

# SmartRoad Turtle LLC – Business Information

**SmartRoad™ Turtle (SRT) is the preeminent Smart Road Technology Company**

**SRT's has a competitive marketplace advantage through its 22 patents, registered in 31 countries, all designed to transform every paved surface globally to a 'Smart Highway & Infrastructure'**

**SRT's IP portfolio is structured around wireless communications in, on, or near any paved surface via any reflective apparatus**

**SRT portfolio will participate in multiple billion \$ mobile tech verticals:**

**Autonomous Vehicles (Driverless cars)**

**Internet of Things**

**Mobile Data**

**Security**

**Smart Cities**

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## Data is the New Currency of the 21<sup>st</sup> Century

*“Information is the oil of the 21st century,  
and analytics is the combustion engine.”*

**Peter Sondergaard**, SVP Gartner

*“Data is the new oil.”*

**Qi Lu**, Microsoft Chief Applications and Services

*“Just like oil was a natural resource powering the last industrial revolution, data is going to be the natural resource for this industrial revolution. Data is the core asset, and the core lubricant, for not just the entire economic models built around every single industry vertical but also the socioeconomic models.”*

**Abhishek Mehta**, CEO Tresata

## SmartRoad Turtle LLC – Market Opportunity

### GLOBAL MARKET

**\$2.46 Trillion  
Smart City  
Opportunities  
by 2025\***

### U.S. MARKET

**\$326 Billion  
Smart City  
Opportunities  
by 2025\***

### SRT OPPORTUNITY

**SRT Targets  
Generating  
\$200 Million a  
Year for Major  
Smart Cities\*\***

\* <https://cities-today.com/analysts-predict-26-smart-cities-by-2025-from-zero-today/> \*\* See Proforma for calculations and assumptions

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# SmartRoad Turtle™ – Solutions Framework

Smart Road Turtle designs iRPM devices, controllers and cloud-based AI platforms, dedicated to bringing unprecedented levels of data, intelligence, safety, experiences and services to governments, transportation industry and the businesses they serve to create Smart Infrastructure



# SmartRoad Turtle – Top 10 Revenue Target Market Priorities

2025 US  
DATA  
SERVICES  
TAM

\$326 +  
Billion



US STATE , COUNTY, MUNICIPAL ROAD CONSTRUCTION & MAINTENANCE



US TRUCKING, PACKAGE & POSTAL SERVICE DELIVERY



US AUTO INSURANCE CLAIMS ADJUSTMENT



US COMMERCIAL REAL ESTATE DEVELOPMENT



US DOT, DHS, DOE, FEMA



US 3<sup>rd</sup> PARTY DELIVERY AND RIDESHARE SERVICES



GLOBAL DIGITAL OUT OF HOME & PROGRAMMATIC ADVERTISING



GLOBAL OUTDOOR INDUSTRIAL POWER SUPPLY



GLOBAL GIS & GEOSPATIAL ANALYTICS SERVICES



GLOBAL AUTOMOTIVE INDUSTRY & DATA SOLUTIONS PROVIDERS

# SmartRoad Turtle – Core Monitoring Solutions

## Traffic Monitoring

- Passenger | Commercial Vehicle
- Counts, Direction, ToD
- Safety – Speed, Lane, Proximity

## Automated Driving Platforms

- GPS & Assisted Navigation
- Semi & Autonomous Driving Assist
- Roadway Tax Collection
- V2X- Vehicle2 Everything Technology

1

## Emergency & Safety Management

- Advanced Traffic Condition Alert
- SRT Alerts -Crash, EMT & Amber
- Advanced Traffic & Adaptive Lighting

2

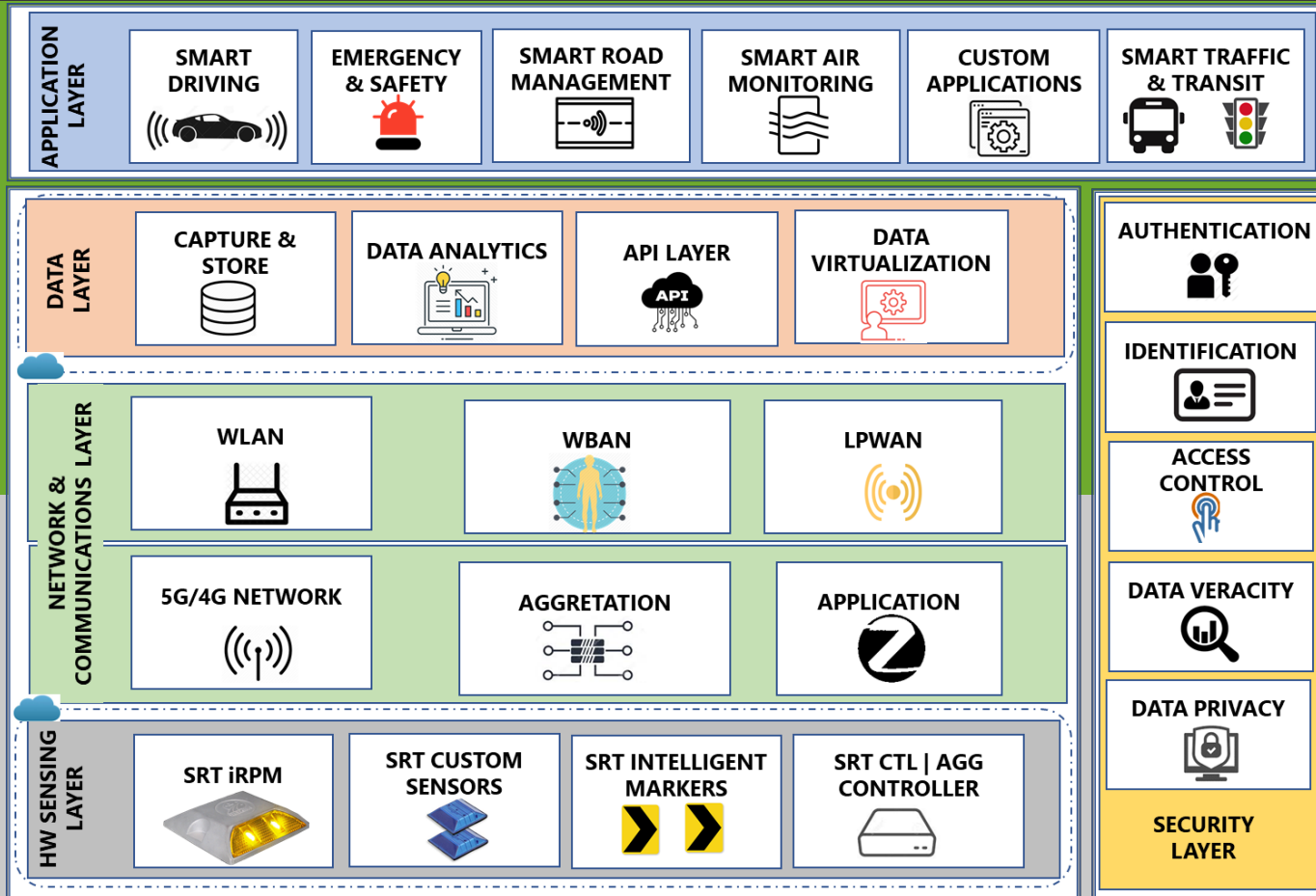
3

## Road Management

- Road Temperature Detection
- Advance Motion Detection
  - Crash Notification
- - Road Condition Alert

4

# SmartRoad Turtle – Technology Stack



# SmartRoad Turtle LLC – Smart City Revenue Model Prospective

## Example: City of Dallas Smart City - Revenue Stream & OpEX Participation



Based on SmartRoad Turtle LLC assumptions and projections. For example purposes only.

\*\* See Proforma for calculations and assumptions



# SRT– Strategy Leverage Patents Creating Partnerships That Scale

**LICENSING**  
IP PORTFOLIO  
PROTECTION

**CONSTRUCTION**  
DESIGN  
SERVICES

**OPERATIONS**  
MANAGEMENT  
RESEARCH

**SOFTWARE**  
DATA  
ANALYTICS

## City Engagement Phase

SRT Presents  
SmartRoad/Smart City  
Partnership Plan to City or  
Government with Goal of  
Transforming Road & City  
Infrastructure.

or  
Alternatively, SRT Indicates  
Readiness to Litigate if  
Patents or IP are Breached

Yes

**LICENSING  
PATH**

Yes

**BECOME  
SMART CITY**

No

**LITIGATION  
PATH**

**CITY SHARES  
REVENUE  
STREAMS**

# SRT – Government | Road Authority Engagement & Deployment Process

## City Engagement Revenue Share Agreement

SRT Establishes Data Service Revenue Sharing Agreement with City.  
Proceeds are Shared with City After SRT's Operating Expenses are Met as New Revenue Streams



## Budget Contracting Bond Development

SRT Determines Smart City Infrastructure Cost, Operating Budget, Develops Process for Road Construction Bond Issuance, PPP & Possible Grants

## Deploy Infrastructure Build Out

Proceeds of Bond Placement Covers Cost Of iRPM, Controllers, Power Plant, Cloud Compute, Contracted Installation (Machinery & Labor) and Operating Cost To Upgrade Infrastructure



## Operations Management

City Assigns SRT Rights To Activate, Manage, Maintain And Secure 3rd Party Contracts To Utilize And Leverage The Information Data Assets Of The Project



## Software Data Analytics

SRT Sells Purpose Built Software Subscriptions and Data Analytic Services to Participating 3rd Party Partners