

Part 1: "Elevator" Introduction

MobileLogix helps Field Service companies sell more. Simplifying field service with the worlds only IoT service platform.

Part 2: Market and Industry Analysis

The Service market represents 82% of the world's economy. 53% of enterprise organizations operate on paper and non-mobile platforms today.

A land grab exists to provide a scalable, affordable solution to enterprise accounts actively seeking service mobility with IoT driven maintenance in the next 2-3 years.

MobileLogix has focused on the enterprise SAP, Oracle market as the largest immediate opportunity with existing relationships within the Fortune 500, seasoned enterprise development experience, and fast sales cycle.

The market is anticipated to continue 2X growth annually. Market size was 1.9 Billion in 2014, 3.8 Billion in 2015, and anticipated to reach 18 Billion by 2018.

The space is made up of a few competitors in the enterprise space including ServiceMax (Salesforce), TOA (Oracle) and Click (Recently Acquired by Private Equity Group). MobileLogix has won against all three of these competitors in enterprise accounts based on the IP and flexibility of the platform. Each large competitor has been acquired within the last 24 months.

Part 3: Go-to-Market Plan

MobileLogix has billed \$787K in revenue in the first 20 months. Customers include customer facing opportunities where organizations look to communicate time, productivity, and schedules in the Transportation, Health Care, Cable/Telecom, and Mechanical industries.

Customers Include: Digicel Cable, Interstate Trucking, Puffer-Sweiven (Emerson Electric), and others. Engagement is delivered over the phone and onsite for larger organizations. 72% of new sales are acquired through SEO, PPC and sponsored web listings, 28% from Direct Selling and Partner Network referrals. MobileLogix expects to continue and grow success formula to match sales goals.

MobileLogix has displaced competitors with its unique IP to managing resources in the field with the world's only customer facing self-service app with IoT service scheduling. The unique approach has won deals for MobileLogix against the top three market leaders in the space.

MobileLogix has established a global partner strategy, leveraging regional VAR's, as trusted training resources for global clients. The Partner channel has reduced the requirement of an over-scaled sales and support team. Established partner locations include Dominica, Jamaica, UK, Mexico, and Canada.

Part 4: Technical Product Description and Plan

MobileLogix is a Cloud based SaaS solution, delivered to smart phones and tablets on a Java based SQL platform. The platform communicates with IoT devices including equipment, vehicles, machinery, and consumer products.

MobileLogix has over 1500+ current users around the globe on the platform during peak hours and provides multi country and multi time zone support. Expansion is planned for additional multi language support with global growth.

Support for agnostic mobile delivery through HTML changes rapidly results in ongoing operability risks. (Mobile: Chrome/Safari/IE10, etc).

To overcome current/future risks MobileLogix maintains current Java architecture to match new security and other requirements by the supported mobile clients. MobileLogix features empower end users with the unique capability to request, view the status, rate, and measure against a planned time for each service request from any device.

The unique approach is unprecedented in an industry where most solutions focus on GPS routing to improve efficiency.

MobileLogix targets multiple productivity areas to reduce cost through performance monitoring at each stage of the service life-cycle.

MobileLogix patent pending IP centers around algorithms designed to predict finish times, predict resources, predict profits, and anticipate costs using historical performance data. Barriers to entry include MobileLogix's unique formula for **resource and capacity planning**, while encompassing the entire lifecycle on one platform. No other solution predicts sales/cost/productivity outcomes, and no specialty solutions contain an end to end platform to deliver an entire solution without coupling to other legacy systems such as CRM or ERP. This makes it very difficult to enter the market as a competitor.

Part 5: Risk vs. Talent Narrative

The company began with a strong focus in construction focused services including O&G, Mining, and Sub Sea. While spending is strong in those markets, accountability in pure play construction areas is early stage adoption. To focus on revenue, sales focus re-directed to traditional horizontal service markets including: transportation, utility, telecom, and health care with fast results. This shift resulted in rapid traction.

The fast adoption has resulted in some technical challenges to keep up with global interop demands. Time zones, language, browser compatibility, etc. To maneuver and avoid risk, the company has added near shore development outsourcing to accommodate additional languages, OS compatibility, and other potential technology blocks.

MobileLogix has attracted a number of top Software VAR's in the enterprise including top SAP, Oracle, and Sage Resellers. To retain these partners, the company must deliver consistent revenue opportunities and a continued stable product.

Leveraging the lead generation model already in place will solidify ongoing growth with those and other new partners.

Ron Babich: Founder/CEO, 5 Startups, 3 Exits, \$321 Mil, 7 Product Launches. (GE, SalesLogix, Telesoft, Hard Dollar)

Cory Berg: CTO - VP Engineering Infusionsoft, Lead Engineer SAP

Paul Boyd: VP Operations – COO 13th Floor, VP Operations Escape Rooms

Gaps in the management team include infrastructure management including leadership over cloud center data operations. Marketing and Lead Generation, and VP of Sales Roles are necessary as well. MobileLogix has candidates interviewed and is ready to fill slots with funding with proven team leaders. A full list of resource requirements is included in the revenue/operation model. The hiring requirements scale with the growth and are tied to success milestones.

Key advisors include multiple senior executive input resources including Greg Head (Infusionsoft), Tom Curzon (Legal), Scott Lavinia (Serene Capital). Contributions include management, funding, hiring, positioning, and operational input.