VUGO®

Media for rideshare vehicles

MN CUP

DIVISION WINNER
2016

Go Vugo!

Vugo is a Mobility Media® marketplace.
We help Drivers and fleets make more money,
While passengers get interactive experiences
from world class media partners.

MINNEAPOLIS/ST. PAUL BUSINESS JOURNAL
EUREKA!
INNOVATION
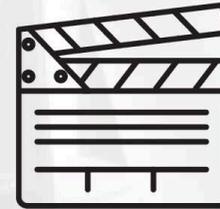AWARDS

50 ON FIRE

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Problem

Drivers, fleets, and rideshare services need new service differentiators and revenue options as the industry continues to commoditize.
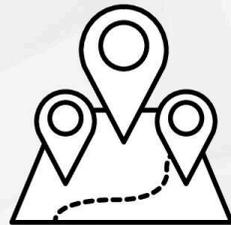
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Market

According to Intel, the emerging $200B "passenger economy" is based on these key pillars.

In-car commerce

In-car entertainment

Location based advertising

Data monetization

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Solution

Vugo is centered around fulfilling the four pillars with a **vehicle-as-a-marketplace** model.

Displays & Wraps

Data

Passenger Experience

Vending & Commerce (via interactive ads)

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"In my mind, Vugo is the leader in the in-car entertainment category because they pretty much invented not just the tablet category of rideshare advertising, but the whole industry of rideshare advertising."

Harry Campbell
TheRideShareGuy.com

Platform

Rooftop Displays

Wraps
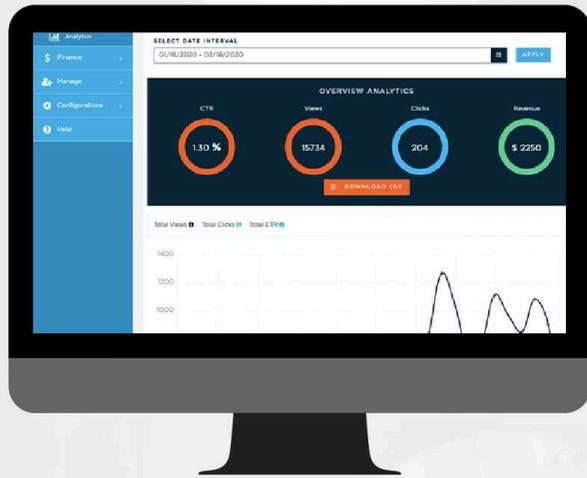
In-Car Tablets

Media Management
TripIntent Targeting
Robust Analytics
Device Management
Programmatic Config.

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Rooftop Displays

High Visibility Everywhere

- Highly visible advertising seen everywhere in town, or a geofenced area
- Supports video or image ads

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In-Car Tablets

On-demand Entertainment

- Premium Channels
- Video Advertisements
- City Guide / Business Listings
- Video Games

Interactive Commerce

- Engage with passengers with customizable and trackable landing pages
- Engage with passengers for in-car commerce and transactions

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Vehicle Wraps

Impactful Messaging

- Messaging seen everywhere
- Partial vehicle or full vehicle options available
- Provided and installed by third-party partners

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TripIntent®

Passenger Experience

TripIntent allows Vugo and our partners to target passengers with interactive content and immersive experiences!

TripIntent Targeting:

- Passenger Demographics
- Passenger Trip Histories
- Passenger Retargeting
- Passenger Interaction Targeting
- Origination Address
- Origination Keywords
- Origination Categories
- Destination Address
- Destination Keywords
- Destination Categories
- More!

Premium Channels

Games & Apps

City Guides

Weather

Surveys

Screen Controls

Fully interactive with HTML5

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Business Model

Vugo generates revenue through sponsored media (advertisements), in-car purchases, data, and platform licensing

Media Partner

Disney

- Sells media for entire platform, takes commission on sales
- Existing sales teams with existing clients
- Provides interactive content

Vugo Platform

Rooftop Displays

In-Car Tablets

Wraps

Licensing

Fleet Partner

VIA

- Vugo pays fleets flat monthly rate for in-car, rooftop, and wraps.
- Fleet based vehicles have greater utilization than individual drivers
- Provides strong foundation for each market

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Current Markets

San Francisco Bay Area
(On hold due to Covid-19)

Los Angeles
(On hold due to Covid-19)

Mexico
(Licensing)

Arlington

Chicago
(On hold due to Covid-19)

New York City
(Temporarily Unavailable)

Tampa Bay
(On hold due to
Covid-19)

Orlando
(On hold due to
Covid-19)

Market Expansion - 2021 Objectives

San Francisco

Chicago

Germany

Los Angeles

Dallas

New York Area

Mexico

Tampa

Orlando

Miami

*All markets pending COVID-19 status and corresponding fleet availability

Competition

Incumbent In-Car

CREATIVE MOBILE TECHNOLOGIES | CMT

curb

- Poor passenger experience
- Looped content
- Credit card processing focus

Copycat In-Car

Octopus

SURF

- Copycat competitors of Vugo
- Geofenced advertisements
- Individual driver focused

Digital Rooftop

halo by lyft

FIREFLY

CARGO

ADOMNI

- Geofenced digital rooftop displays
- Firefly largest company in space
- Halo acquired by Lyft
- Cargo + Adomni partnered with Uber

Car Wraps

Wrapify

CARVERTISE

- Incumbent vehicle wrap companies
- Provides low-technical solution to exterior advertising

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Team

Rob Flessner, CEO

- University of Rochester (BA)
- University of Rochester (Cert. Management Studies)
- University of St. Thomas (MBA)
- 8 years product experience, previously built product used by 60%+ of all pharmacies in US.

James Bellefeuille, COO

- UC Davis MBA Candidate
- University of St. Thomas (BA)
- Former Uber driver with deep knowledge of ecosystem and operational expertise.
- Advertising professional specializing in digital mediums.

Leo Yanchuk, CTO

- Samara State University, Applied Mathematics
- 22 years experience in software development for transportation and logistics

Michael Dillon, CRO

- Union College (BA)
- Serial entrepreneur with business development background at three successful early stage startups.

Harry Campbell, Advisor

- TheRideShareGuy
- Industry SME

Howard Liszt, Advisor

- Campbell Mithun
- Ad agency & media buying expert

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THANK YOU!