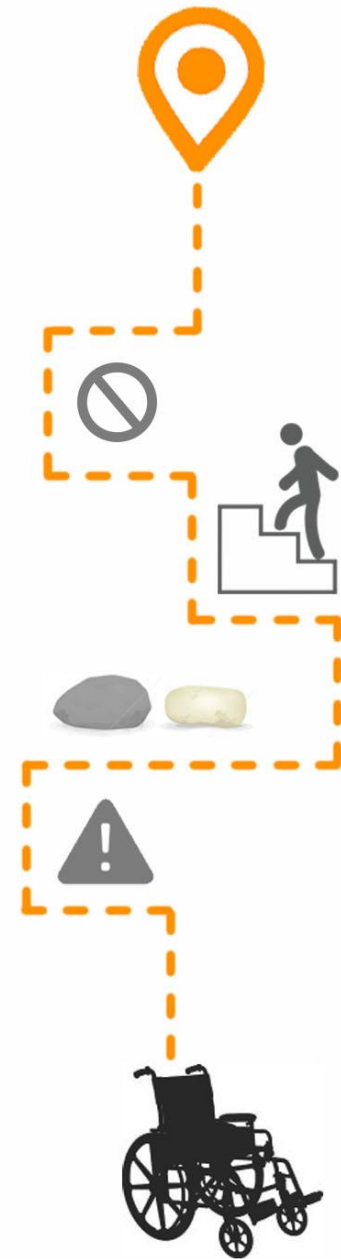




Contact information:

CEO – Javier Albert

jav.albert@gmail.com

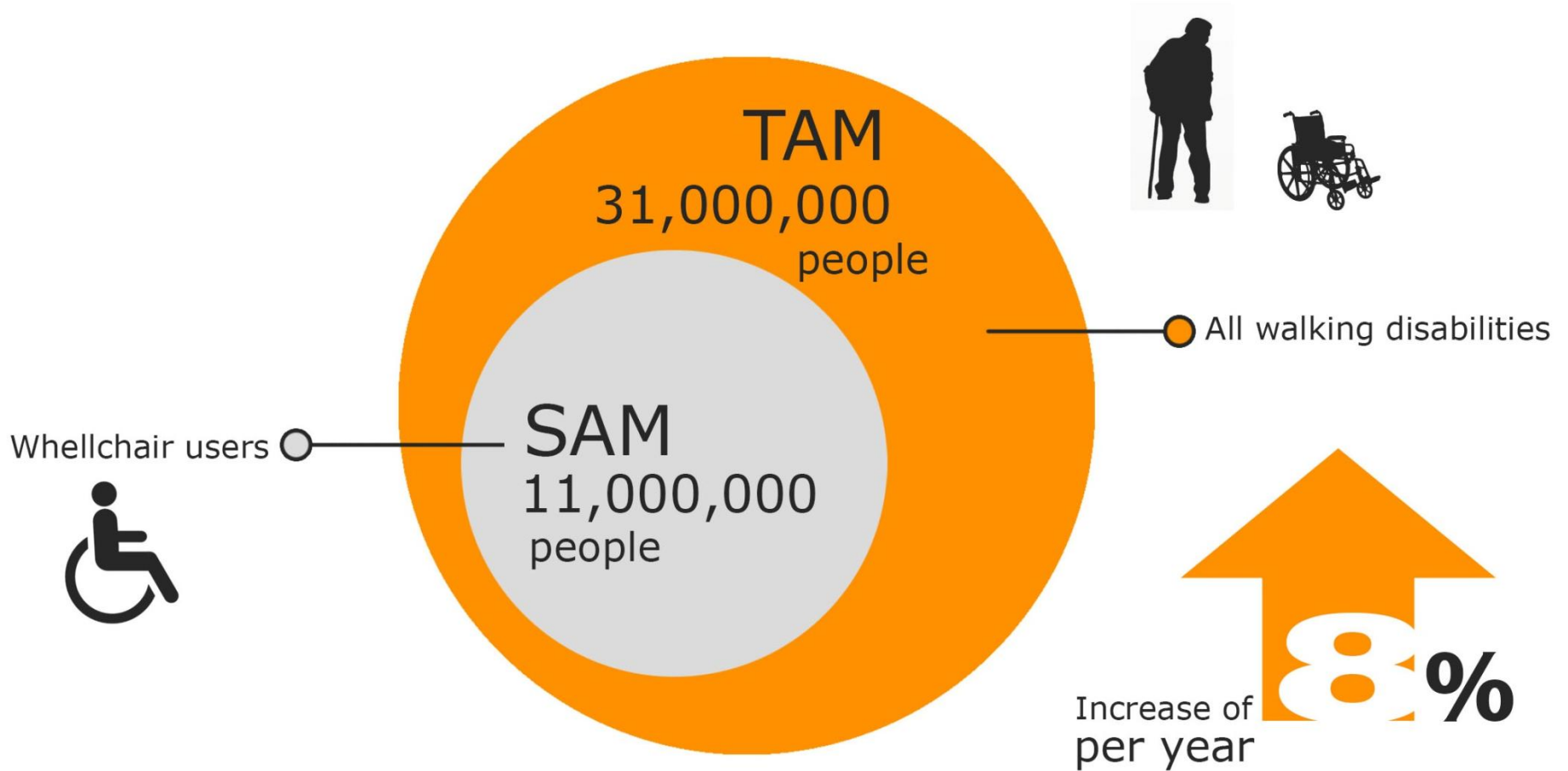


Our Motivation



Navity's mission is to increase life quality of disabled patients by providing a navigation system that fits their needs

The Customer

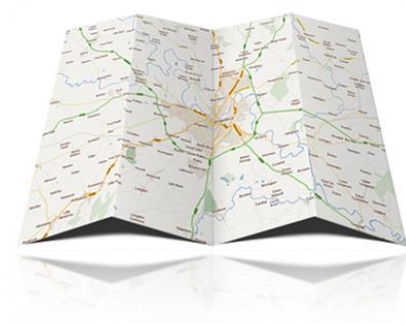




Our Product

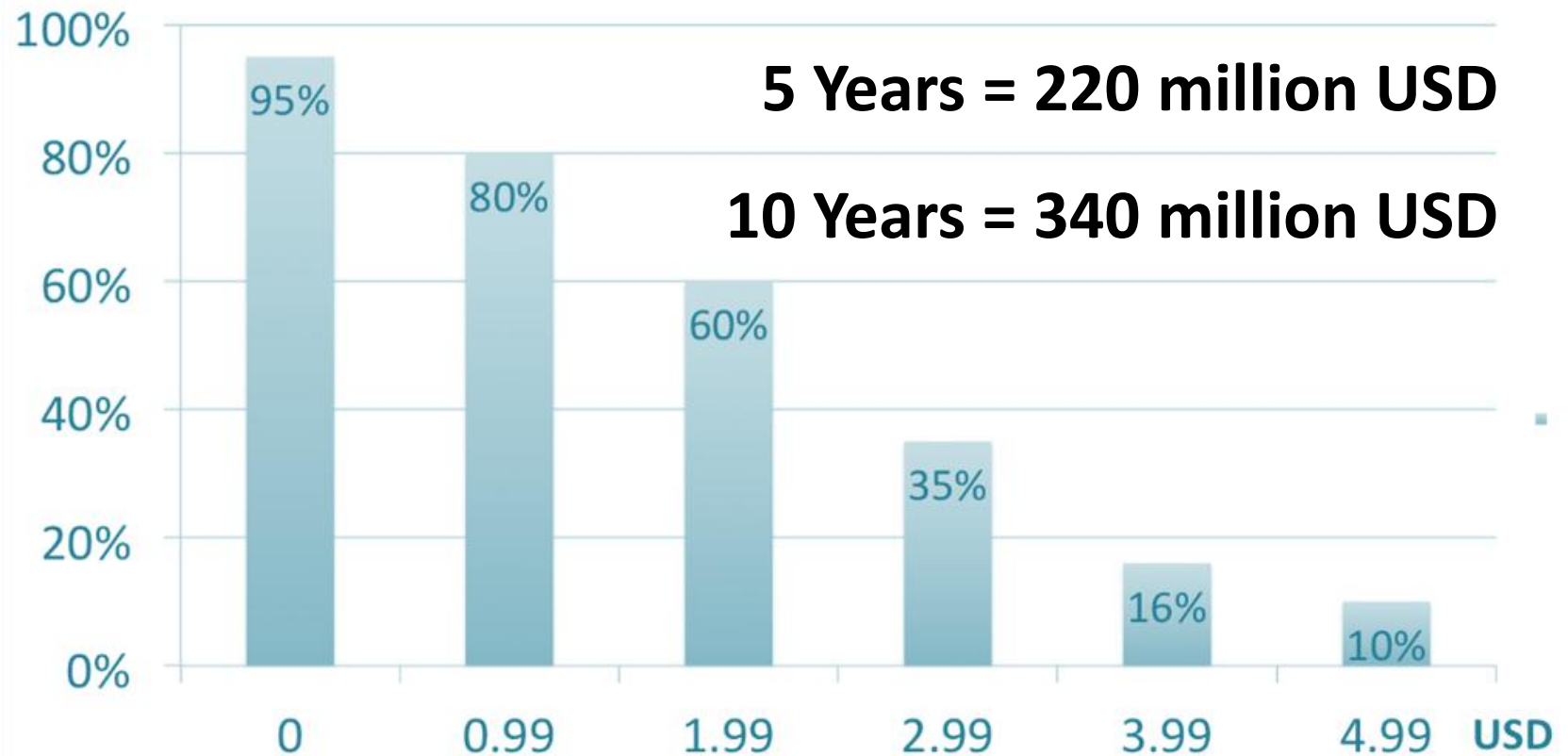


The Technology





Business Model



$$11,000,000 * 60\% * 1.99 * 12 = 155 \text{ million USD}$$

Marketing Strategy



Competition



	WHEELMAP	TRAIL-LINK	NAVITY
PRICE	free	30\$ per year	\$1.99 per month
AUDIENCE	People with disabilities	Travelers (people with disabilities inc.)	People with disabilities
TECHNOLOGY	Crowdsource	Development Team	Crowdsource
POINTS OF INTEREST	YES	NO	YES
PRE-DEFINED TRACKS	NO	YES	YES
CUSTOM ROUTES	NO	NO	YES
INDOORS	NO	NO	YES
FOUNDATION YEAR	2010	1997	2015



Financial Projection

Application → no COGS, Internal costs → Salaries + Servers + Marketing,
Partnerships → win-win → free



Year	1	2	3	4	5
Units	8,000	250,000	1.2M	5M	6.2M
Sales	\$ -	\$ 561,000	\$ 6.1M	\$ 33.6M	\$ 97.5M
Expenses	\$ 10,400	\$ 539,400	\$ 1.3M	\$ 2.2M	\$ 2.6M
EBIT	\$ (11,250)	\$ 18,900	\$ 4.7M	\$ 31.4M	\$ 95M
Cash Flow	\$ 780,000	\$ 418,000	\$ 3.1M	\$ 22.5M	\$ 103.8M
Headcount	6 (Q4 only)	6	13	19	23

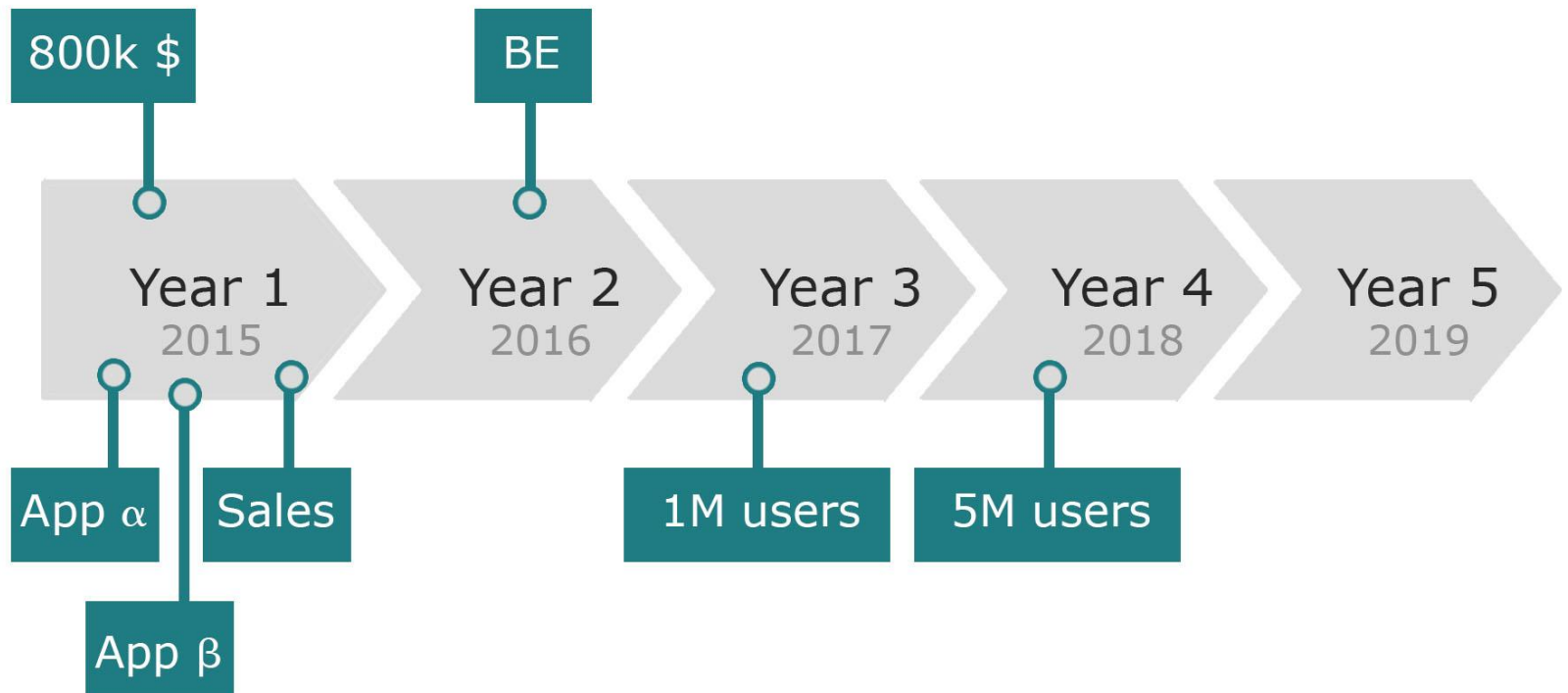


■ Sales Plan Model performed according to:

- ✓ Comparable crowdsourcing start-up - mainly Moovit.
- ✓ Potential Customers interviews.



Time Line



■ Nowadays status: Business Plan finalizing



The Management Team

CEO



Javier Albert
B.Sc. in Materials Science
B.Sc. in Physics

CFO



Remi Betten
M.Sc. in Mechanical Engineering

CTO



Ido Amrani
B.Sc. in Materials Science
B.Sc. in Physics

VP R&D



Orya Mandelbaum
B.Sc. in Mechanical Engineering

VP M&S



Hodaya Mosseri
B.Sc. in Architecture

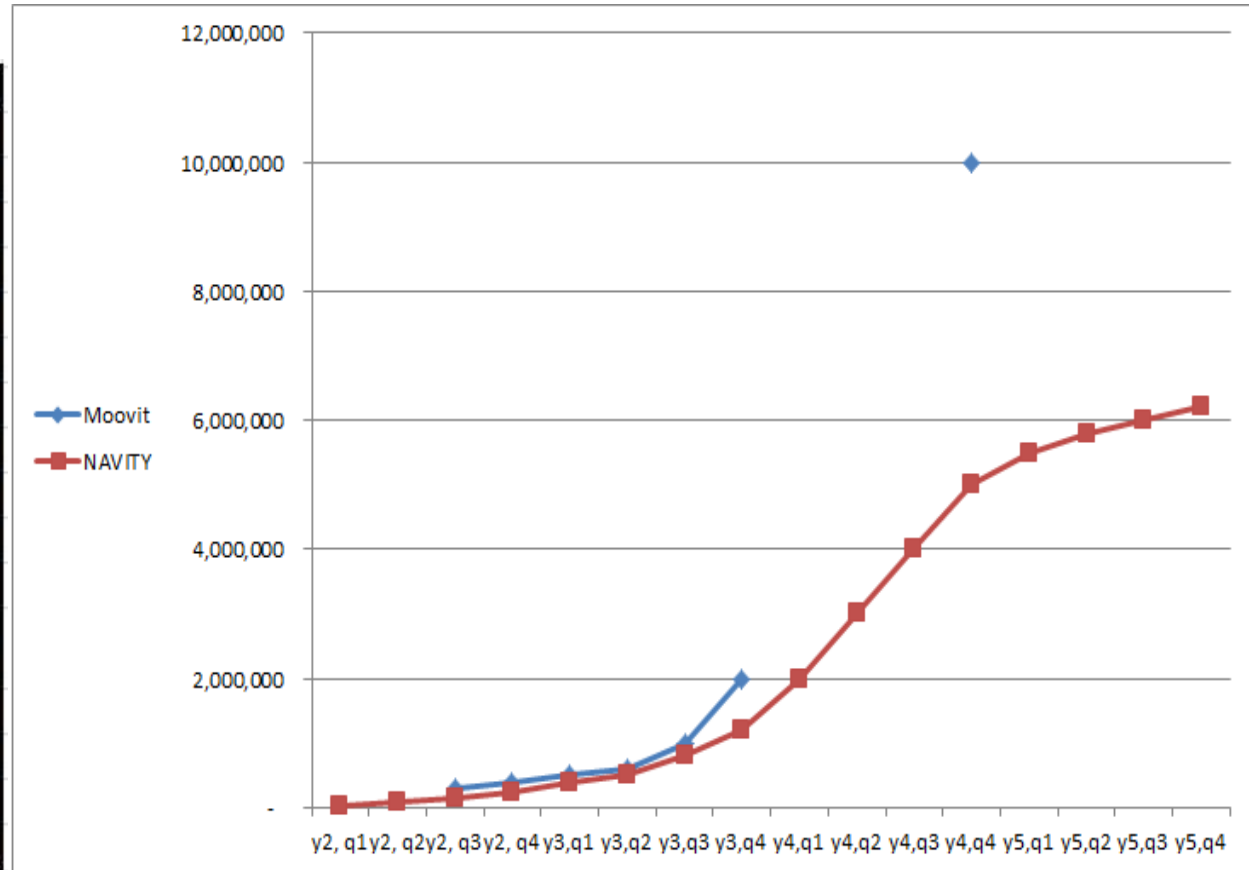






Sales Plan

	Moovit	Navity
y2, q1		30,000
y2, q2		80,000
y2, q3	300,000	150,000
y2, q4	400,000	250,000
y3, q1	500,000	380,000
y3, q2	600,000	500,000
y3, q3	1,000,000	800,000
y3, q4	2,000,000	1,200,000
y4, q1		2,000,000
y4, q2		3,000,000
y4, q3		4,000,000
y4, q4	10,000,000	5,000,000
y5, q1		5,500,000
y5, q2		5,800,000
y5, q3		6,000,000
y5, q4		6,200,000





Moovit Sales References

Date	No.of users	Source
03/2012	starting	http://finance.yahoo.com/news/moovit-reaches-10-million-users-175500566.html
11/2012	300,000	http://www.rescuecom.com/blog/index.php/smartphone/the-moovit-app-gives-you-the-scoop-on-public-transportation-travel/
12/2012	400,000	http://www.rescuecom.com/blog/index.php/smartphone/the-moovit-app-gives-you-the-scoop-on-public-transportation-travel/
02/2013	500,000	http://www.prnewswire.co.uk/news-releases/moovit-launches-crowdsourced-public-transport-app-in-the-uk-190641871.html
03/2013	600,000	http://pando.com/2013/03/11/with-600000-international-users-moovit-wants-to-make-public-transit-suck-less/
06/2013	1M	http://www.prnewswire.co.uk/news-releases/social-transit-app-moovit-hits-1m-users-announces-partnership-with-vodafone-spain-210233041.html
09/2013	2M	http://www.prnewswire.com/news-releases/moovit-blasts-past-2-million-users-and-becomes-top-app-in-key-countries-around-the-world-as-it-experiences-record-usage-224214711.html
11/2013	10M	http://finance.yahoo.com/news/moovit-reaches-10-million-users-175500566.html





Headcount Plan

Staffing Plan		Staffing	Staffing	Staffing	Staffing	Staffing	Annual	Annual	Annual	Annual	Annual		Expense	Expense	Expense	Expense	Expense
		End of	End of	End of	End of	End of	Salary	Salary	Salary	Salary	Salary		End of	End of	End of	End of	End of
		Year 1	Year 2	Year 3	Year 4	Year 5	Year 1	Year 2	Year 3	Year 4	Year 5		Year 1	Year 2	Year 3	Year 4	Year 5
												Benefits/COLA ->	130%	130%	130%	133%	133%
Engineering																	
CTO	Input	1	1	1	1	1	\$ -	\$60,000	\$70,000	\$75,000	\$75,000		\$ -	\$ 19,500	\$ 22,750	\$ 24,938	\$ 24,938
Programmers (code+QA)	Input	1	1	3	5	6	\$ -	\$60,000	\$70,000	\$75,000	\$75,000		\$ -	\$ 19,500	\$ 68,250	\$ 124,688	\$ 149,625
Software support	Input	-	-	2	3	3	\$ -	\$ -	\$50,000	\$55,000	\$60,000		\$ -	\$ -	\$ 32,500	\$ 54,863	\$ 59,850
Total Eng		2	2	6	9	10						To Dept Exp	\$ -	\$ 39,000	\$ 123,500	\$ 204,488	\$ 234,413
Marketing																	
VP Marketing	Input	1	1	1	1	1	\$ -	\$60,000	\$70,000	\$75,000	\$75,000		\$ -	\$ 19,500	\$ 22,750	\$ 24,938	\$ 24,938
Product Manager	Input	-	-	1	1	2	\$ -	\$55,000	\$55,000	\$55,000	\$60,000		\$ -	\$ -	\$ 17,875	\$ 18,288	\$ 39,900
Total Mktg		1	1	2	2	3						To Dept Exp	\$ -	\$ 19,500	\$ 40,625	\$ 43,225	\$ 64,838
Sales																	
VP Sales	Input	1	1	1	1	1	\$ -	\$60,000	\$70,000	\$75,000	\$75,000		\$ -	\$ 19,500	\$ 22,750	\$ 24,938	\$ 24,938
Regional Sales	Input	-	-	1	2	3	\$ -	\$55,000	\$55,000	\$55,000	\$60,000		\$ -	\$ -	\$ 17,875	\$ 36,575	\$ 59,850
Sales Support	Input	-	-	-	1	2	\$ -	\$ -	\$ -	\$55,000	\$55,000		\$ -	\$ -	\$ -	\$ 18,288	\$ 36,575
Total Sales		1	1	2	4	6						To Dept Exp	\$ -	\$ 19,500	\$ 40,625	\$ 79,800	\$ 121,363
General & Admin																	
CEO	Input	1	1	1	1	1	\$ -	\$60,000	\$70,000	\$75,000	\$75,000		\$ -	\$ 19,500	\$ 22,750	\$ 24,938	\$ 24,938
CFO=VP Finance	Input	1	1	1	1	1	\$ -	\$60,000	\$70,000	\$75,000	\$75,000		\$ -	\$ 19,500	\$ 22,750	\$ 24,938	\$ 24,938
Accounting	Input	-	-	1	2	2	\$ -	\$ -	\$65,000	\$70,000	\$70,000		\$ -	\$ -	\$ 21,125	\$ 46,550	\$ 46,550
Total G&A		2	2	3	4	4						To Dept Exp	\$ -	\$ 39,000	\$ 66,625	\$ 96,425	\$ 96,425
TOTAL EMP.		6	6	13	19	23											

