



NextMile

“Drive Smart. Stay Safe. Go the NextMile”

Preventing accidents before they happen, saving lives and reducing costs

Mahmoud Mohamed

+20 1040287163

Feb 2025

stemmahmoudelsayed@gmail.com

“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

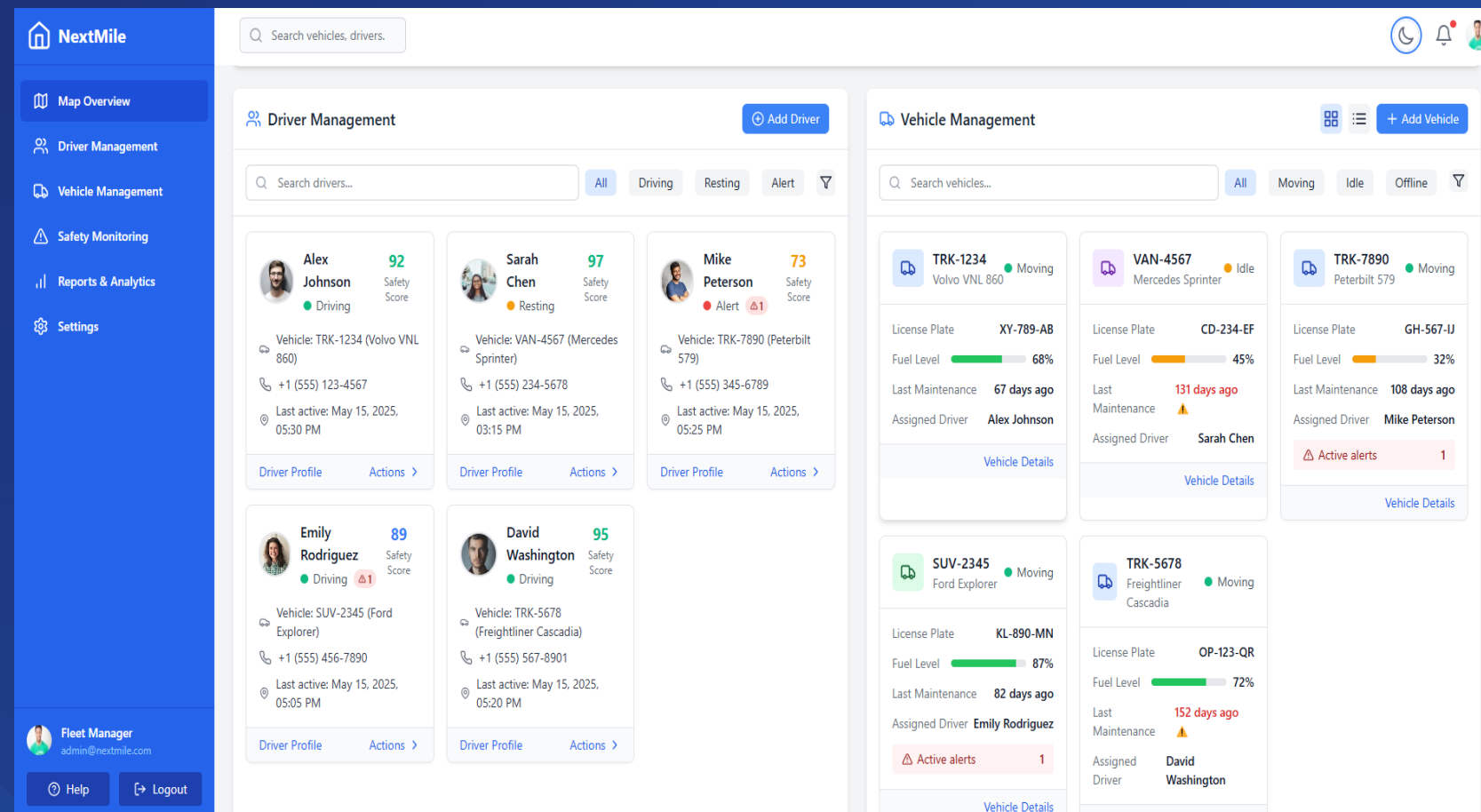


Integrated Analytics

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

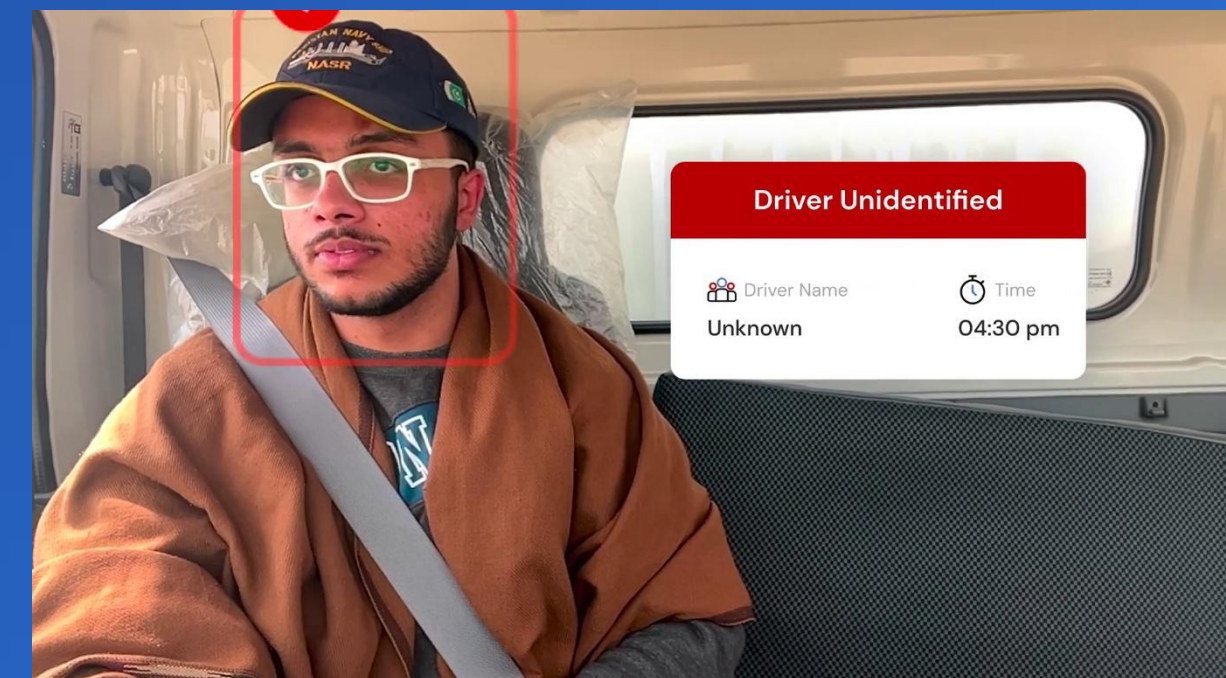
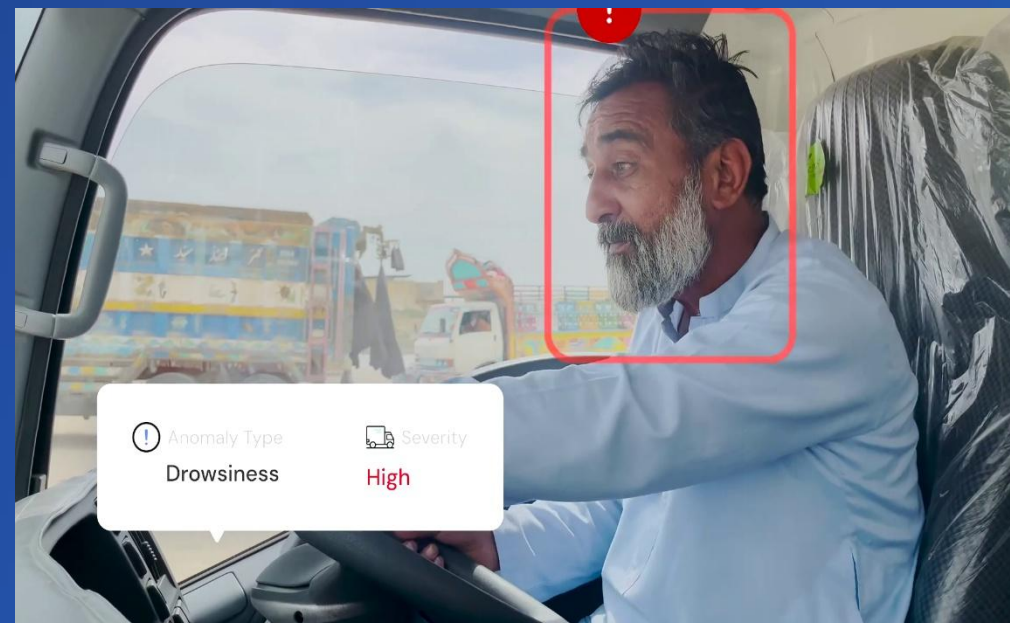
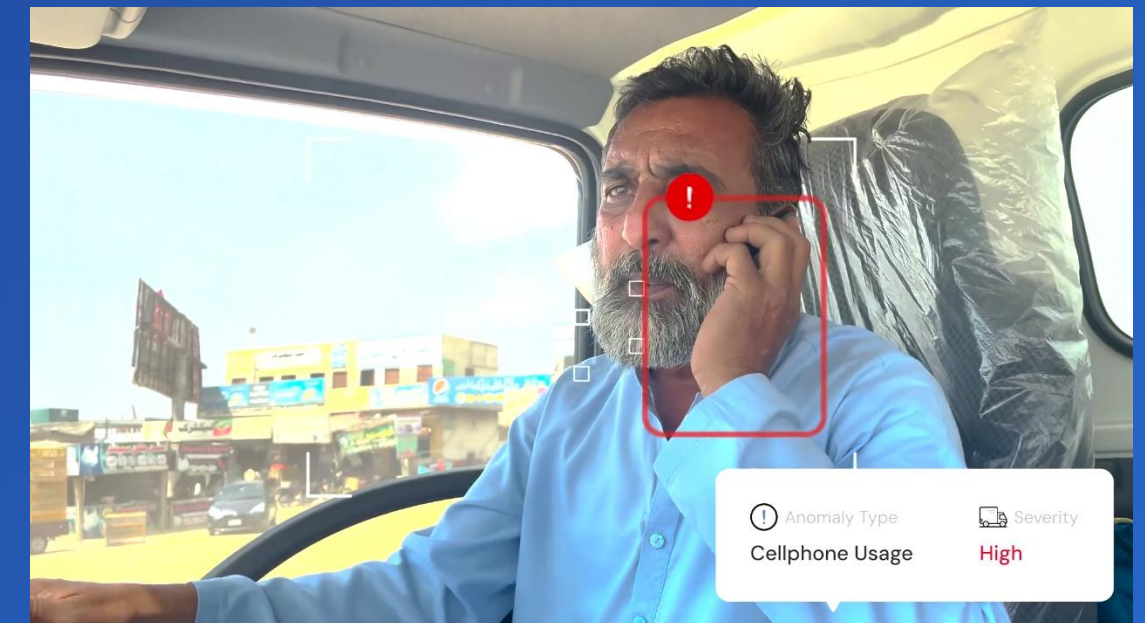
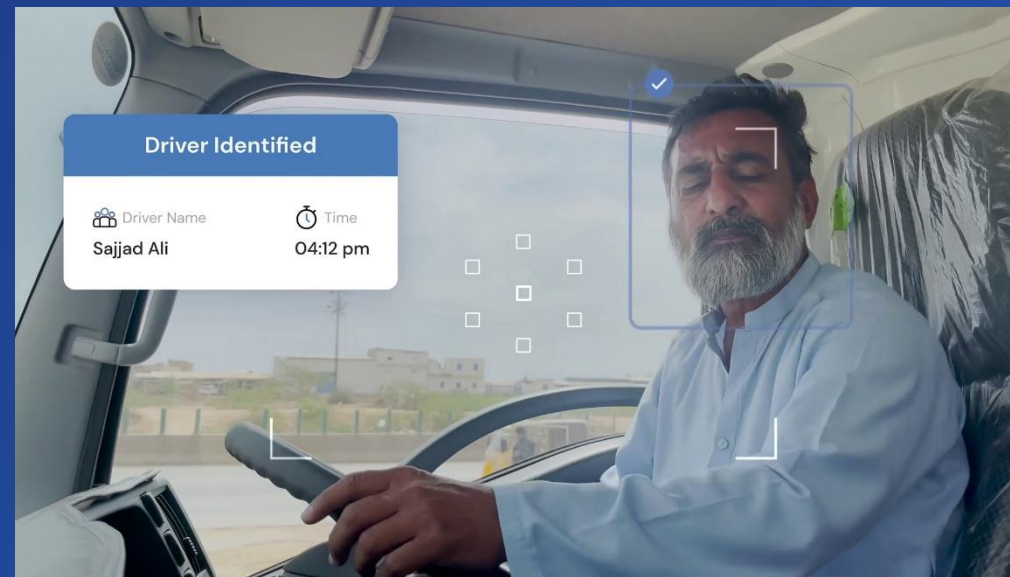
Processes data through sophisticated algorithms to identify patterns, predict risks, and generate actionable safety insights.

Integrated Safety Ecosystem



“Drive Smart. Stay Safe. Go the NextMile”

How NextMile Works



“Drive Smart. Stay Safe. Go the NextMile”

Dashboard



Q Search vehicles, drivers.

Map Overview

AllOnlineOffline

5 vehicles shown • Last updated: 2 min ago

MovingIdleOffline

Driver Management

Q Search drivers...

AllDrivingRestingAlert

Alex Johnson

92

Safety Score

Driving

Vehicle: TRK-1234 (Volvo VNL 860)

+1 (555) 123-4567

Last active: May 15, 2025, 05:30 PM

Driver Profile

Actions

Sarah Chen

97

Safety Score

Resting

Vehicle: VAN-4567 (Mercedes Sprinter)

+1 (555) 234-5678

Last active: May 15, 2025, 03:15 PM

Driver Profile

Actions

Mike Peterson

73

Safety Score

Alert

Vehicle: TRK-7890 (Peterbilt 579)

+1 (555) 345-6789

Last active: May 15, 2025, 05:25 PM

Driver Profile

Actions

Emily Rodriguez

89

Safety Score

Driving

Vehicle: SUV-2345 (Ford Explorer)

+1 (555) 456-7890

Last active: May 15, 2025, 05:05 PM

Driver Profile

Actions

David Washington

95

Safety Score

Driving

Vehicle: TRK-5678 (Freightliner Cascadia)

+1 (555) 567-8901

Last active: May 15, 2025, 05:20 PM

Driver Profile

Actions

Vehicle Management

Q Search vehicles...

AllMovingIdleOffline

TRK-1234

Volvo VNL 860

Moving

License Plate

XY-789-AB

Fuel Level

68%

Last Maintenance

13 days ago

Assigned Driver

Alex Johnson

Vehicle Details

VAN-4567

Mercedes Sprinter

Idle

License Plate

CD-234-EF

Fuel Level

45%

Last Maintenance

77 days ago

Assigned Driver

Sarah Chen

Vehicle Details

TRK-7890

Peterbilt 579

Moving

License Plate

GH-567-IJ

Fuel Level

32%

Last Maintenance

54 days ago

Assigned Driver

Mike Peterson

Active alerts

1

Vehicle Details

SUV-2345

Ford Explorer

Moving

License Plate

KL-890-MN

Fuel Level

87%

Last Maintenance

28 days ago

Assigned Driver

Emily Rodriguez

Active alerts

1

Vehicle Details

TRK-5678

Freightliner Cascadia

Moving

License Plate

OP-123-QR

Fuel Level

72%

Last Maintenance

98 days ago

Assigned Driver

David Washington

Vehicle Details

Safety Monitoring

Total Alerts

5

Active Alerts

2

Critical Alerts

1

Q Search alerts...

All StatusAll SeverityAll Types

Drowsiness

Critical

Driver Drowsiness Detected

May 15, 2025, 05:15 PM

Lat: 40.7175, Lng: -74.0098

Mike Peterson

TRK-7890 (Peterbilt 579)

Contact Driver

Mark Resolved

Distraction

Medium

Driver Distraction Alert

May 15, 2025, 04:30 PM

Lat: 40.7215, Lng: -74.0043

Emily Rodriguez

SUV-2345 (Ford Explorer)

Contact Driver

Mark Resolved

Speeding

Warning

Resolved

Speeding Violation

May 15, 2025, 04:45 PM

Lat: 40.7128, Lng: -74.0080

Alex Johnson

TRK-1234 (Volvo VNL 860)

Harsh Braking

Warning

Resolved

Harsh Braking Incident

May 15, 2025, 03:50 PM

Lat: 40.7245, Lng: -74.0028

David Washington

TRK-5678 (Freightliner Cascadia)

Drowsiness

Warning

Resolved

Driver Drowsiness Detected

May 15, 2025, 02:20 PM

Lat: 40.7155, Lng: -74.0068

Sarah Chen

VAN-4567 (Mercedes Sprinter)

Reports & Analytics

Last 7 days

Export

Fleet Safety Score

Average safety performance over time

97

89

81

05-09

05-10

05-11

05-12

05-13

05-14

05-15

Alerts by Type

Distribution of safety incidents

Drowsiness

29%

Distraction

19%

Speeding

36%

Harsh Braking

17%

Vehicle Usage

Hours active and mileage by vehicle

VEHICLE ID	TYPE & MODEL	HOURS ACTIVE	MILEAGE	EFFICIENCY
TRK-7890	Truck - Peterbilt 579	45h	1,450 miles	32.2 mph
TRK-1234	Truck - Volvo VNL 860	42h	1,240 miles	29.5 mph
TRK-5678	Truck - Freightliner Cascadia	41h	1,320 miles	32.2 mph
VAN-4567	Van - Mercedes Sprinter	38h	980 miles	25.8 mph
SUV-2345	SUV - Ford Explorer	30h	720 miles	24.0 mph

Data last updated: Today at 10:45 AM

View Full Reports

Schedule Reports

“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

“Drive Smart. Stay Safe. Go the NextMile”

<div>Key Partners</div> <ul style="list-style-type: none">- 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	<div>Key Activities</div> <ul style="list-style-type: none">- Developing and updating AI models- Sensor hardware integration- Customer support and maintenance- Sales and marketing- Cloud server management-Data Analysis and Insights Generation <div>Key Resources</div> <ul style="list-style-type: none">- R&D- 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)	<div>Value Propositions</div> <ul style="list-style-type: none">- 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 <ul style="list-style-type: none">- 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	<div>Customer Relationships</div> <ul style="list-style-type: none">-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 <div>Channels</div> <ul style="list-style-type: none">- Direct sales team- Website and SEO- Fleet management Events (AfCFTA, ACV, Marlog).- B2B Digital marketing- Partnerships with fleet management companies	<div>Customer Segments</div> <ul style="list-style-type: none">- Fleet owners- E-Commerce- Logistics companies-Oil & Gas Companies- Public and Private transportation companies- Insurance companies
<div>Cost Structure</div> <div><div>Salaries (developers, sales, support)</div><div>Try Pitch</div><div>Capex</div></div> <ul style="list-style-type: none">- AI development and maintenance- Cloud service fees- Hardware procurement- Legal & compliance costs-Customer training/onboarding costs-R&D-Scalable Data Storage and Processing Costs		<div>Revenue Streams</div> <ul style="list-style-type: none">- 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)		

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

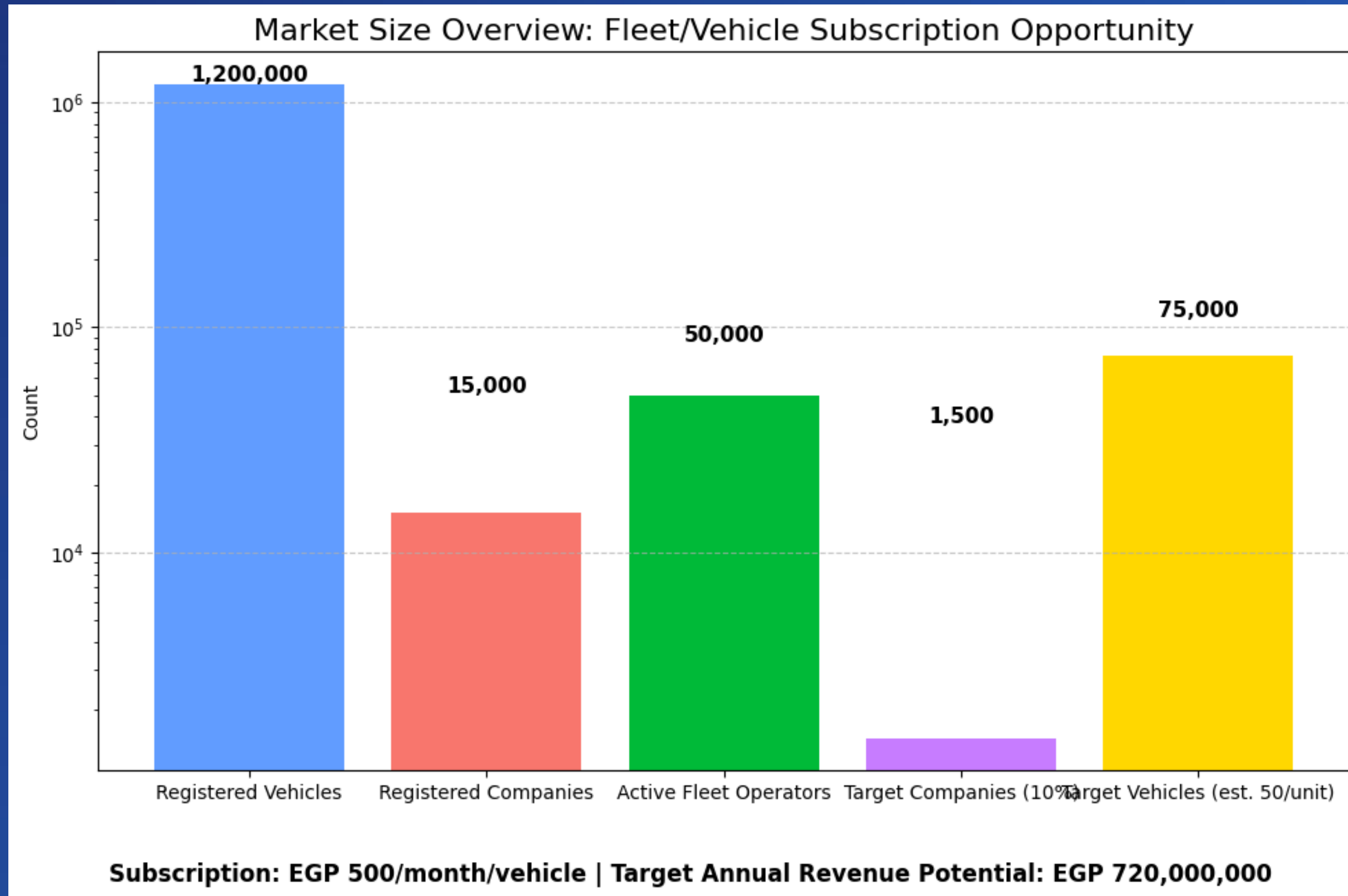
For large fleets (500+ vehicles)

- ✓ 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)

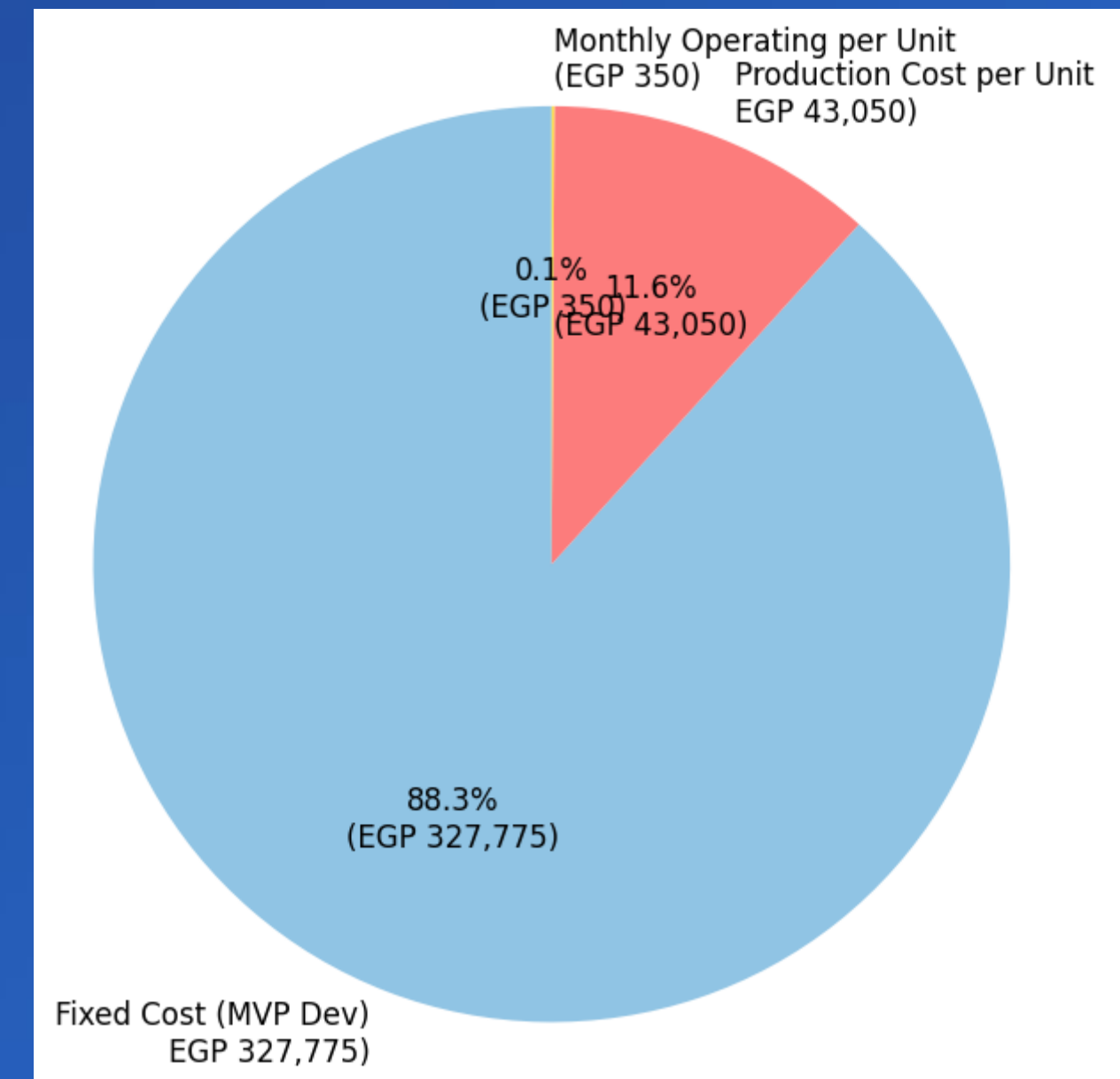
This represents our upfront investment before selling any units, covering hardware R&D, software development, infrastructure setup, and initial operating costs.

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.



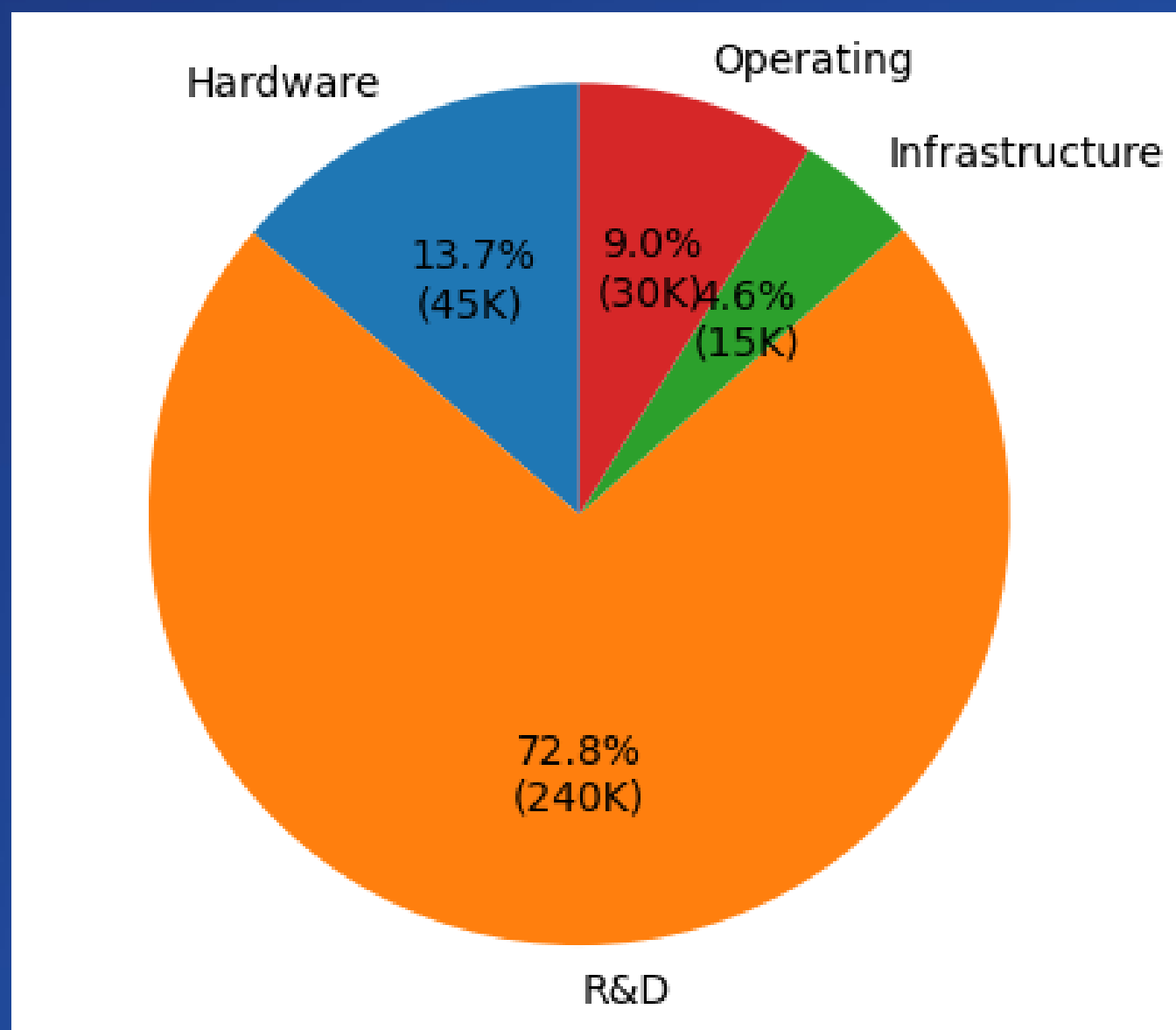
“Drive Smart. Stay Safe. Go the NextMile”



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).

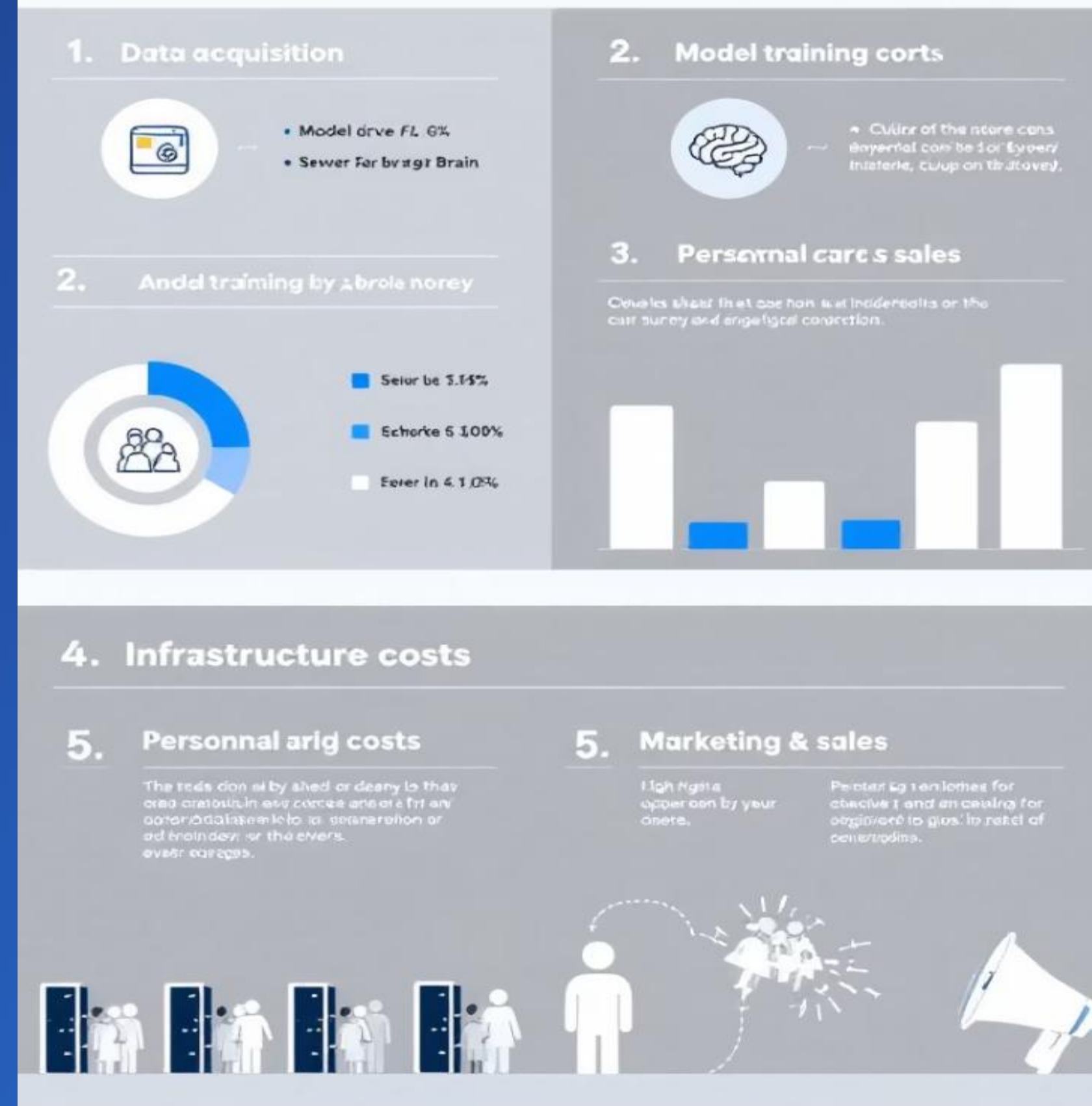
Target mean reference: EGP 327,775

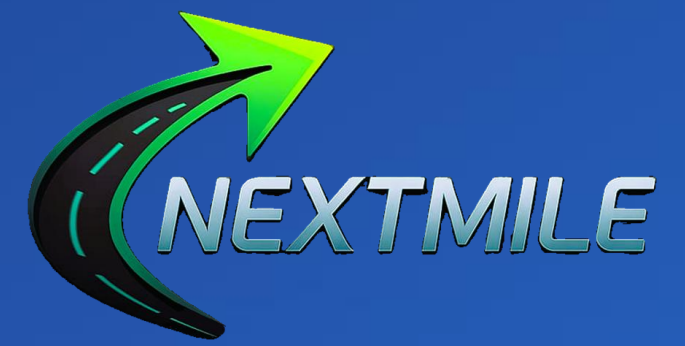
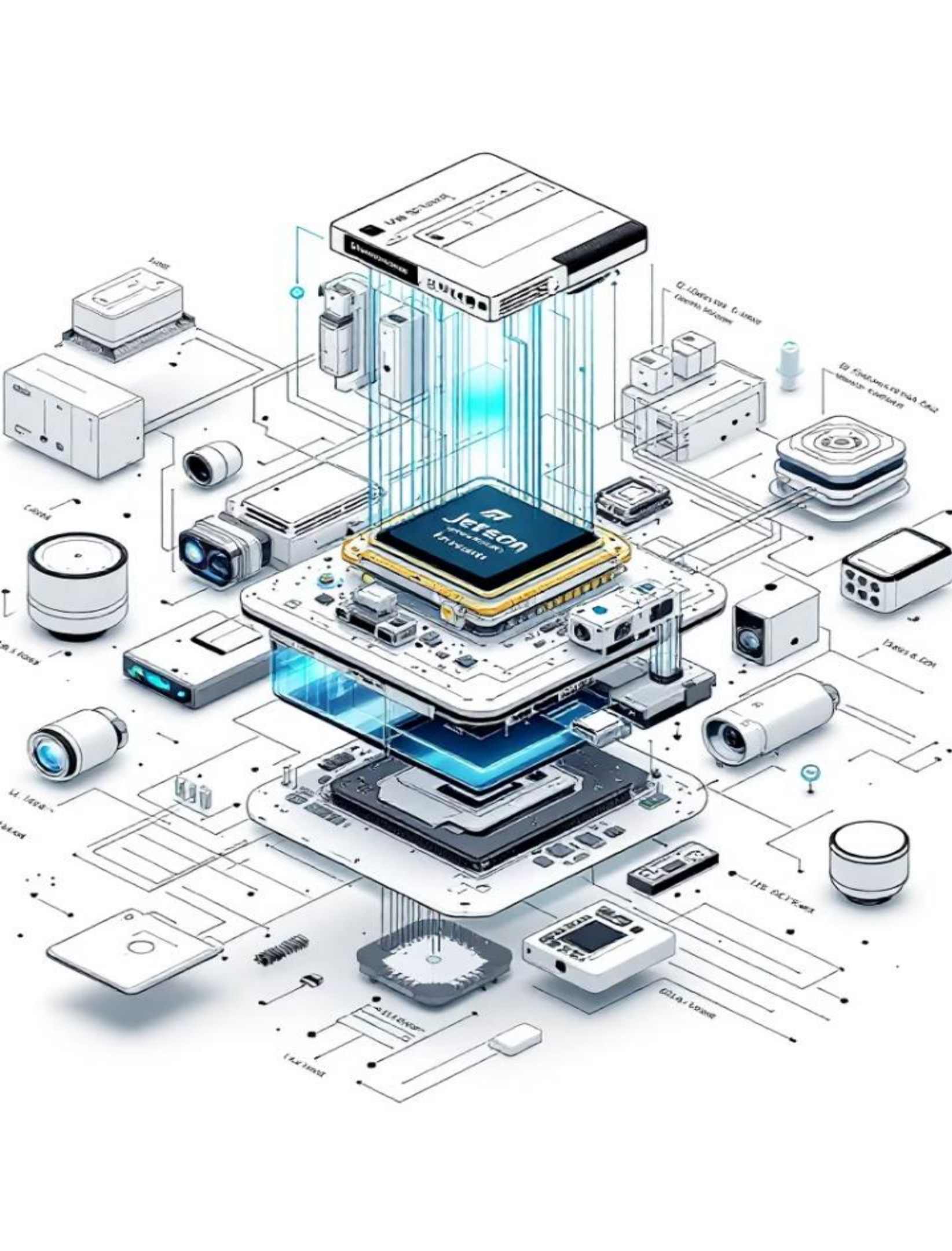


“Drive Smart. Stay Safe. Go the NextMile”

AI project budget Budget

Egypt's for expenses





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



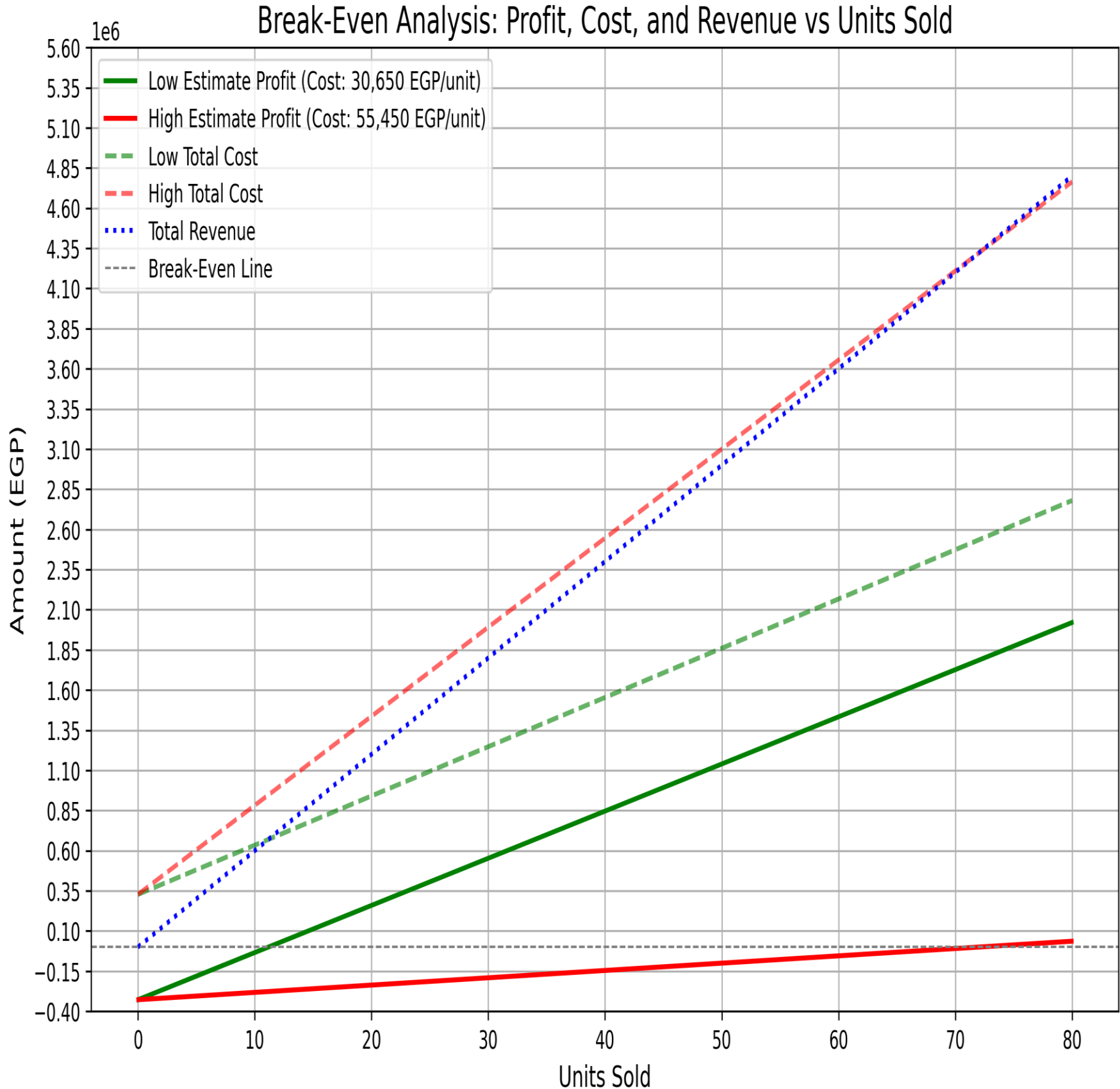
Dashboard subscription pricing ranges from EGP 200-500 per unit monthly for online analytics and remote access.

“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



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

“Drive Smart. Stay Safe. Go the NextMile”



THANK YOU!

Remember!

"Drive Smart. Stay Safe. Go the NextMile"

Dashboard



"Drive Smart. Stay Safe. Go the NextMile"