

eTrack Tech, Inc.
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Company Overview: eTrack transforms heavy equipment management. Predictive and prescriptive alerts eliminate downtime, increase productivity and safety, and reduce maintenance costs by 25% or more. With hundreds of millions of assets in use and fleet sizes growing, eTrack's solution will disrupt large segments of the repair and asset tracking market.

Product/Service Overview: eTrack's IoT-enabled SaaS solution delivers predictive real-time notifications. Unlike other tracking or OEM IoT solutions, eTrack works for rolling stock and stationary equipment across brands, ages, and technology levels, vastly simplifying asset management. Reports provide business leaders with strategic insights on topics from safety and training needs to fleet utilization and cost of ownership, helping the workplace work better.

In addition to proprietary software and other IP, eTrack Tech's unfair advantage is the team's deep operational experience with the problem of equipment breakdown from both a technical and operational perspective, ensuring practical, actionable insights.

Market Opportunity: Heavy equipment lasts 20-50 years and includes over 20MM units. Repair costs add ~50% to ownership. Worldwide, heavy equipment repair and maintenance is nearly \$150B; lift equipment is 22% of this. With modest penetration in one use case, eTrack has a \$500Million+ revenue opportunity. The technology is flexible across multiple use cases.

We target enterprise organizations with 2000+ units and mid-market with 200+ units; many have 10,000+ units. We win by showing senior decision-makers use cases, demos, and insightful reports of how eTrack supports their revenue growth, increases productivity, and improves safety. Once we monitor one type of equipment, growth is organic. Through direct sales to operational leaders, in 12 months we have 200+ qualified leads, 30+ in the conversion and contract process, and an enterprise contract with a partner with access to thousands of customer sites. Because an eTrack subscription costs the same as other tracking options but with more value, friction is low. We will expand through referrals and trade show exposure of our safety and Lean IoT Solution©. As we scale and our customers add equipment to the service, machine learning creates increasingly valuable insights -- a barrier to switching.

Management Team:

eTrack's founders and team have practical experience in the problem, the technologies, and scaling profitable growth. Barbara Timm-Brock, CEO & Co-Founder, has C-level operating experience in 4 verticals, managing P&Ls up to \$750 Million including large maintenance budgets at Aramark. She has led multiple tech/agile implementations. Ed Baldwin, Chief IoT Scientist and Co-Founder, was a military cryptologist (Top Secret), and IoT solution designer for private industry, e.g. Lockheed Martin. eTrack's board of 8 advisors includes executives who bring big data, facilities software, enterprise sales, maintenance, and IoT marketing expertise.