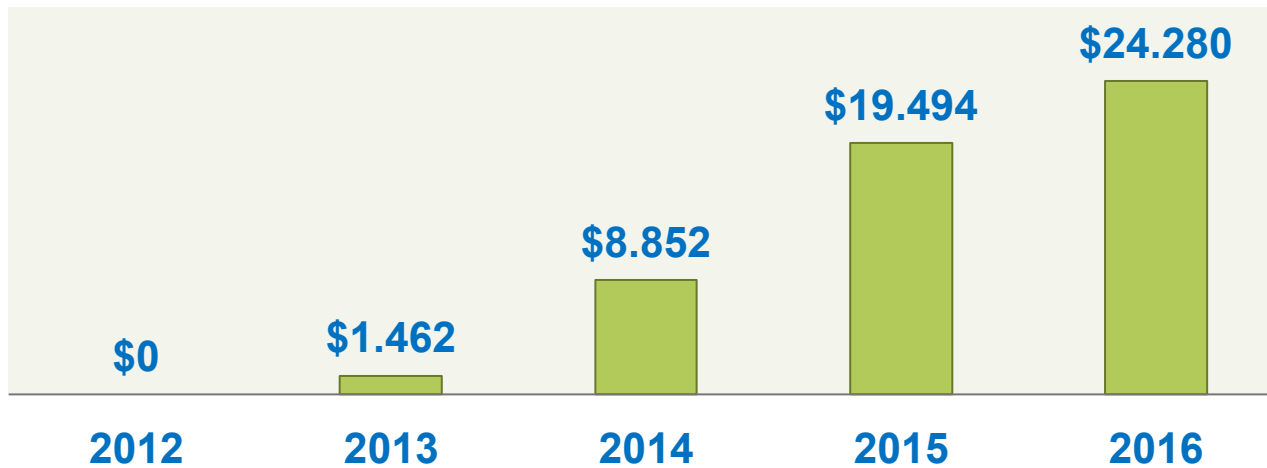


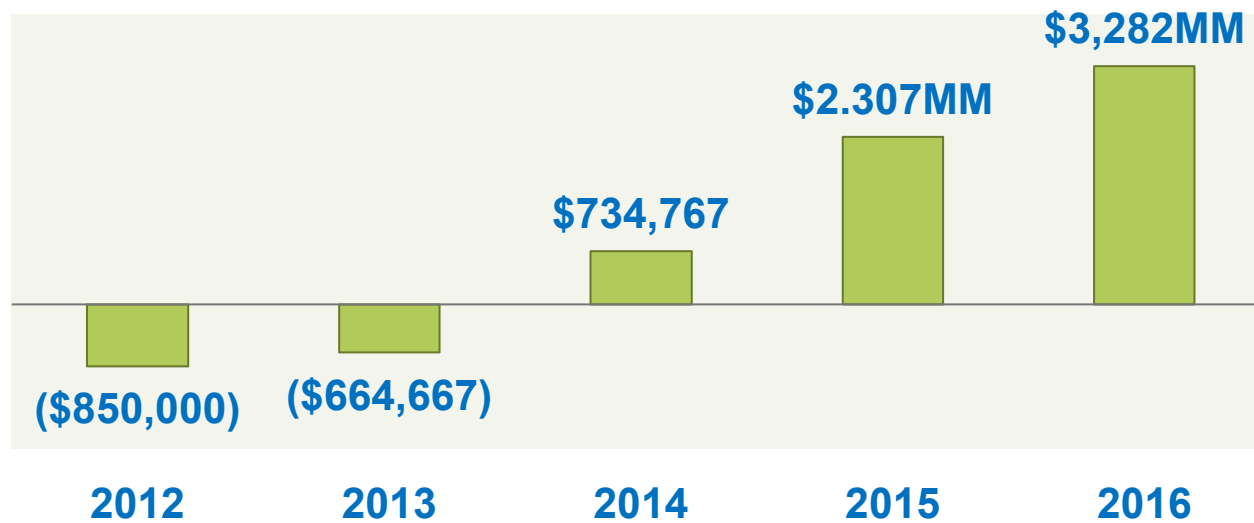
# Assumptions

- 1 camera – 3 parking spaces
- Pilot test captures 20% of city parking spaces
- Growth captures 60% of city parking spaces

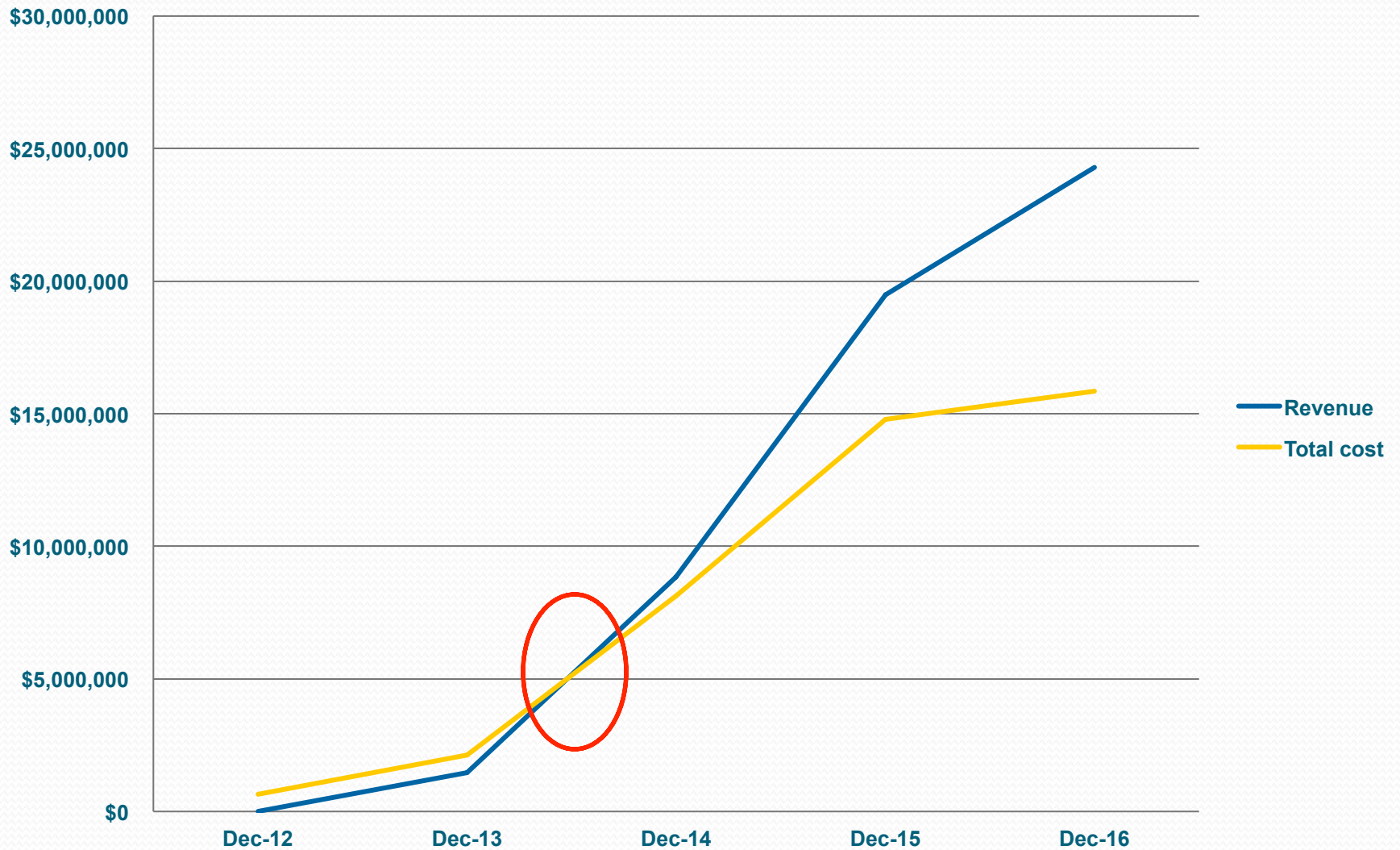
## Net Revenue Forecast



## Net Profit Forecast



# Break even in 2014



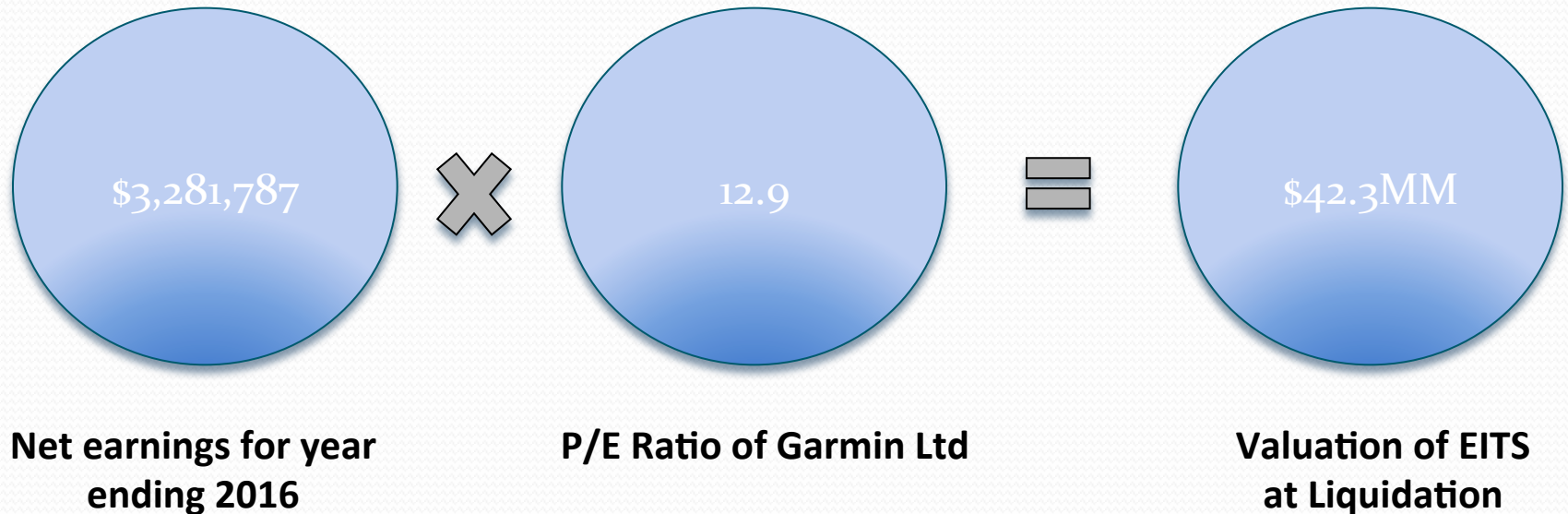
# Investment Requirement

- \$40,000 is bootstrapped by the founders, \$1 per share

Year	Investment	Use of Investment
2012	\$1.3MM	Operating expenses in the first year Focus on R&D and set up infrastructure for pilot test
2013	\$2MM	Operating expenses for second and third year Expansion to Chicago

# Exit Strategy

- 2017 – Acquired by Garmin Ltd, Industry leader in GPS



# Offer

- 15% shares will be allocated as option pool for employees
- All investment are preferred stock security

Year	Investment	ROI Compounded Annually	Years to liquidity	% Ownership	Price per Share
2012	\$1.3MM	50%	5	34.88%	\$60.67
2013	\$2MM	40%	4	21.35%	\$119.94

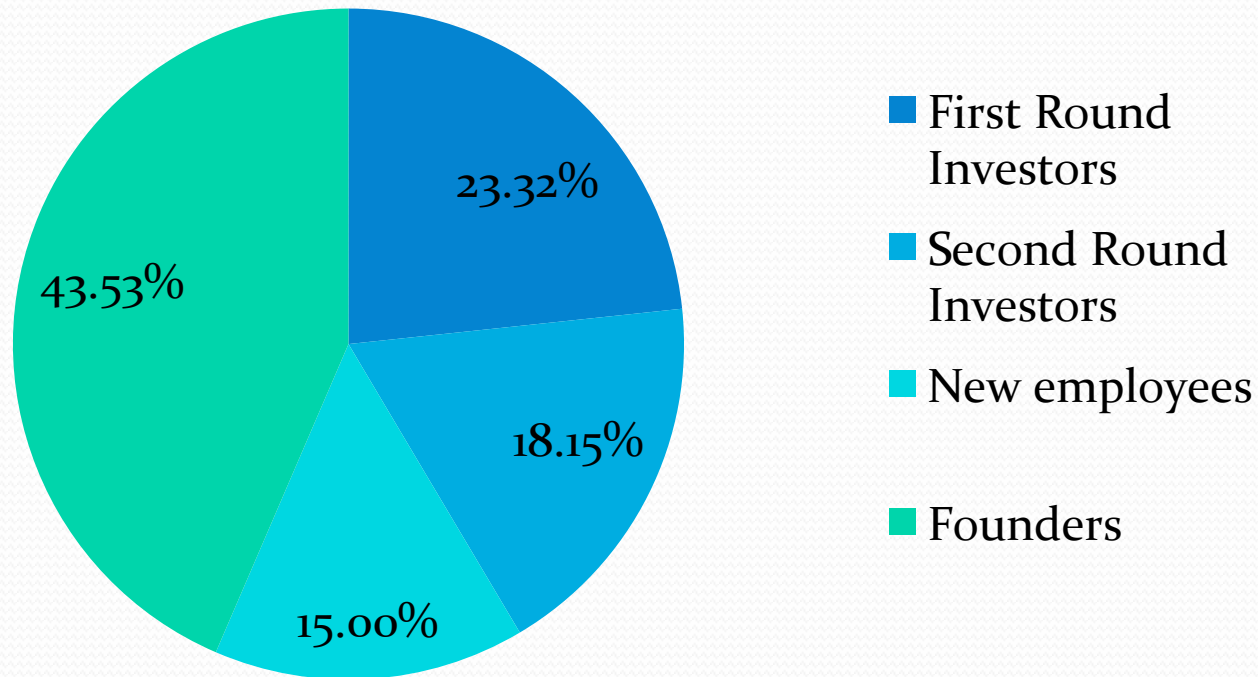
- Attractive Investment opportunity:

EITS
50% - 40% ROI

VS

Garmin Ltd
39% ROI

# Break down ownership in 2017



# Summary

- Add something here