INVEST IN **DOOFUS CORPORATION**

Our Roguehog APP introduces a new level of risk assessment for auto insurers

doofus.xyz   Wilmington DE

| Software | Technology | App | Fin Tech | Software Engineering |

Highlights

1 Innovative product with excellent prospects.

2 First to market for third-party behavioral data on individual drivers and vehicles.

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3 Significant market size and potential.

4 Our Roguehog APP could replace existing risk assessment models and methods, at a lower cost.

5 Experienced and competent management team.

6 $65,000 in pre-seed funding already raised.

Our Team

Jacques Fourie   President and Chief Executive Officer

Jacques has extensive knowledge and experience in finance, technology and trends, and general business management.

Too many drivers get away with irresponsible and dangerous behavior on our road. The best way to reduce this behavior is to hold individual drivers responsible and to penalize them financially or otherwise for their unsafe behavior on the road.

David Nguyen Chief Operating Officer

David is a seasoned Chief Technical Officer and Product Manager, having worked with a range of tech companies over the last 26 years.

Dominic Wardall Vice President of Sales and Marketing

Dominic is a communications, marketing and sales professional, with twenty-plus years' experience.

Pitch

Doofus Corporation

Roguehog

Real data for safer roads

Problem

Vehicles have become more sophisticated and expensive to repair, resulting in mounting underwriting losses for auto insurers

Traditional risk assessment tools are discriminatory, generalized, and backward-looking

Even telematics, the most recent development, is unable to provide information on pain points such as reckless, dangerous and distracted driving, and fraudulent accident claims

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Solution

Crowdsourced collection of the actual observable, real-time driving behaviors of all drivers and vehicles on the road

AI-generated reports identifying vehicles driven recklessly, while distracted, or committing traffic violations

Discoverable records of vehicle accidents would help settle accident claims

Replace outdated statistical models, claims histories and GPS trackers with **smart, data-driven analytics** of individualized driving behaviors

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Roguehog APP

Our **Roguehog insurtech APP** collects and processes user-specific data, from multiple sources, on traffic violations, reckless, dangerous and distracted driving, and vehicle accidents

Auto insurers can purchase our data on their current and prospective clients to improve the **accuracy and effectiveness** of their risk assessments

Auto insurers will have the ability to **purchase evidence** pertaining to accidents from us to better assess claims

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Core Features

Replaces existing risk assessment models and methods, at a **substantially lower cost**

Processed data is sold to auto insurers, providing **recurring income streams**

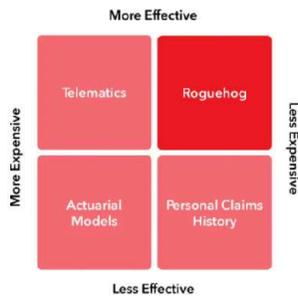Financial **rewards paid** to independent data providers

Leverages internet of things, web3, and peer-to-peer networks

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Competition and Competitive Advantages

More Effective

	Less Expensive
Telematics	Roguehog
Actuarial Models	Personal Claims History

More Expensive

Less Effective

First to market for comprehensive and personalized behavioral data on drivers and vehicles

Continuous data updates

Pay-as-you-use model

Easy to use with no prohibitive implementation or training costs for users

Incentives paid to data providers

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Market Validation

Auto insurers use telematics and other resources to collect as much data as possible on their current clients

Auto insurers use social media to try and connect the dots between clients and risk, and to identify fraudulent claims

Untapped user-generated data which is growing at an exponential rate and filling data warehouses

Market Size

Market Size
(in millions)

$ 25,000
$ 20,000
$ 15,000
$ 10,000
$ 5,000
$ 0

2022 2023 2024 2025 2026 2027 2028 2029 2030 2031

■ TAM ■ SAM ■ SOM

Our Total Available Market or TAM is calculated on the total number of insurable vehicles globally, multiplied by our data rates based on expected pricing power

Our Serviceable Available Market or SAM is calculated on the total number of insurable vehicles in the US alone, multiplied by our data rates based on expected pricing power

Our Serviceable Obtainable Market or SOM is calculated on 30 percent of our SAM

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Business Model

120
million reports

$10
fee / report

$1.2
billion revenue

We aim to sell 120 million reports to US auto insurers in 2031

We charge auto insurers $10 per data report

We project revenue of $1.2 billion in 2031

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Forward looking projections cannot be guaranteed.

Upside Potential

Data collection could be automated and provided by partners at a continually reducing cost

Additional revenue streams include other risk insurers, traffic and planning authorities, fleet operators and many more

Our Roguehog APP can be rolled out internationally at a low cost

Traction

Beta version to be launched in February 2022 with early prototypes tested, laying the foundation for the latest APP parameters

Partnership discussions with auto insurers initiated

A strong and experienced team in place

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Go-to-Market Strategy

Build solid partnerships with auto insurers and data providers to establish and secure a dominant market position

Official launch, public roll-out of Roguehog APP, and mass data generation drive

Expand our sales and marketing team to efficiently grow and manage customer relationships

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Our Team

Jacques Fourie, Founder and Chief Executive Officer

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David Nguyen, Chief Operating Officer

David is a seasoned Chief Technical Officer and Product Manager, having worked with a range of tech companies over the last 26 years
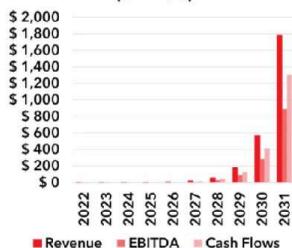
Dominic Wardall, Vice President of Sales and Marketing

Dominic is a communications, marketing and sales professional, with twenty-plus years' experience

Financials

Projected Financials
(in millions)

$ 2,000
$ 1,800
$ 1,600
$ 1,400
$ 1,200
$ 1,000
$ 800
$ 600
$ 400
$ 200
$ 0

2022 2023 2024 2025 2026 2027 2028 2029 2030 2031

■ Revenue ■ EBITDA ■ Cash Flows

Our projected financials are based on the following assumptions:

- a successful funding round in 2022
- successful subsequent funding rounds beyond 2022 if required
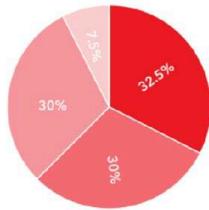- a 10 percent month-on-month revenue growth from July 2022 to achieve our SOM in 2031

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Fundraising

Use of Funds

- Administration
- Engineering
- Marketing
- Fundraising

32.5%
30%
30%
7.5%

We are looking to raise $100,000 to $250,000 in funding for 6 to 12 months' runway to:

- build a talented technology team
- launch our fully-fledged APP
- build a motivated sales team
- build partnerships with auto insurers and data providers

At a pre-money valuation of $5.28 million we are offering 10 to 25 million shares or 1.89% to 4.74% equity at $0.01 per share

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