

## COMPANY INFORMATION

Universal eXperience Ventures LLC

### CONTACT

Ivo Georgiev | Founder & CEO  
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3501 Ocean View Blvd., Glendale, CA  
91208

### FOUNDED IN:

September 2020

### DEVELOPMENT STAGE

patent pending featured  
technology;  
  
prototype developed;

### CAPITAL SEEKING:

\$1.6M investment for the 1st stage

### USE OF FUNDS:

40% Product Development  
20% Marketing/Sales  
20% Operation  
20% Legal

### REVENUE :

projected for 2022 - \$705,820

# EXECUTIVE SUMMARY

## PITCH

make driving a safer place  
and protect people  
on the road

## PROBLEM

Current multimedia software solutions offer complex steps, too many screens, and multiple interaction buttons. This is confusing, distracting, and time consuming for day to day use.

## SOLUTION

Simple and easy to use software application with friendly user interface for call management, navigation and entertainment, yet extremely powerful, feature set rich and personal. Something that will not put you at risk while using it as you drive, and you will enjoy using at home with minimum time to learn how to use.

## MANAGEMENT TEAM

### IVO GEORGIEV

CEO & Founder (Los Angeles, US)

Ivo 25-years of professional experience as a software developer. An Enterprise Technology Architect

### NICKY NIKOLAEV

CMO & Co-founder  
(Sofia, Bulgaria)

Nicky is a business growth consultant with 15+ years of digital marketing experience.

### YANA KOTSEVA

VP Business Development & Co-founder (Sofia, Bulgaria)

Yana has experience in digital design and media. Innovation Hackathon prize winner in Bulgaria for 2020.

## ADVISORS

### VAL BABAJOV

Lead Investor, Chairman of the Board and President @ VideoEngager, DBA LeadSecure

### VALERI NENOV

Adjunct Professor (retired),  
Neurosurgery @ UCLA

### GEORGE EMILOV

Product Manager @ Cisco

## TECHNOLOGY

MVP - Q1 2022

### KEY FEATURES:

call management;  
navigation;  
audio entertainment

### PREMIUM FEATURES:

personalization;  
parental mode;  
incident reporting  
(\* PATENT PENDING )

## COMPETITION

Sony - In-dash 9" digital media receiver

Hudway LLC - Hudway Cast

Drive Box Copilot Navigation

## BUSINESS MODEL

monthly subscription - 3rd party add-on modules;  
premium features - lifetime license;  
conversion from partnership channels  
( Insurance companies & Government entities )

## DEFENCIBILITY

easy to use, universal & functional  
infotainment experience  
patented technology  
incident alerts and reporting capabilities  
personalized experience  
parental mode & driving habits monitoring  
integration with  
strategic partners organizations

## GO-TO MARKET STRATEGY

target parents of young drivers  
acquiring substantial paid user base  
establishing strategic partnerships

## MILESTONES

Q2 2022 - MVP - call, audio, and navigation  
Q4 2022 - add the premium tablet version,  
Q2 2023 - parental mode feature & incident reporting  
Q3 2024 - break even

## EXIT STRATEGY

Strategic sale to Amazon, Microsoft, Blackberry or Uber