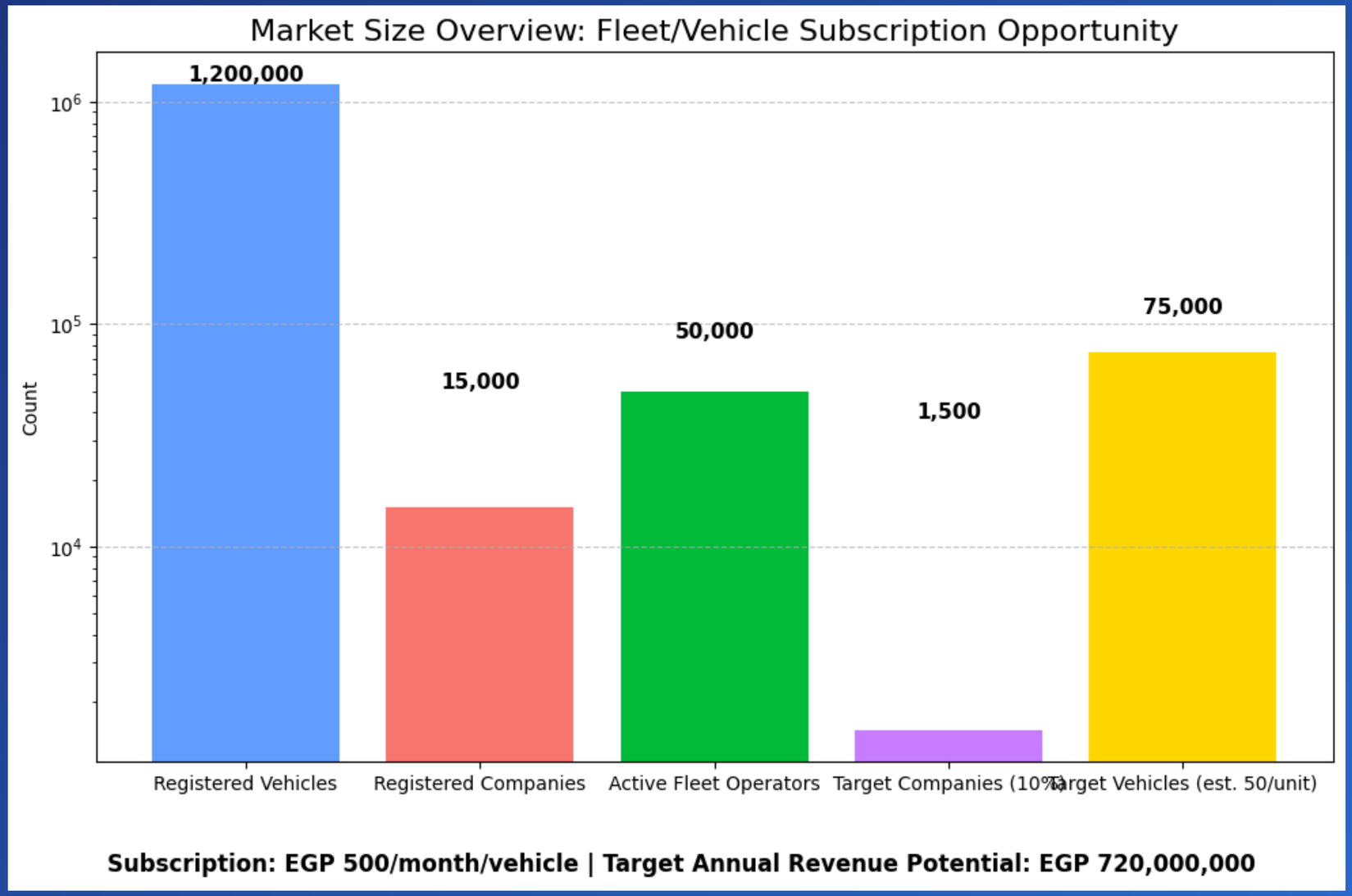
For large fleets (500+ vehicles)

- Full Feature Access
- Custom Integrations
- Dedicated Account Manager
- Advanced Security Features

Volume-based hardware pricing

"Drive Smart. Stay Safe. Go the NextMile"

Market Size



"Drive Smart. Stay Safe. Go the NextMile"

NextMile vs Competitors

Features	NextMile	EgyCarTrack	Traklink Egypt	Tawasol GPS
AI Driver Monitoring	✓	−	✗	−
Predictive Maintenance	✓	✗	✗	−
Two-Way Communication	✓	✗	✗	−
Cross-Platform Compatibility	✓	✓	✓	✓
Preventive vs. Reactive	✓	✗	✗	−
Integrated Analytics	✓	−	✗	✓
Local Market Focus/Support	✓	✓	−	−

Our Key Differentiators:

- Integrated platform approach vs. point solutions
- Proactive prevention vs. reactive recording
- Driver engagement vs. pure surveillance
- Superior AI capabilities with 94% accuracy

"Drive Smart. Stay Safe. Go the NextMile"

Cost Breakdown

The costs fall into three main categories: fixed development costs, variable production costs, and recurring operational expenses.

Fixed Cost (MVP Development)

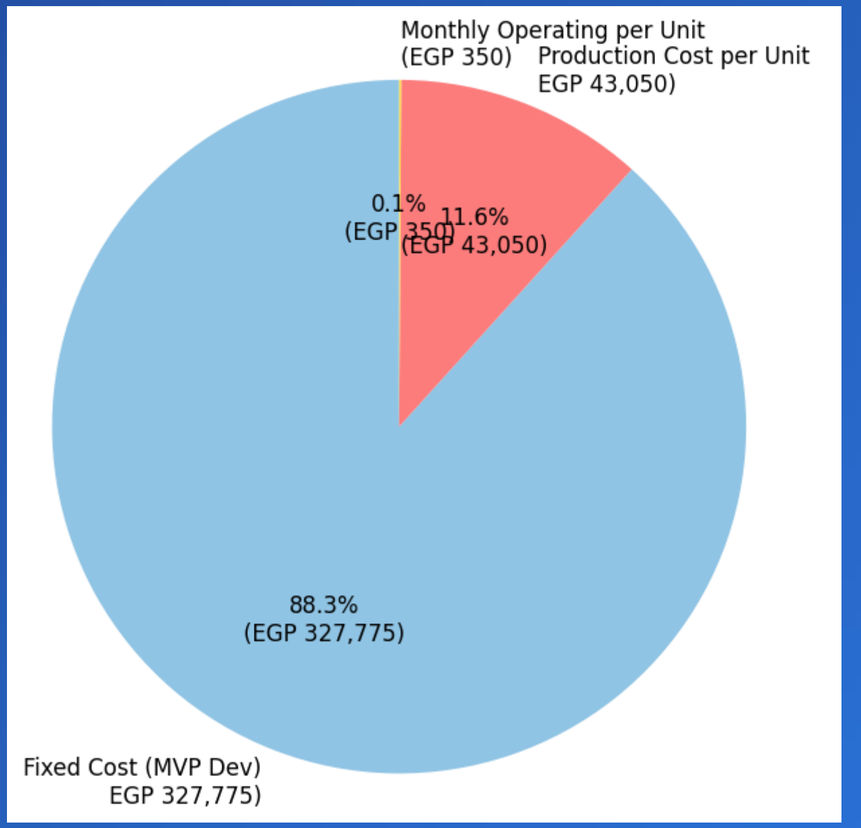
This represents our upfront investment before selling any units, covering hardware R&D, software development, infrastructure setup, and initial operating costs.

Variable (Unit Production) Cost

This encompasses the cost for producing each hardware unit, including materials, components, assembly, quality control, and packaging.

Subscription/Operating Cost

offering dashboard or cloud analytics features, you'll incur recurring costs for cloud hosting, bandwidth, and support services.



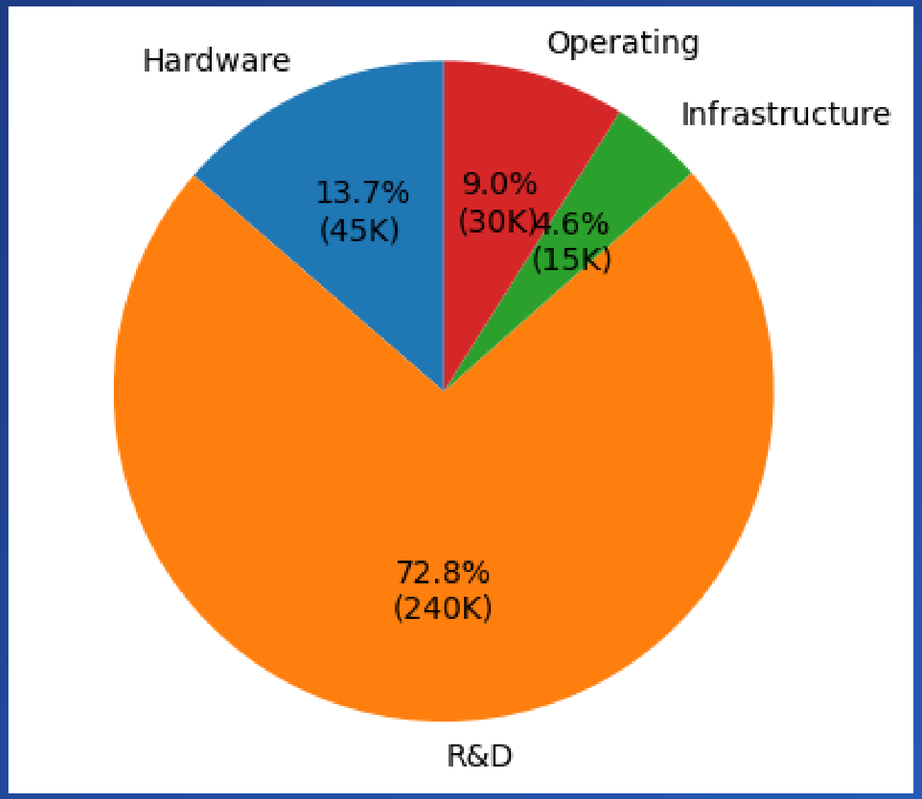
“Drive Smart. Stay Safe. Go the NextMile”

NEXTMILE

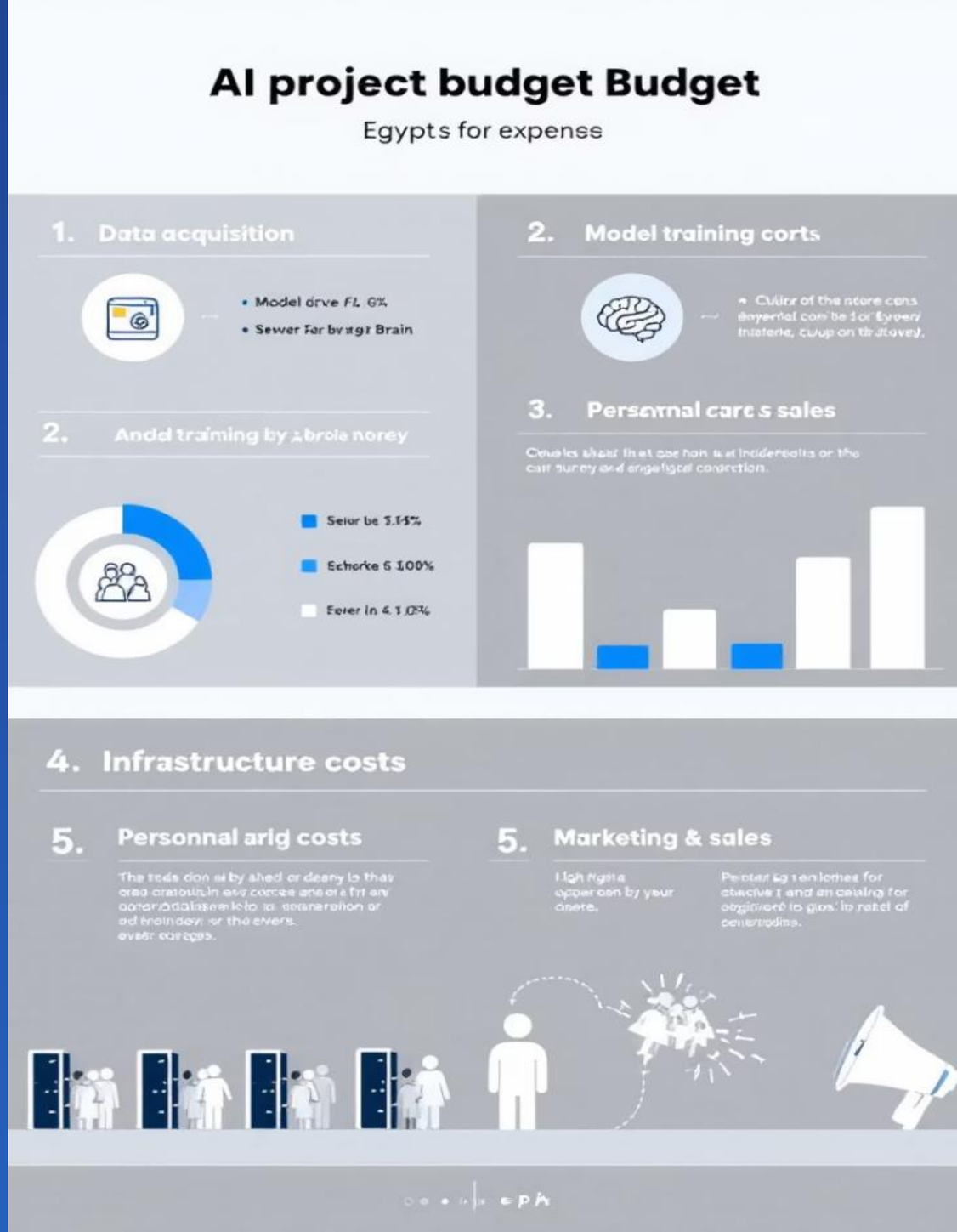
MVP Cost Breakdown

A concise, up-to-date MVP cost estimate for an AI hardware/software product, optimized for a 6-month cycle in Egypt (feb 2025).

Target mean reference: **EGP 327,775**



“Drive Smart. Stay Safe. Go the NextMile”



Production Cost Per Unit

Total per unit: EGP 13,300 – 23,000

Component	Estimated Cost (EGP)
AI Processor (NVIDIA Jetson Series)	6,000 – 7,500
Dual Cameras (Production-grade)	2,000 – 3,000
Sensors (PIR/microphone/environmental)	600 – 3,000
4G LTE Modem	2,700 – 3,600
Other Components & Assembly	2,000 – 5,850

“Drive Smart. Stay Safe. Go the NextMile”

Revenue Streams

Hardware Sales

One-time purchase of AI devices per unit or batch

Dashboard Subscription

Recurring SaaS fee for cloud dashboard and analytics

Installation & Setup

One-time addon for deployment and calibration

Premium Support

Recurring fee for priority support and maintenance

Data Services & API Access

Fee for access to raw data streams, historical datasets, and integration APIs.

Customization & Consulting

Project-based revenue for custom features and client tool integration.

Value-Added Services

AI-driven insights and predictive analytics as upsells or extra tiers.

After-Sales Services

Hardware maintenance, replacement parts, and post-warranty upgrades.

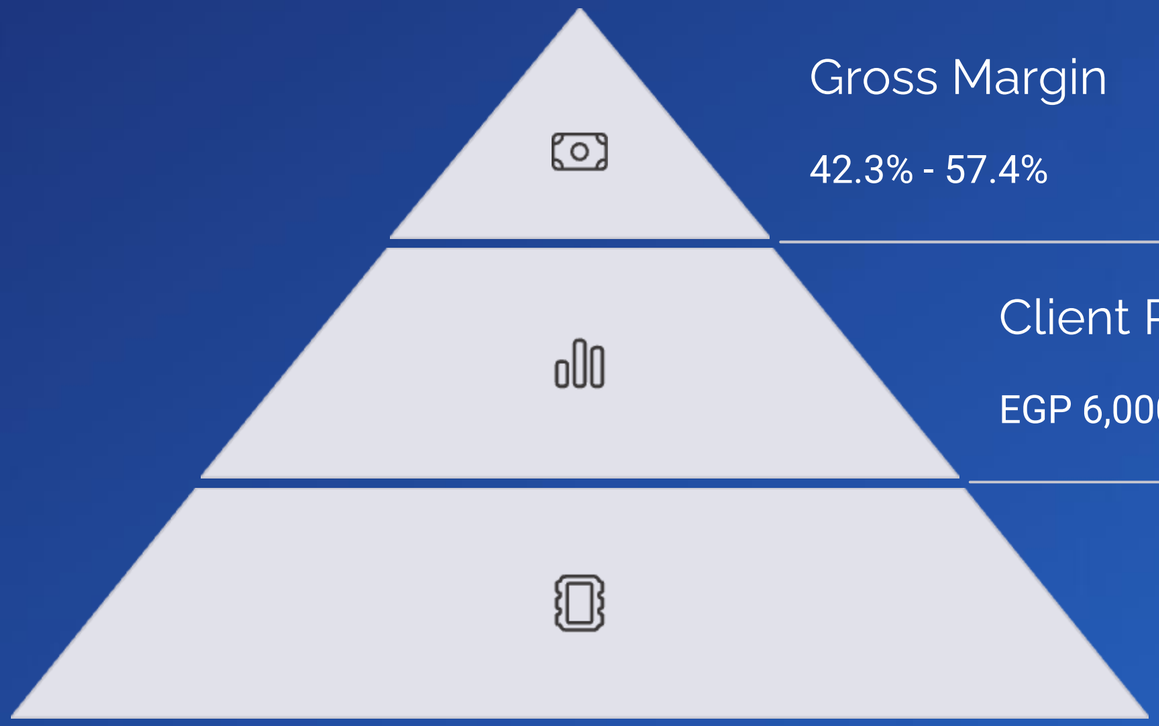
“Drive Smart. Stay Safe. Go the NextMile”

Detailed Revenue Streams Comparison

Revenue Stream	Model	Frequency	Price
Hardware Sales	One-time	Upfront	EGP 25,000 per unit
Dashboard Subscription	Recurring	Monthly/Annual	EGP 500–2,000/mo/unit
Installation/Setup	One-time	Upfront	EGP 500
Premium Support/Warranty	Recurring	Annual	EGP 2,500–5,000/unit/year
Integration/API Access	Recurring	Monthly/Annual	EGP X/month per integration
Custom Features/Consulting	Project-based	On Demand	Custom quote
Data Insights/Reports	Tiered/Pay-per-use	Recurring/Usage	EGP Y per analysis/report
After-Sales Maintenance	One-time/Recurring	As Needed	EGP Z for parts/service call

“Drive Smart. Stay Safe. Go the NextMile”

Subscription Model & Pricing



Gross Margin

42.3% - 57.4%

Client Revenue (yearly)

EGP 6,000 – 24,000

Hardware + Subscription

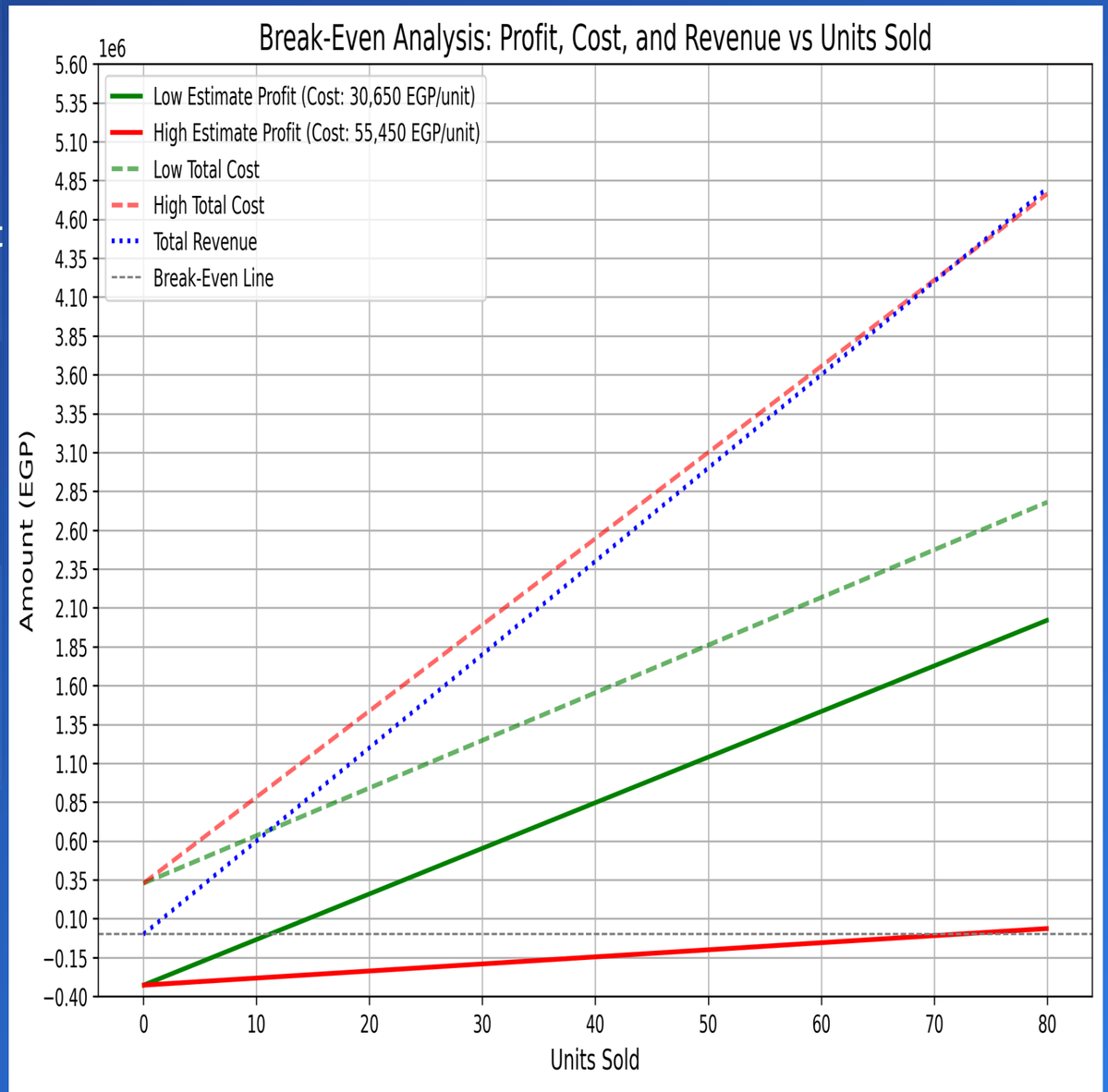
EGP 25,000 + EGP 500-2000 monthly

Dashboard subscription pricing ranges from EGP 200-500 per unit monthly for online analytics and remote access.

“Drive Smart. Stay Safe. Go the NextMile”

Break-Even Analysis Table

Scenario	Fixed Cost (MVP)	Production Cost/ Unit	Selling Price/ Unit	Break-Even Units	Total Revenue at Break-Even point
Low Estimated	EGP 327,775	EGP 13,300	EGP 25,000	29	EGP 725,000
High Estimated	EGP 327,775	EGP 23,000	EGP 25,000	165	EGP 4,125,000



"Drive Smart. Stay Safe. Go the NextMile"

Our Team

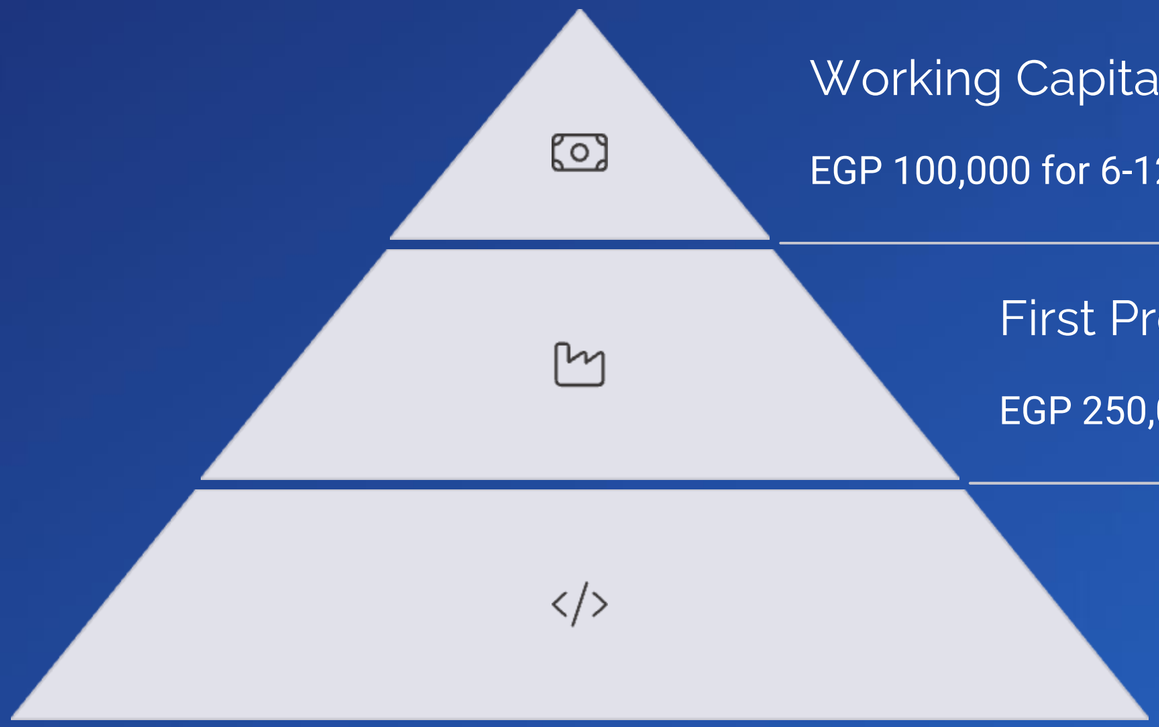
Yousef Khaled
Marketing And Sales Officer

Mahmoud Mohamed
Business Developer

Aly Hossam
Technical Team Leader

“Drive Smart. Stay Safe. Go the NextMile”

Funding Ask: EGP 680,000



Working Capital

EGP 100,000 for 6-12 months runway

First Production

EGP 250,000 for first 10-20 units

MVP Completion

EGP 327,775

What Might WE Offer (for investors)? Equity share (e.g., 5–10% depending on valuation and negotiation)

“Drive Smart. Stay Safe. Go the NextMile”

NEXTMILE

THANK YOU!

Remember!

“Drive Smart. Stay Safe. Go the NextMile”

Dashboard

“Drive Smart. Stay Safe. Go the NextMile”