The leading platform for connected cars

850,000+ CONNECTED VEHICLES ON OUR PLATFORM

11+ Billion KILOMETRES OF DRIVING DATA COLLECTED AND STORED

9 MOBILE NETWORK OPERATOR CUSTOMERS IN 6 COUNTRIES

Funds Raised $57M+

Founded in 2012
Powering growth for major mobile network operators

- Manage your family or small business vehicles
- Real-time vehicle & maintenance notifications
- In-car Wi-Fi hotspot to stay connected
- Roadside assistance from Allstate Motor Club
- GPS tracking and geofencing

powered by mojo
Backed by leading investors

- Amazon
- Assurant
- BCTECH Fund
- BDC
- Bosch
- iris capital
- INNOGY Ventures
- Kensington
- Relay Ventures
- Telus Ventures
- T-Mobile
- Trend Forward Capital
- Mojio
Bosch & Mojio
Fueling the future of connected mobility
INTEGRATED CONNECTED MOBILITY SOLUTION

Mojio's Cloud Platform

Integrated Services Ecosystem

Data & Intelligence Services

Telematics Hardware (Embedded / OBD-II)

Customer Experiences

Mojio's Cloud Platform

A Cooperation of

BOSCH

mojio

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Customer Experiences

Alex's Car
Parked: 300 Orchard City Dr, Campbell, CA
Last updated: 15 min ago

Last Trip
- 300 Orchard City Dr
- 8:15 AM

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Customer Experiences
Connected Car Services
Four Keys to Success
The future of connected mobility is very bright

2030

$750 Billion

Estimated connected vehicle data revenue pool, according to McKinsey

2050

$7 Trillion

Estimated value of the ‘Passenger Economy’ according to Strategy Analytics
Key #1

Put the Platform Before the Hardware
5 Must-Have Connected Car Platform Attributes

- Hardware Agnostic
- Massively Scalable
- Highly Secure
- Easily Expandable
- Built for Big Data
Hardware agnostic SaaS solutions for connected cars
Key #2
User Experiences that Surprise, Delight and Stick
A smarter, more seamless car ownership experience

1. Safety
   - Driver Scoring & Behavioural Data
   - Roadside Assistance
   - Crash Detection & eCall Services
   - Vehicle Safety Recalls

2. Security
   - Real-time GPS tracking
   - Geofence alerts
   - Disturbance Alerts

3. Reliability
   - Diagnostic Trouble Codes
   - Predictive Failure Alerts
   - Digital Maintenance Schedule

4. Convenience
   - In-Car Wi-Fi Hotspot
   - Mileage Tracking & Expensing
   - Nearby Fuel Prices & Parking Services
   - On-demand Maintenance & Repairs

Delivering huge value for any vehicle for only $10/month
1. Crash Detection Algorithm
OBD-II device with Bosch precise crash detection algorithm is installed in the vehicle.

2. Contextual Crash Data
In the event of an accident, critical collision data, including the crash severity, time and location data is sent to Mojoio’s cloud, triggering emergency services.

3. Emergency Response
Bosch’s eCall system is notified, enabling the rapid dispatch of first responders to the scene of the crash.

4. SOS Notifications
Notifications are sent to user-designated SOS contacts, such as family and friends, via Mojoio’s Motion app and SMS.
Key #3

Don’t Forget about the Ecosystem
Car ownership is frustrating & expensive, even in 2019

$8,849

Average total annual cost of car ownership in the USA*

Parking-related costs average another $2,728 per year

Where does the money go?

- Financing and Interest Costs
- Insurance & Breakdown Protection
- Maintenance, Repairs and Tires
- Fuel and Motor Oil
- License, Registration and Taxes
- Depreciation
Connecting car data with essential services makes sense

- **Roadside Assistance**: on-demand, uber-like digital roadside assistance services
- **Repairs**: instant access to real-time quotes and scheduling of repair services
- **Maintenance**: on-demand maintenance services at your home or office
- **Fuel**: nearby fuel prices and mobile fuel delivery services to your car’s location
- **Insurance**: usage-based insurance policies and pay-per-mile services
- **Extended Warranties**: enabling the next-generation of dynamic warranties
Transforming car data into win-win scenarios: Repairs

Old Way

- **Confusing:** no information about what the problem is or how to fix it
- **Frustrating:** wasting your time, waiting for diagnostics and an estimate
- **Stressful:** negotiating in a powerless position with mechanics and dealers

New Way

- **Transparent:** understand the exact problem so you can take action
- **Helpful:** get access to data-driven estimates to make an informed decision
- **Convenient:** schedule the service appointment with your preferred shop

**2002 Mazda 626**
EGR Valve Replacement (2.5L V6) in Birmingham, AL

$423

$623
Transforming car data into win-win scenarios: **Fueling**

**Old Way**

- **Time-Consuming**: navigating to the fuel station, waiting in line and paying
- **Stressful**: trying to get to a nearby station with a good price, without running out!
- **Dirty**: handling dirty pumps and dripping fuel pumps

**New Way**

- **Automated**: based on low fuel level reading, service delivery is triggered
- **Stress-free**: never run out of gas again and always get a great price
- **Mobile**: gets delivered to your car’s location, whether you’re there or not
Key #4
Go-to-Market Matters!
T-Mobile’s first consumer IoT service: connected car

SyncUP DRIVE™

The road to safer driving starts here.

Check compatibility

Qualifying service required
Rapid results with real revenue

500,000+ subscriptions added in first 12 months

4 STAR APP RATINGS

$100M+ revenue generated in first year of operations
Keys to success

- **45,000+ Sales reps trained & incentivized**
- **Affordable Pricing**
  - Lowering barriers to entry with low monthly fees
- **Branded**
  - Leveraging the power of the T-Mobile brand
- **Base Marketing**
  - Promoting the service to all subscribers
- **Educational Content**
  - Helpful use case videos that explain the tech & educate consumers
- **7,000+ Interactive experiences**
  - Helping sales reps 'show and tell' in retail
- ** participatory retail stores across the country**