



The Car Shareability On Demand Network

www.phrame.com

Graduated Company from Hardware.co

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TODAY



**Car sitting
idle in your
garage or
in a
parking
spot 92%
of the time**

FUTURE WITH PHRAME



**It's time for
your car to
do more for
you**

**Innovate how people fit their cars into
their everyday lives by providing a
comprehensive solution:**



Inspired by the concept of “sharing” phenomena and “on-demand” services

Sharing phenomena has been adapted by consumers & growing rapidly across industries

On-Demand companies are booming

But why do they grow 6X more slowly than were initially projected?

SOURCES: THE ECONOMIST , TRANSPORTATION SUSTAINABILITY RESEARCH CENTER - UNIVERSITY OF CALIFORNIA, BERKELEY , SCIENTIFIC ADVISORY RESEARCH , TECHCRUNCH , MCKINSEY & COMPANY

PROBLEMS

**Ease of
Sharing**

**Safety and
Security**

Trust

SOURCES: THE ECONOMIST , TRANSPORTATION SUSTAINABILITY RESEARCH CENTER - UNIVERSITY OF CALIFORNIA, BERKELEY , SCIENTIFIC ADVISORY RESEARCH , TECHCRUNCH , MCKINSEY & COMPANY

OUR SOLUTION

Phrame™ pioneers **Car Shareability On Demand Network**, in which community - consumers and various businesses share access to cars for efficiency, convenience, and safety.

Ease of Sharing

Cars can be accessed remotely, no need to exchange a car key in person.



Safety and Security

You get 24/7 security and awareness of what's happening to your car.



Trust

Trusted community with our B2B partners with

- Driving score (FICO)
- Profile ranking



The World's First Smart License Plate Frame

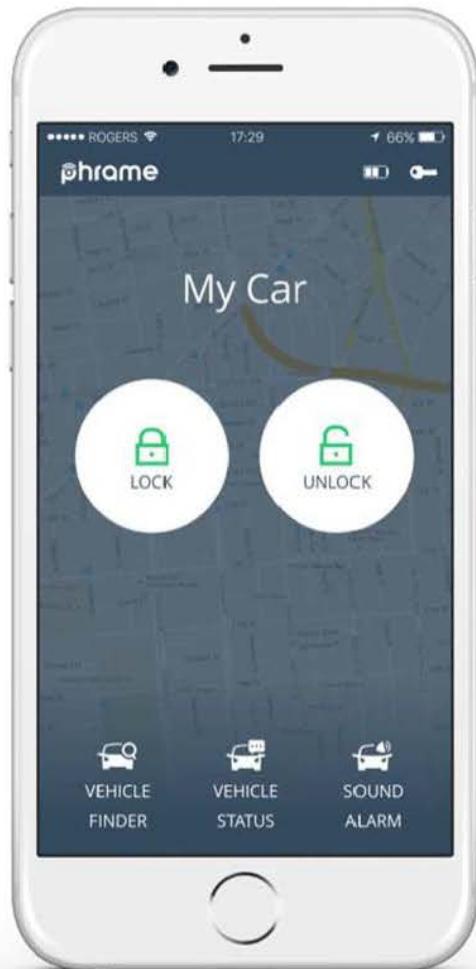




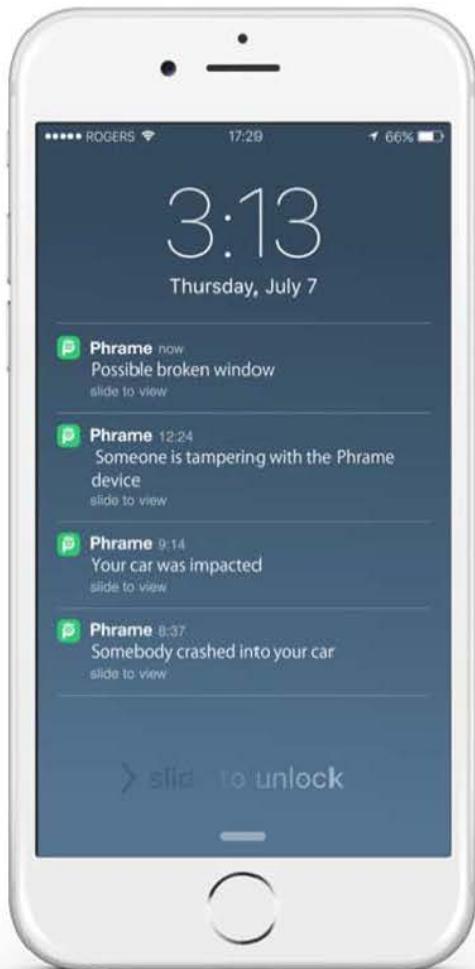
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- Weatherproof
- Fireproof
- Tamperproof Screws
- Real-time theft alert
- Alarm
- Vehicle Locator
- Strong Material

PHRAME APP



Lock and Unlock Phrame



Real-time Security Alert

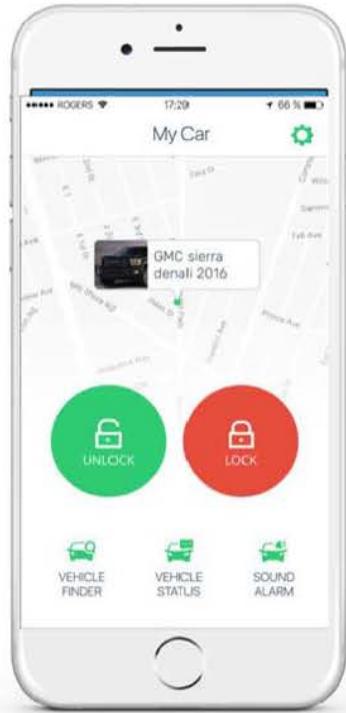


On-Demand Services

PHRAME'S UPCOMING NETWORK

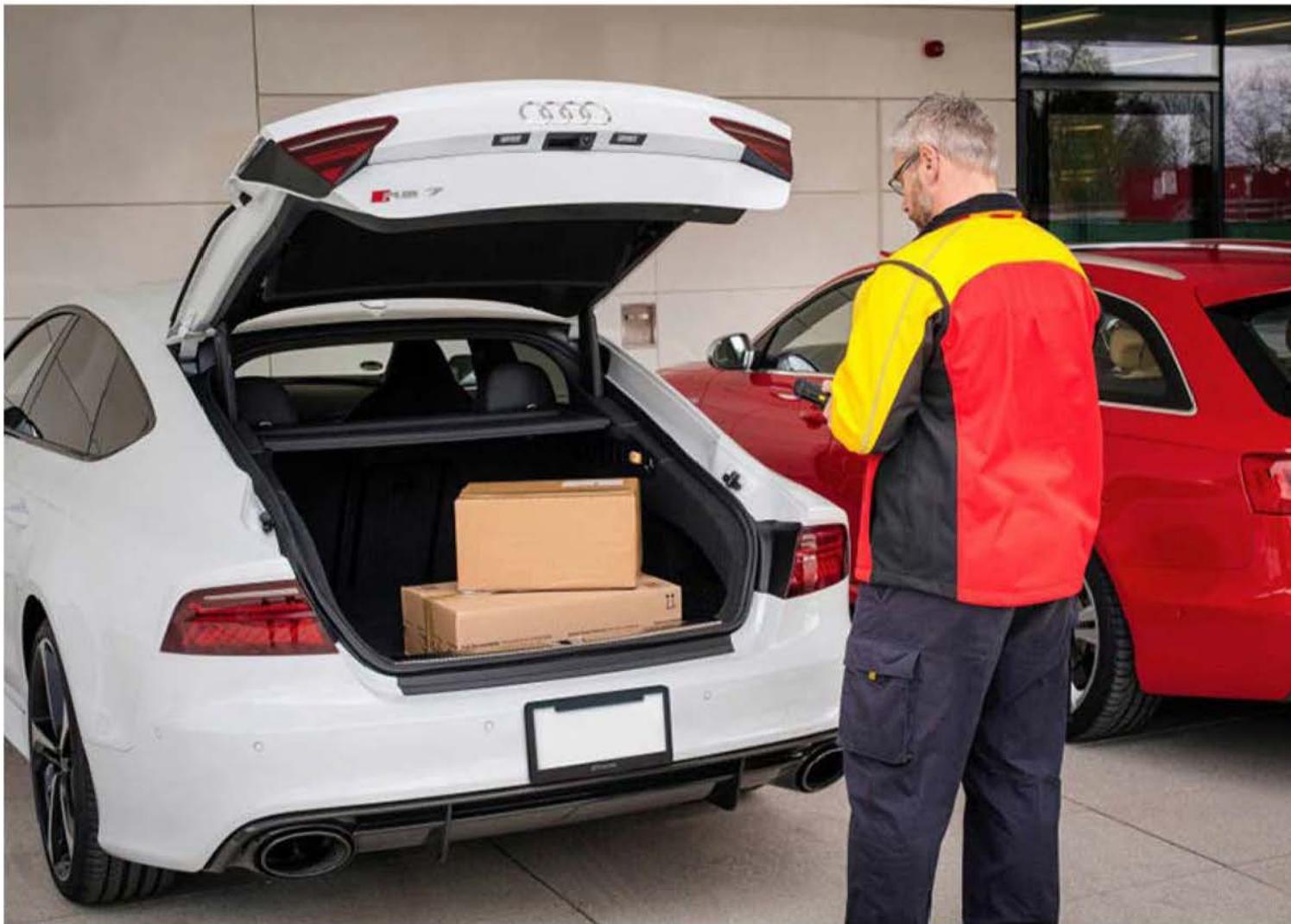


PHRAME'S COMPREHENSIVE SOLUTION



With Phrame's comprehensive solution, we will be able to transform cars into "Urban Lockers", "Money-making Machine", "Car Security System" and more...

URBAN LOCKER



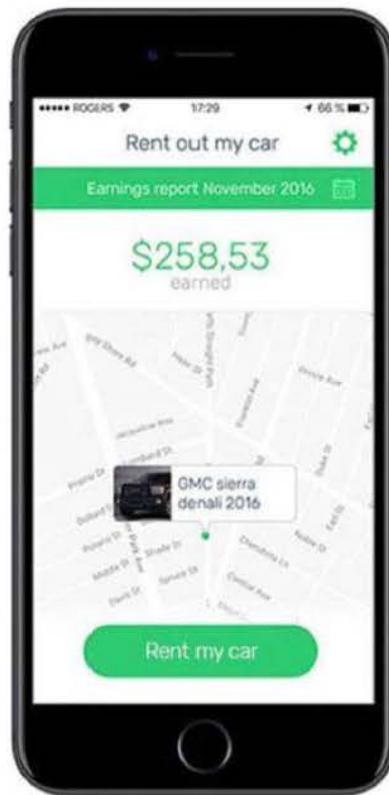
amazon

 POSTMATES

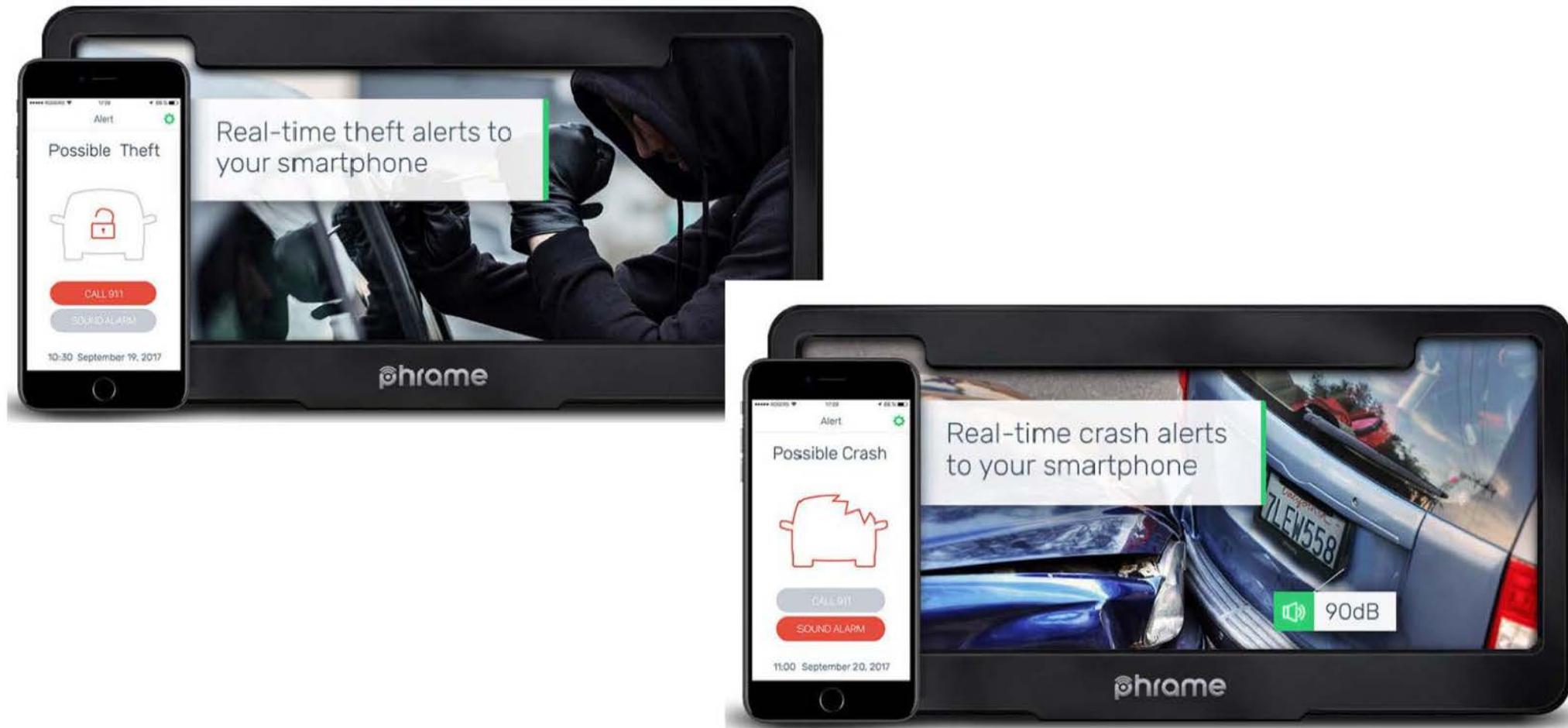
 FedEx
Express

 DHL

MONEY-MAKING MACHINE



CAR SECURITY SYSTEM



ON-DEMAND SERVICES DIRECTLY FROM YOUR SMARTPHONE



LUXE



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GO-TO-MARKET STRATEGY



Car Dealerships



CUSTOMERS

GOAL

We sell Phrame devices to car dealerships to pre-install on all cars they sell and install on cars they sold as a customer loyalty "upgrade".



VALUE TO DEALERS

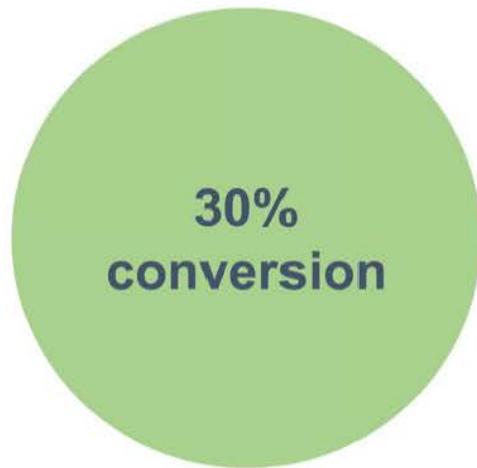
We offer inexpensive car-theft prevention, fleet management, and new revenue stream to dealerships.

Advantages	Current Solutions	Phrame
Cost	LOJACK® Get it. And get it back. \$695	Spireon® SkyLink \$999
Features	Vehicle Recovery + Vehicle Tracking	Anti-theft Prevention Vehicle Recovery + Vehicle Tracking
Revenue for Dealers		Revenue split of service activation from car buyers.

REVENUE

We charge \$19.99 monthly subscription

We take \$2.00 commission on each on demand service transaction



Freemium model with 30% conversion
from Free to Paid plans and 1 on-
demand service transaction per month
for the first year



At 59K users, our projected revenue is \$15.6M



Our projected revenue is \$200M by 2019

LONG-TERM VISION

There are 1.2 Billion cars on the road today. Our mission is to equip them with Phrame. With Phrame, cars will not be obsolete when self-driving cars arrive. We'll be the universal solution to enable cars (both human operated and driverless) to communicate with each other.



Smart City is an urban development to integrate transportation, homes, and infrastructure to interact and communicate among themselves by exchanging data and information, while reacting autonomously to the events with or without direct human intervention.

Phrame will be our contribution to Smart City.



TEAM



Gary Golduber
Founder & CEO

A mechanical engineer by training and a software engineer by experience, Gary served as CTO and then President of the largest distance learning driver's education company in the U.S. Gary later led the company to a successful exit (DriversEd.com).

Charlene Consolacion
Founder & COO

An entrepreneur and operations executive, Charlene has extensive experience in technology startups from early stage, survival, turnaround to growth modes. Charlene is knowledgeable about the automotive industry and will bring her expertise and network to building Phrame.

Sergey Litvinenko
Sharing-On-Demand Platform and App Manager

Albert Gorelik
Business Development and Sales Manager
Financial Director at large car dealerships in South San Francisco

Marcel Bijster
Sharing-On-Demand Network Advisor
25 years in Car Rental Industry, COO of Share2Use BV, Amsterdam, Netherlands

Team of 3 Software developers in
Odessa, Ukraine
Team of 2 hardware and firmware engineers in
Kazan, Russia

INVESTMENT ASK

PHRAME is seeking a minimum investment of \$2M that will provide the resources necessary to complete the final steps to mass manufacture the hardware device, and hire sales and marketing teams that will accelerate the company to scale across west coast target markets.

CONTACT US

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www.phrame.com