

LOGIMAX TECHNOLOGIES PTE LTD

ACRA Registration No: 201611061G

IPOS Application No:10201606119T

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Profile of the Company:

Logimax Technologies Pte Ltd (201611061G) is a software development company registered with ACRA

Directors of the company are

1. Selvamani Loganathan
2. Sujatha Selvamani
3. Gopalswamy Raguram.
4. Shanmugam Lokanathan.

Selvamani Loganathan a Singapore PR is a Chartered Accountant and Cost Accountant. He hails from a family of business owners who have multiple experience in retail, hospitality and real estate. Selvam works as a Regional Financial Controller with a swiss based Media company.

Sujatha Selvamani a Singapore PR holds a bachelor's degree in Chemistry. She has completed CAST (Certified Associate in Software testing) course by QAI, USA .She then completed a course in 'Diamond Essentials' at GIA (Gemmological Institute of America) and currently runs her own Retail Jewellery boutique.

Profile of Directors, contd..

Gopalswamy Raguram holds a Masters degree in Computer Applications and is the Director of Logimax Technologies Private Limited, India. He along with Shanmugam Lokanathan established Logimax India in the year 2010. He has more than 18 years experience in software consulting and development. He has specialized expertise in ERP systems like SAP and has helmed lot of implementations.

Shanmugam Lokanathan holds a bachelor degree in Mathematics and a Masters Degree in Management. Currently he is the Director of Logimax Technologies Private Limited, India. He along with Gopalswamy Raguram established Logimax India in the year 2010. He has more than 18 years experience in software consulting, development.

Shareholding Structure: Share holders of the company are

1. Selvamani Loganathan (SPR)-25%
2. Sujatha Selvamani (SPR)-25%
3. Logimax Technologies Private Limited, India- 50%

Brief Profile of the Indian Shareholder:

Logimax Technologies Private Limited, India is a software product development company established in year 2001 specializing in Jewellery, Logistics Vertical, E-commerce and Manufacturing software solutions, with corporate head quarters in Coimbatore, Tamil Nadu, India. Today it's most successful product, WinBull product line is the most popular bullion trading platform.

Logimax Technologies Pte Ltd Singapore has developed a technology oriented unique solution for Parking problems in Singapore .The product is easily scalable in size and can be implemented in other countries also.

Park Easy

Make your parking
easy
on the GO

Market Summary

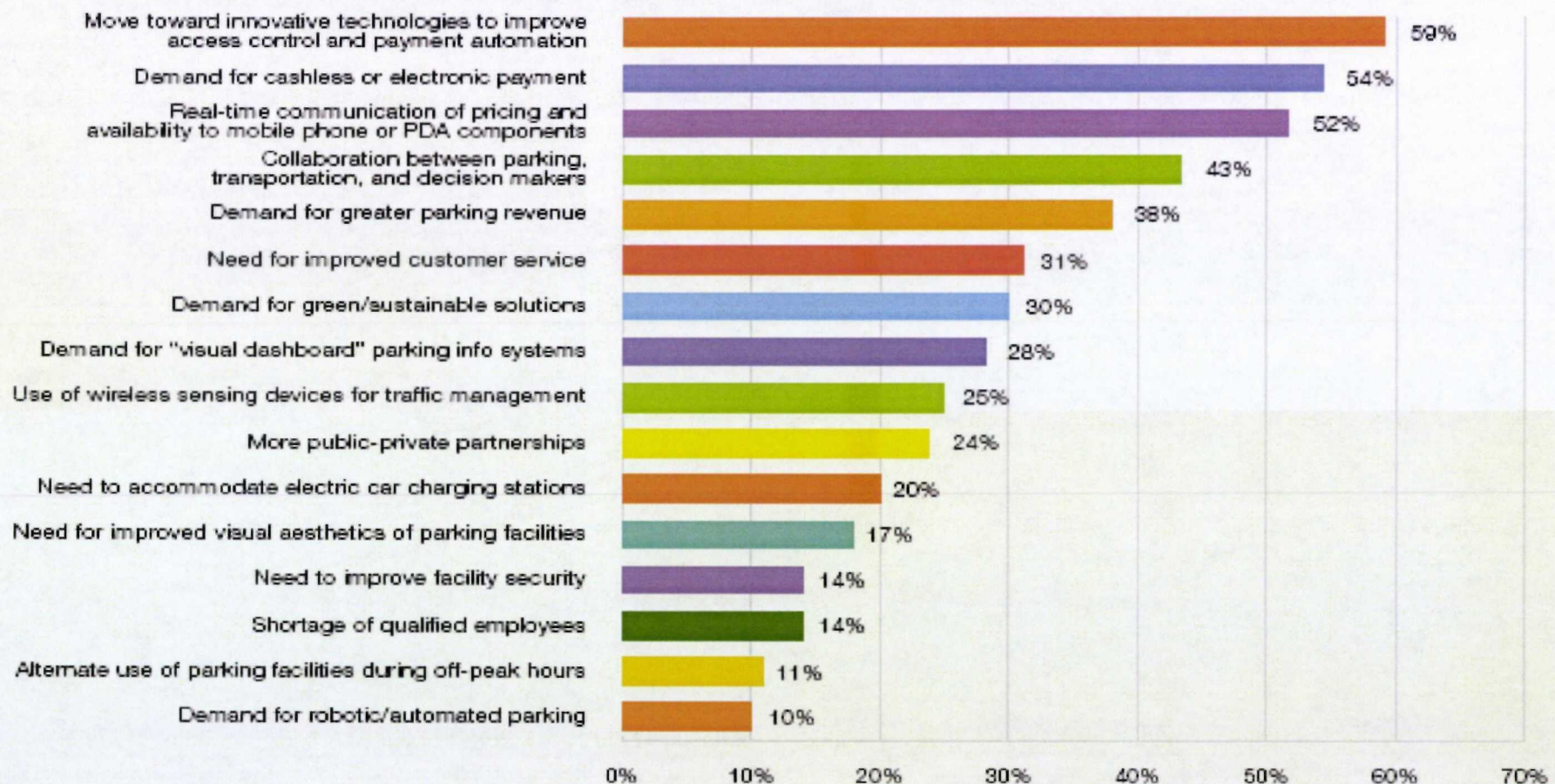
Global Cities and world over is undergoing a parking revolution as the industry embraces variety of new technologies that make it easier for people to find and pay for parking, and for parking authorities to better manage it.

- Move toward innovative technologies to improve parking access control and payment automation, - cited by 59 percent of respondents.
- Another top trend is “real-time communication of pricing and availability to mobile/smart phones.- cited by 52 percent of respondents.
- Another leading trend is the “demand for electronic (cashless) payment” - .- cited by 54 percent of respondents.

Business opportunities

Emerging Trends in Parking

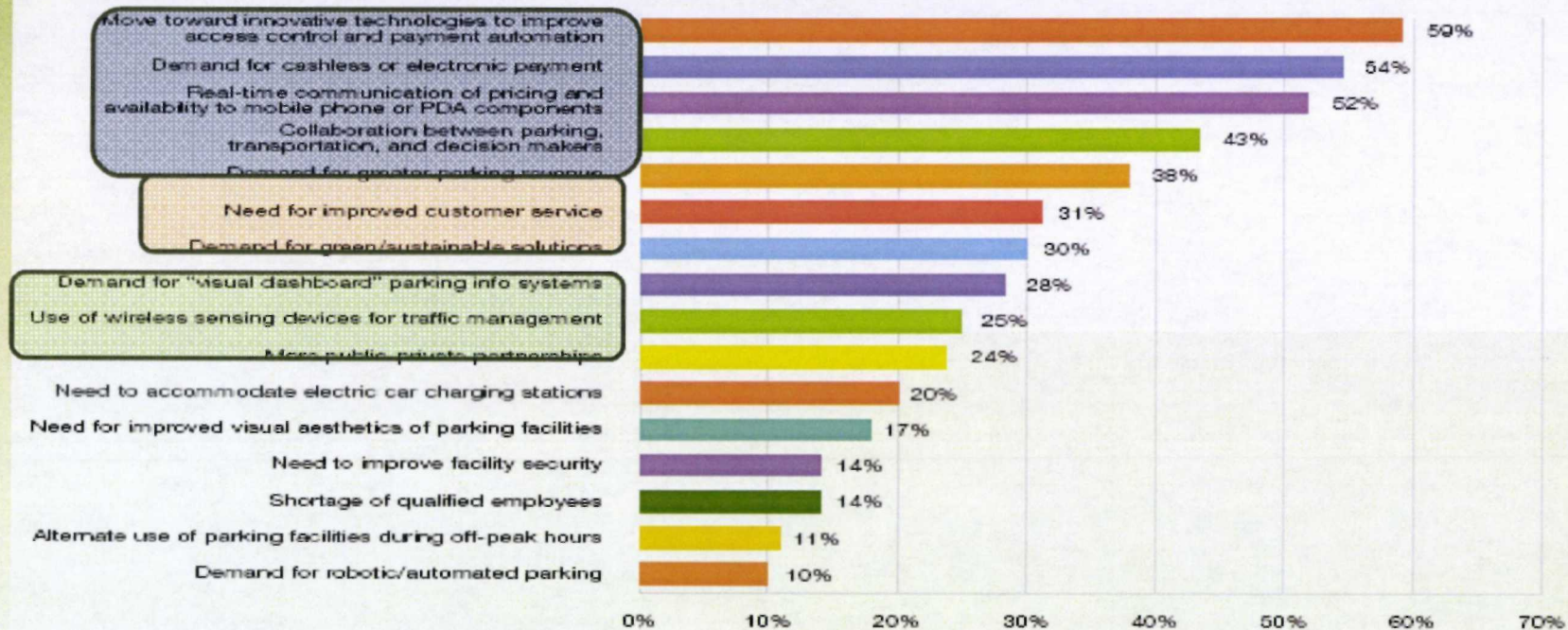
What trends are having the greatest effect on the parking industry or profession?



What We Address

Emerging Trends in Parking

What trends are having the greatest effect on the parking industry or profession?



From the emerging trends for Parking we took the first ten trends and addressed it

The first 4 of the trends to use modern and innovative technology – Cloud and Mobile

The next two trends to help the cities in revenue generation , cashless payment and provide excellent customer service

The next set of highlighted trends provide the necessary dashboard for cities to monitor and the customers to find parking spots.

Business opportunities

PARKING PAIN POINTS

Caused by drivers circling the block looking for parking.



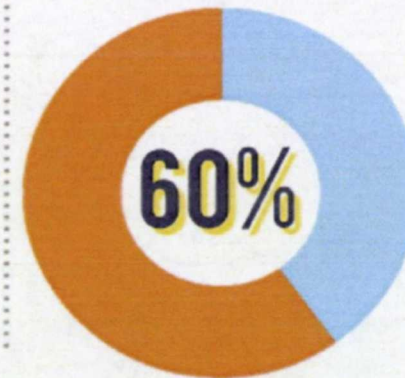
30%
of Traffic

6-14 MINUTES



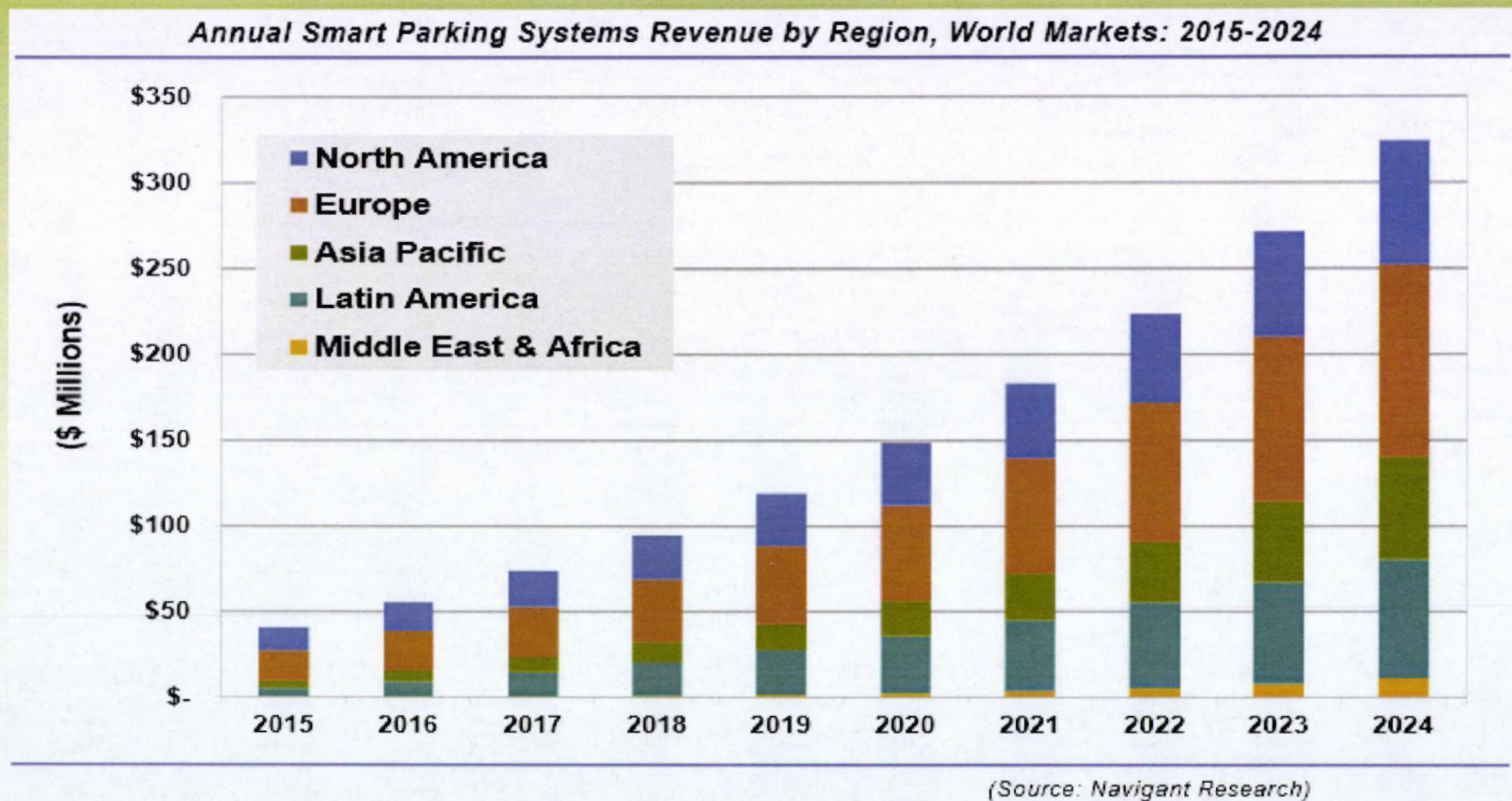
Average time searching for a parking spot.

Percentage of drivers who abandoned their search for a parking spot in the last year:



- Parking is usually the second or third largest source of revenue in a city, however, it is exceedingly difficult to manage due to a lack of granular or continuous data on demand and behavior
- 20 minutes is the average time spent looking for a parking space globally
- 30% of city traffic consists of people looking for parking
- 60% of drivers have given up on an activity recently due to the difficulty of finding parking

Market Segment for Parking Systems



Motivation for a City to become Smart City

The Motivation:
The Desire for a Better City



How Smart Are Cities Now?



**#1 Reason
Funding**

“The need to fund ongoing, day-to-day operations consumes 99.9% of our available funding. Without new funding sources and new, dedicated staff, we can't seriously consider long-term sustainability initiatives.”

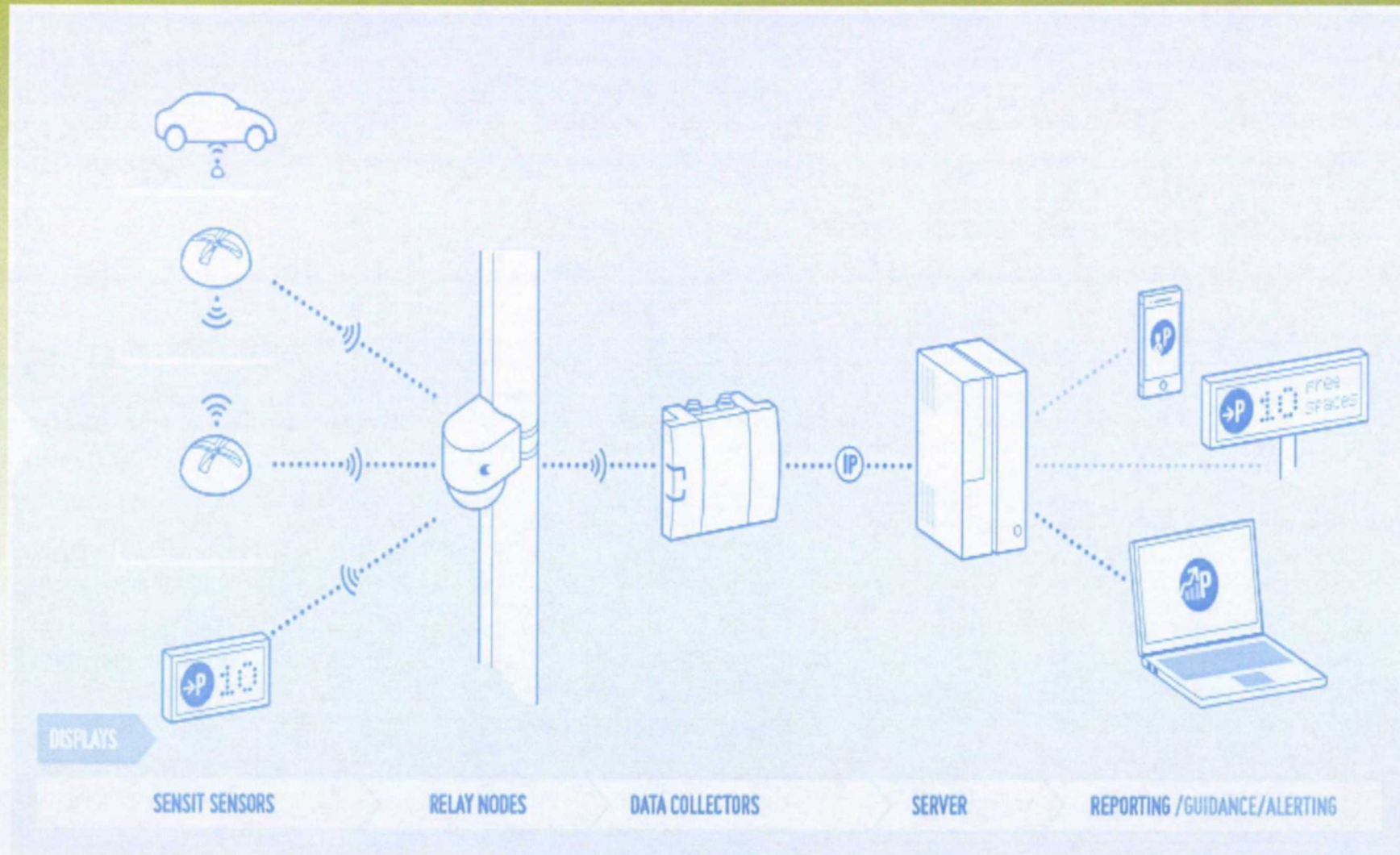
Features in the App

- The app will interpret the parking rules by sending alerts if there is going to be a violation, thus helping in saving money to the users. And also ensure the city does not lose out on revenue for parking above the limit.
- The app will take into account all of the respective cities street parking regulations, including: No Parking zones, Street Cleaning, Metered parking, Tow Away Zones, Inclined parking and Residential parking limits.
- A dashboard for the City that will provide real time data on the usage and monitoring for the parking to the city official. (Beneficial to City)
 - Will Provide which parking lots are occupied and paid for what duration on the map
 - Will flash which parking lot has vehicles that has violated the time limit, and on clicking provide vehicle details.
- Find parking either around where you are at or near your driving destination in the following manner
 - Specify a parking duration (15min to 1 day)
 - Enter your driving destination address (Type or Speak) OR select current location
 - Choose to display only what is desired: Street parking, No parking areas, Parking garages
- The sweep on the database will have a lag of 5 minutes to provide up to the minute status.

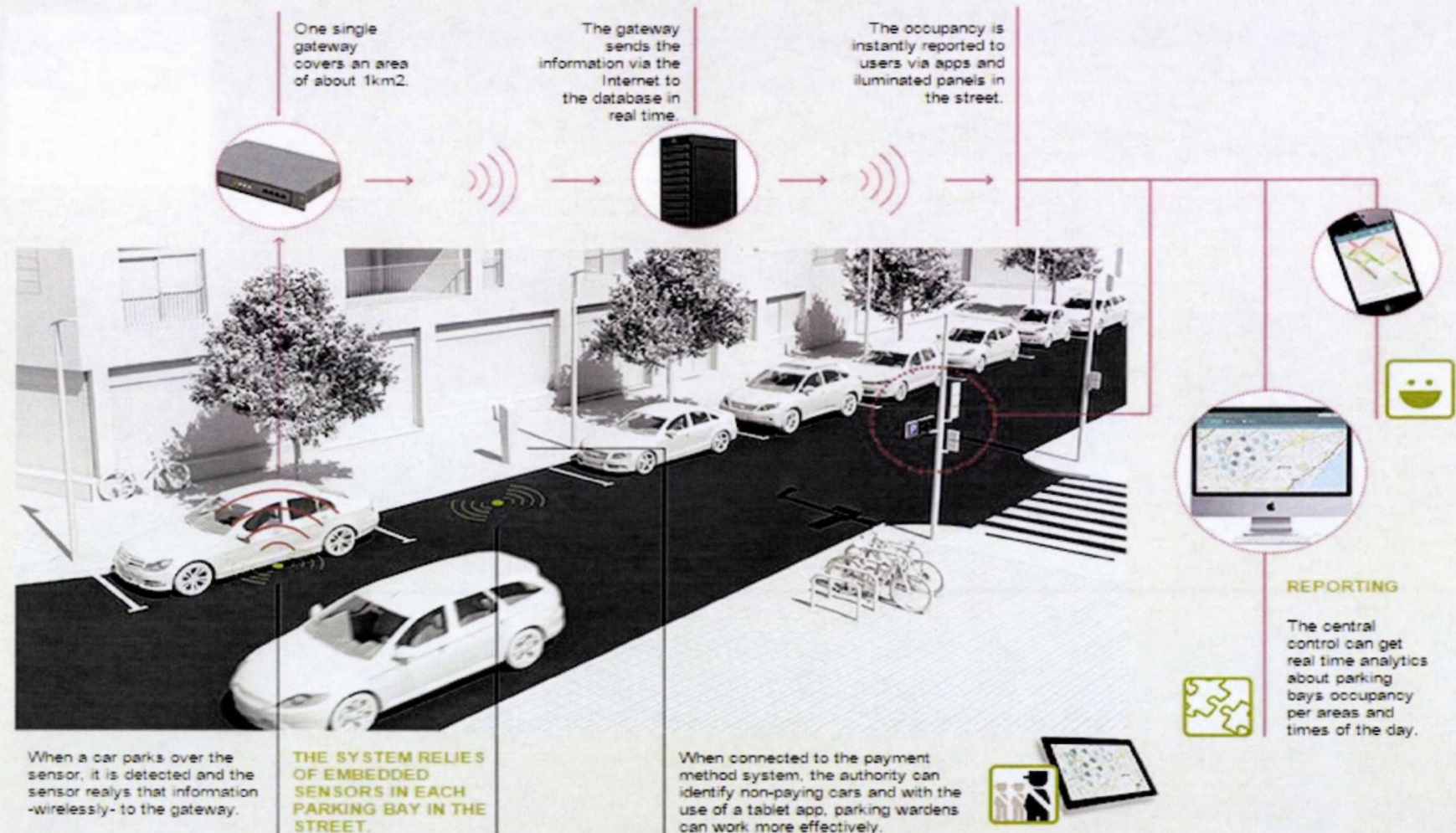
Features in the App

- In-phone notification in case the specified parking duration is exceeded or instant alerts like active tow away, street sweeping, or incline parking. Saves you getting parking tickets from PEOs.
- For metered street parking or city owned parking lots, the cost per hour is shown.
 - If city metered spaces with sensors are available, the live number of open spaces are displayed.
 - Payment can be made thru the application via credit card, to provide cashless transaction.
- Whether street parking or parking garages, detailed information can be seen by clicking on the street parking or parking garage icon.
- **Displays (Red hat Pin) your parked spot in case you have forgotten on the map in the mobile phone.**

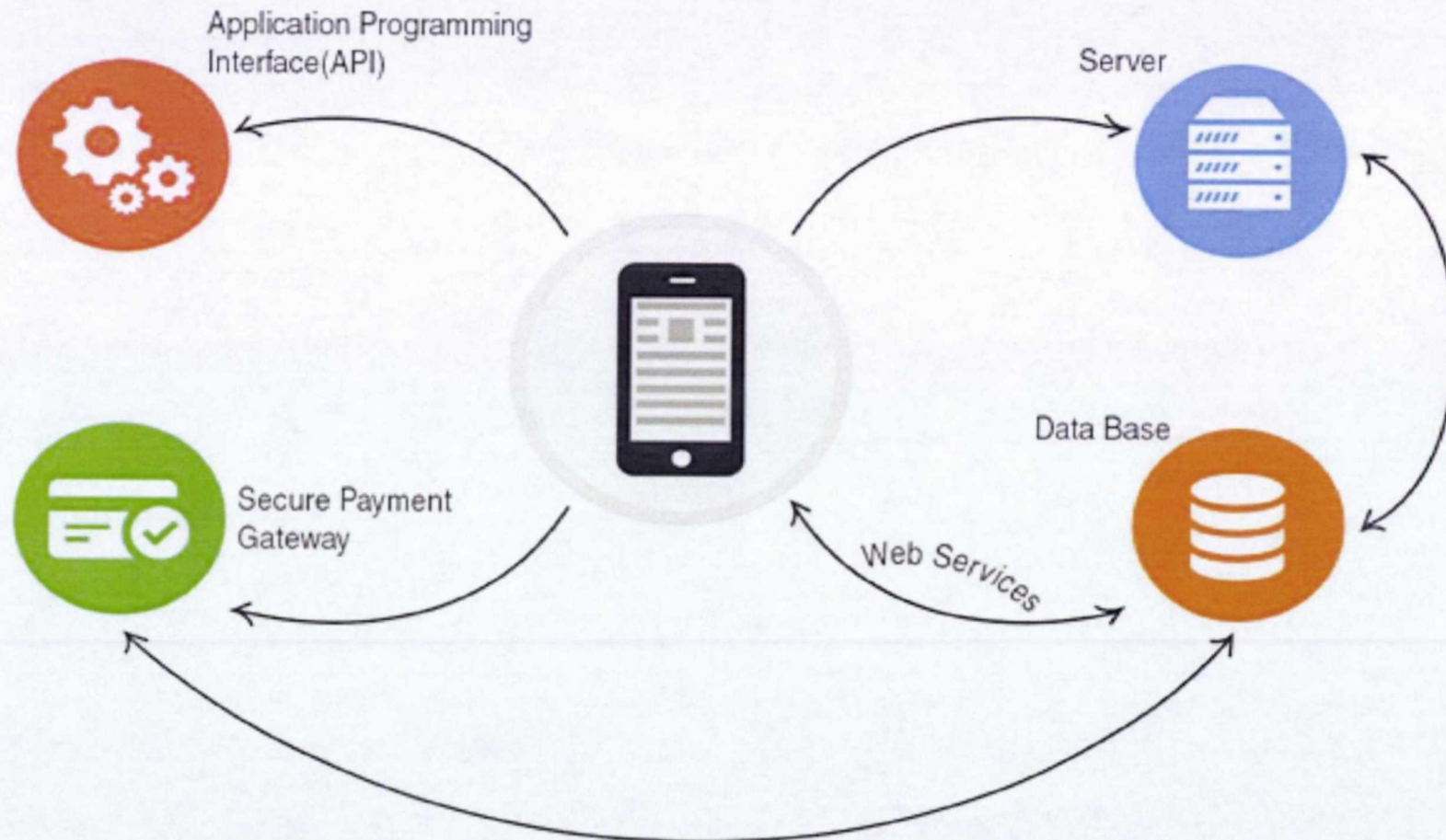
How Sensor Works (Information from the Sensor)



How It Works (Holistic Solution at High Level)



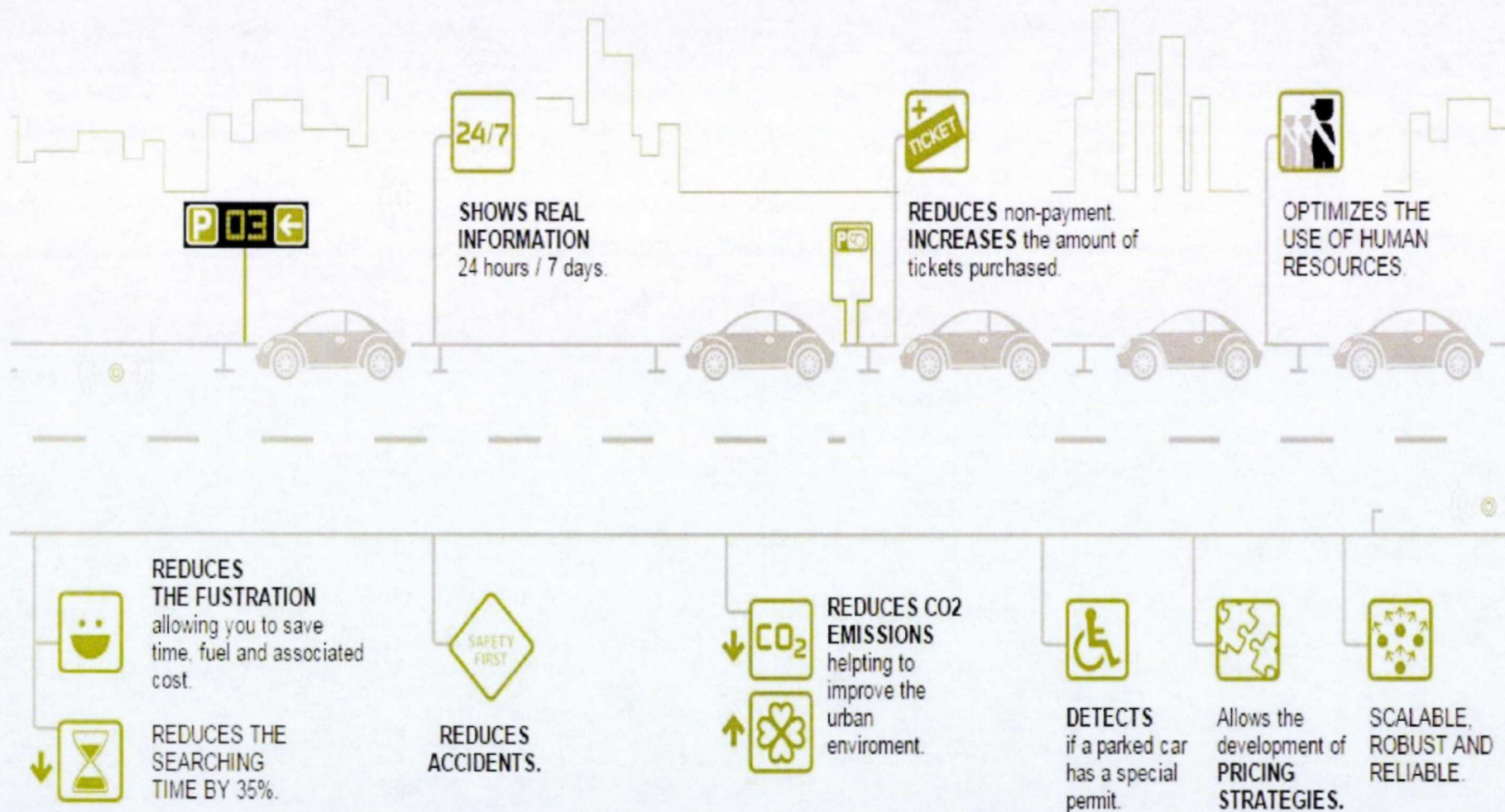
Product Architecture



Product Platform – Over View

- Currently being developed for Android platform, later will be extended to IOS, Windows and Blackberry.
- The front end is an MobileApp available to consumers.
- Backend system is on Cloud, and will have separate login for each city/county. The city/county need not invest on additional hardware except for the sensors on the parking spots.
- Platform is highly scalable and runs on a No-SQL database and entirely data driven.
- City / County have the ability to add, modify the parking spots on the software with no additional cost to them.
- Collaboration between parking, transportation, Parking Violation collectors and decision makers
- A visual Dashboard to administer the parking spaces, violations, and send information to the Parking Enforcement Officers.
 - Analytical Reports, available Daily, Weekly and Monthly.
- The backend will be hosted on a cloud platform by Swift-Apps with access and admin capability availability to City/county

Benefits



Key benefits of product or service

- Move toward innovative technologies to improve access control and payment automation
- Streamline the revenue generation for the city/county/state.
- The current use of Parking Enforcement Officers could be effectively used at other areas and maintain the Law and order or traffic management
- Helps ease the traffic congestion and stream lined traffic in crowded downtown area.
- Real-time communication of pricing and availability to mobile phone or PDA components
- Collaboration between parking, transportation, and decision makers
- A visual Dashboard to administer the parking spaces, violations

Ideal Cities

San Francisco (Pilot Completed)

Provides real-time information on parking availability and cost; reduces double parking, circling, and congestion; and improves parking ease and convenience. A high-caliber data management tool allows the San Francisco County Transportation Authority to make rate-change recommendations, supply real-time data, maintain optimum operational and contractual control

New York (Pilot Completed)

New York City Department of Transportation has instituted ParkSmart to manage peak pricing, and a graduated-rate Commercial Metered Parking program to manage Midtown Manhattan's curb access during business hours and serve passenger parking needs in the evenings.

Seattle (Pilot Completed)

(SDOT) Performance-Based Parking Program uses a data-driven process to adjust on-street parking rates for 12,500 spaces so that visitors can reliably find parking in downtown and neighborhood business districts. SDOT calculates peak parking conditions to adjust hourly rates and/or time limits, ensuring balanced occupancy and space availability on each city block.

European Cities where it is already available Moscow, Barcelona, Verne. See Feedback from Moscow in next slide

Ideal Cities Continued

(Moscow – Currently Using)

Congestion, and with it pollution and drivers' stress, has measurably decreased in the areas where Fastprk has been installed.

The system has also been cross-correlating the real-time occupancy information with the payment information to find that about 55% of drivers were not paying their parking tickets

Study showed that parking is responsible for around 30% of traffic in cities across the globe, and the difficulty of parking deters 60% of people from participating city activities; underscoring the potential impact this technology could have in cities.

Potential in following cities: MiddleEast, Singapore, Hong Kong, Japan, Bangkok, London, Zurich, Berne, Berlin and major cities in US.

Implementation Plan for a city

- THE FIRST STAGE – 250 to 500 sensors will be installed, and connected to the application in paying parking areas within the city centre
- THE SECOND STAGE (4-5 months later) additional parking spots can be identified close to around 2000 spots be added, and the application configured to communicate to the application
- THE THIRD STAGE (5 months) cover additional spots in and around the City Centre in terms of a small city this will be the last step.
- NEXT STAGES will include over the complete city.

Competitive Analysis of Vendors

Vendor Name	Identifying Empty Parking Spots	Mobile Payments	Automated Parking Violation Tracking	Flexible Parking Fees	Managing the Parking Spaces	Automated Monitoring the Parking Spaces	Analytics Reporting
Streetline Inc (Pilot in NYC)	X	X	Separate product		X		Separate product
WORLDSENSING (Moscow)	X	X	X			X	X
Parkopedia	X	X			X		
IPS Group Inc	X		X		X		
Urbiotica (Barcelona)	X	X	X		X	X	
Libelium	X		X			X	
Park Easy	X	X	X	X	X	X	X

Competitive Analysis of Vendors Contd.

- Where Park Easy differs from other competitors is it provides a Holistic End-to – End solution providing and End to End solution.
- It directly works with Municipalities / Corporations of the City / County in comparison the other vendors purchase the database and execute the application and may not have real time information of the availability of the parking zones and spaces.
- There are other players who are in this domain but are restricted to just manufacturing the sensors for e.g. Nedap, Cisco (Connected Communities)
- No competitors in India or in Asia Pacific region to my knowledge

Risks

- Market-related assumptions / risks
 - Other apps out there with track record need to displace them in the market
 - Finding the right partner for integration
- Competitors
 - 3 based in US, and 2 in Europe
- Business infrastructure development risks
 - Registering with Global Startups at Incubation centers
- Financing and indebtedness risks
- Operations risks

Go To Market Strategy

- Positioning strategies
 - Benefit to the City / University / Mall / Resort / Theme parks
 - Benefit to the Public
 - Environmental / traffic streamlining
- Social Media Campaign
- Promotional Campaign
- Specific Specials and Messages to Support Cultural Center
- SEO
- Plan for Other Smart City applications in future