

# **IoT 2.0**

## **viewed from an Aussie start up**

Ian Davidson  
CMO

**GOFAR**





Drive better  
**Save money. Save lives.**

**GOFAR**





**Winning praise**

**Mashable**

"The personal trainer your car needs"

**FAST COMPANY**

"An ideal device"

**GQ**

"Top 10 Coolest Things in the World"

**GIZMODO**

"It really works"

**Forbes**

"Deceptively simple"

**FINANCIAL REVIEW**

"Good news for insurance"

*The Sydney Morning Herald*

"Ingenious device"

 **THE  
AUSTRALIAN**

"Revolutionary technology"





**National Winner**  
Startup Nation

**National Winner**  
Seedstars

**National Winner**  
SydStart

**2nd Place**  
Anthill100

**Top 10 in IoT**  
Startup Smart

**Top score**  
Founder Institute

**Top Startups in Oz**  
GeekTime


**Pick of the Day**  
Kickstarter

**Gold Medal**  
Design Awards

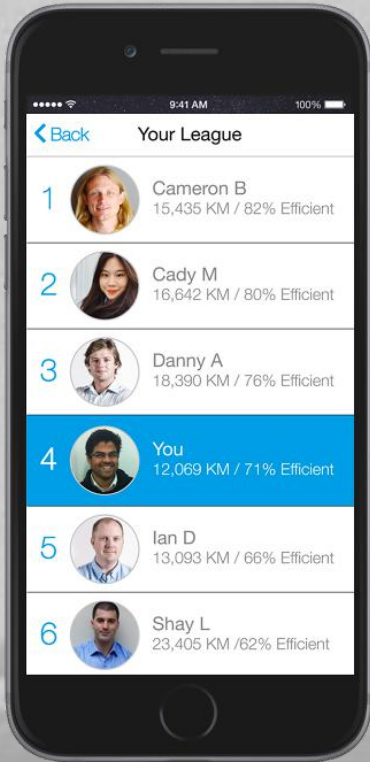
# Winning awards



# Connect every car

 2 Display

3 Phone app



1 OBD dongle

GOFAR



# GoFar – 3 ways to improve driving



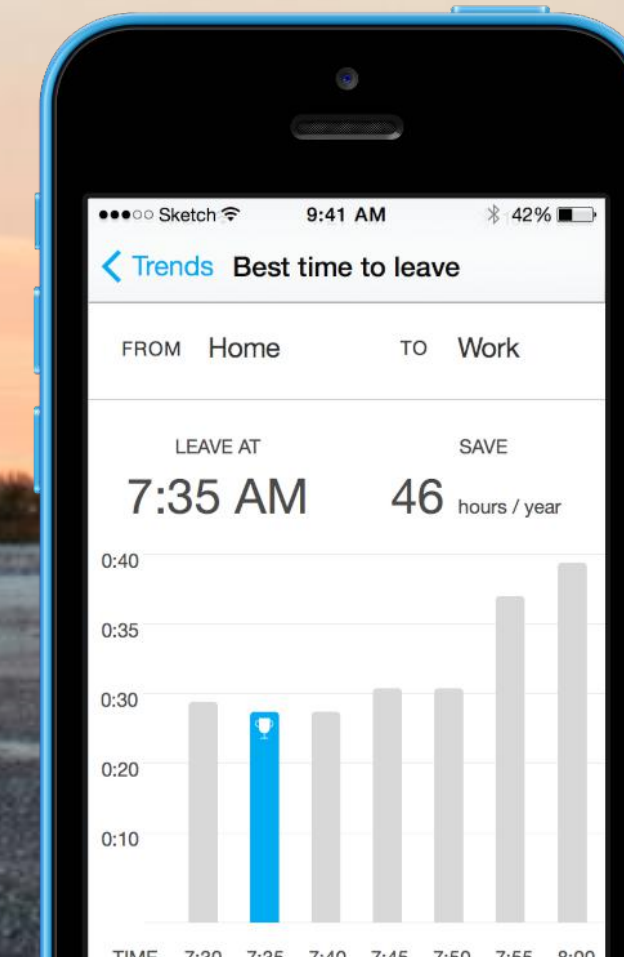
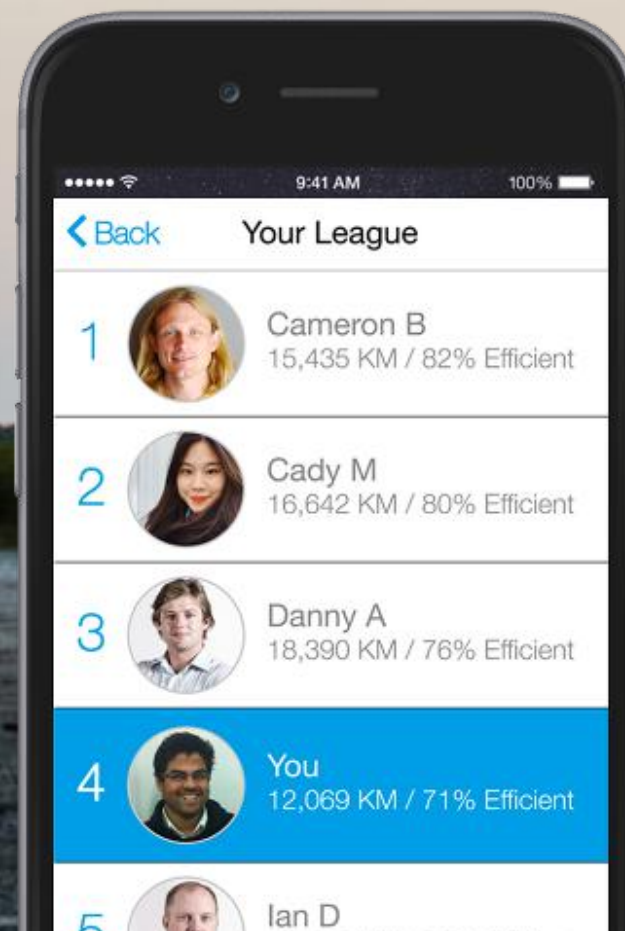
## Real time feedback

Clear. Safe. Doesn't need mobile

**+ Driver motivation**  
Financial. Competitive. Social.

+

**Intelligent coaching**  
In car. Relevant. Timely





# Over \$225,000 sold in 4 wks

(64% outside Australia)



## Over 1,200 customers

## 3 corporate pilots



Conclusion 1:  
**It's about changing  
behaviour**

**Significantly**

30bn devices by 2020



# Conclusion 2:

## **Blocks accelerate business**



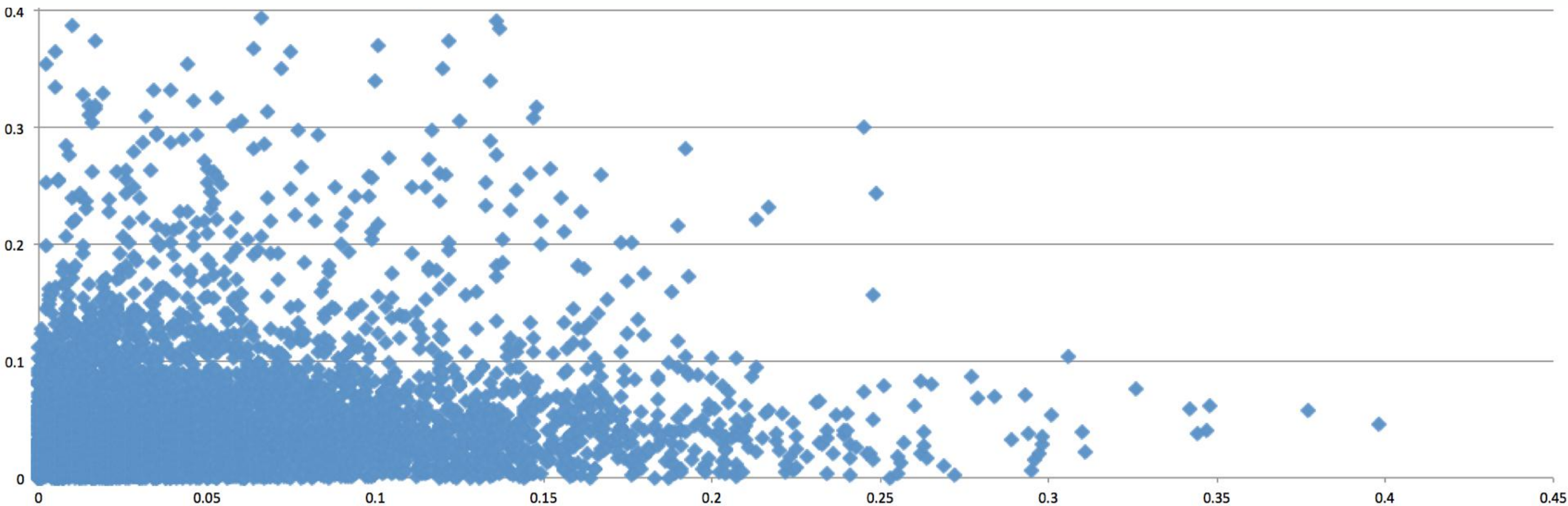
Expect platform wars



# Conclusion 3:

# **Knowledge is disruption**

A \$19 trillion market [CEO, Cisco]





Conclusion 4:  
**Great progress on mechanics.**  
**All to play for on business  
model**





# Challenges

Security the biggest concern.  
Cited by 39% in recent survey





**Openness**



**Hacking**

**Big data**



**Paralysis**

**Optimisation**



**E-waste**

























**Knowledge**



**Privacy**



# Room to improve down under

| Rank ↕ | Country ↕  | Devices online ↕ | Relative size ↕ |
|--------|--|------------------|-----------------|
| 1      |  South Korea      | 37.9             | <div></div>     |
| 2      |  Denmark          | 32.7             | <div></div>     |
| 3      |  Switzerland      | 29.0             | <div></div>     |
| 4      |  United States    | 24.9             | <div></div>     |
| 5      |  Netherlands      | 24.7             | <div></div>     |
| 6      |  Germany          | 22.4             | <div></div>     |
| 6      |  Sweden           | 21.9             | <div></div>     |
| 6      |  Spain            | 19.9             | <div></div>     |
| 9      |  France           | 17.6             | <div></div>     |
| 10     |  Portugal         | 16.2             | <div></div>     |
| 11     |  Belgium         | 15.6             | <div></div>     |
| 11     |  United Kingdom | 13.0             | <div></div>     |
| 13     |  Canada         | 11.6             | <div></div>     |
| 14     |  Italy          | 10.2             | <div></div>     |
| 15     |  Brazil         | 9.2              | <div></div>     |
| 15     |  Japan          | 8.2              | <div></div>     |
| 15     |  Australia      | 7.9              | <div></div>     |
| 18     |  Mexico         | 6.8              | <div></div>     |
| 19     |  Poland         | 6.3              | <div></div>     |
| 20     |  China          | 6.2              | <div></div>     |
| 21     |  Colombia       | 6.1              | <div></div>     |
| 22     |  Russia         | 4.9              | <div></div>     |
| 23     |  Turkey         | 2.3              | <div></div>     |
| 24     |  India          | 0.6              | <div></div>     |

IOT Devices per  
100 people

Australia





# Thank you!

**Ian Davidson**

+61 (0)466995546

[ian@gofar.co](mailto:ian@gofar.co)

**GOFAR**



**Data**

**Faster data**

**Better data**

**Change**

IOT v1.0

IOT v2.0



A photograph of a multi-lane highway at sunset. The sun is low on the horizon, creating a bright orange and yellow glow across the sky and reflecting on the road surface. Several cars are visible in the distance, driving away from the viewer. The sky is filled with soft, wispy clouds. The overall mood is serene yet urgent, emphasizing the theme of fuel costs.

**Companies spend \$250bn  
on fuel for 100m company cars.  
Every year.**

Poor driving styles waste up to 25% on fuel costs, yet  
fleet manager has little leverage to control these costs





**Company car drivers 50% more  
likely to have an accident.**

Improving efficiency by 5% cuts accidents by 10%  
Repair costs are \$1,050/car/year. Total costs are 6X higher



# Strong interest from fleets too

## Pilots



\$8,000 pilot



Pilot underway



\$23,000 order

## In discussion



400 vehicles



300 vehicles



120,000 vehicles



80,000 vehicles



10,000 vehicles



1,000,000 members



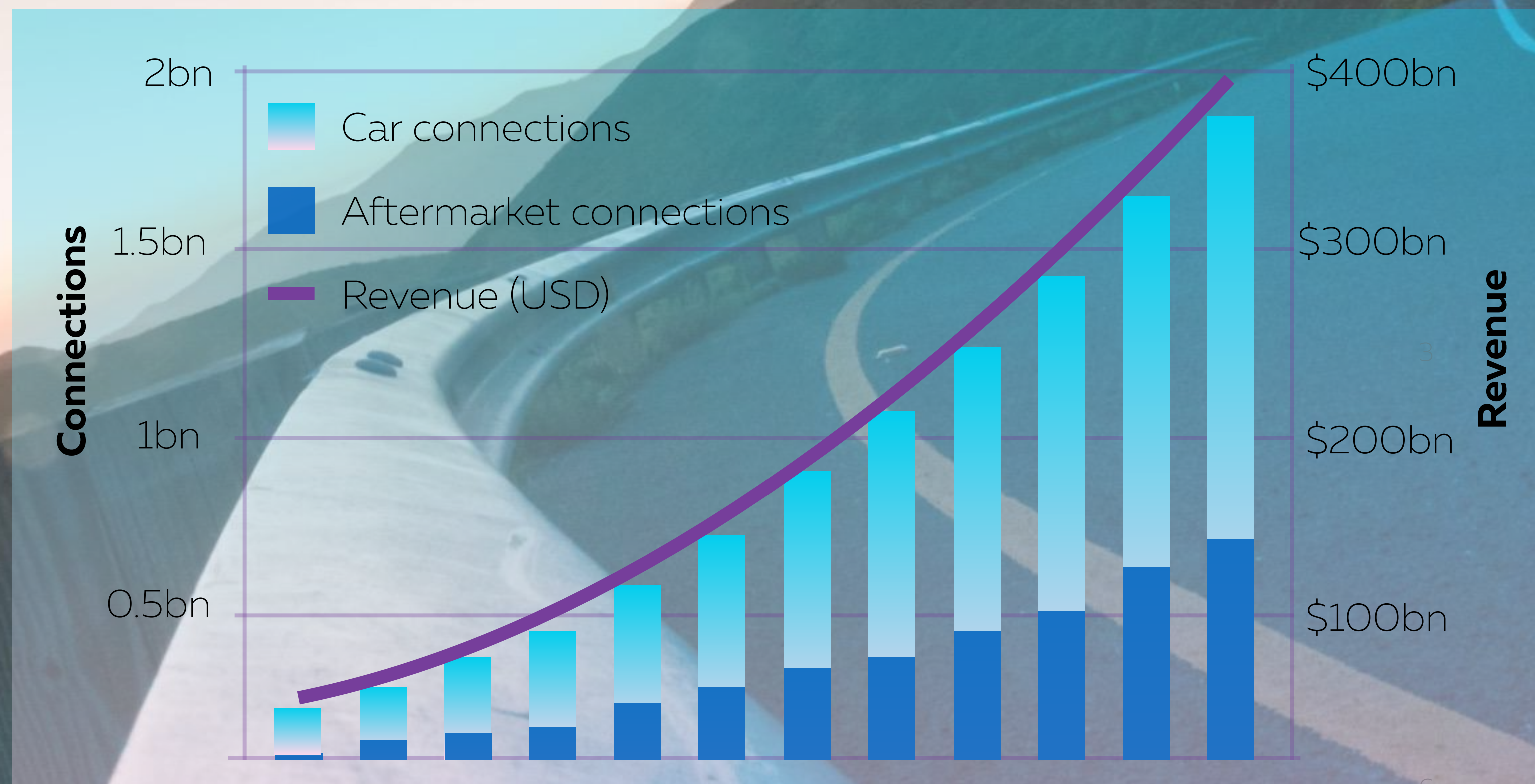
# Fast growing market

## 20x

Growing 20 times from 2012-2022

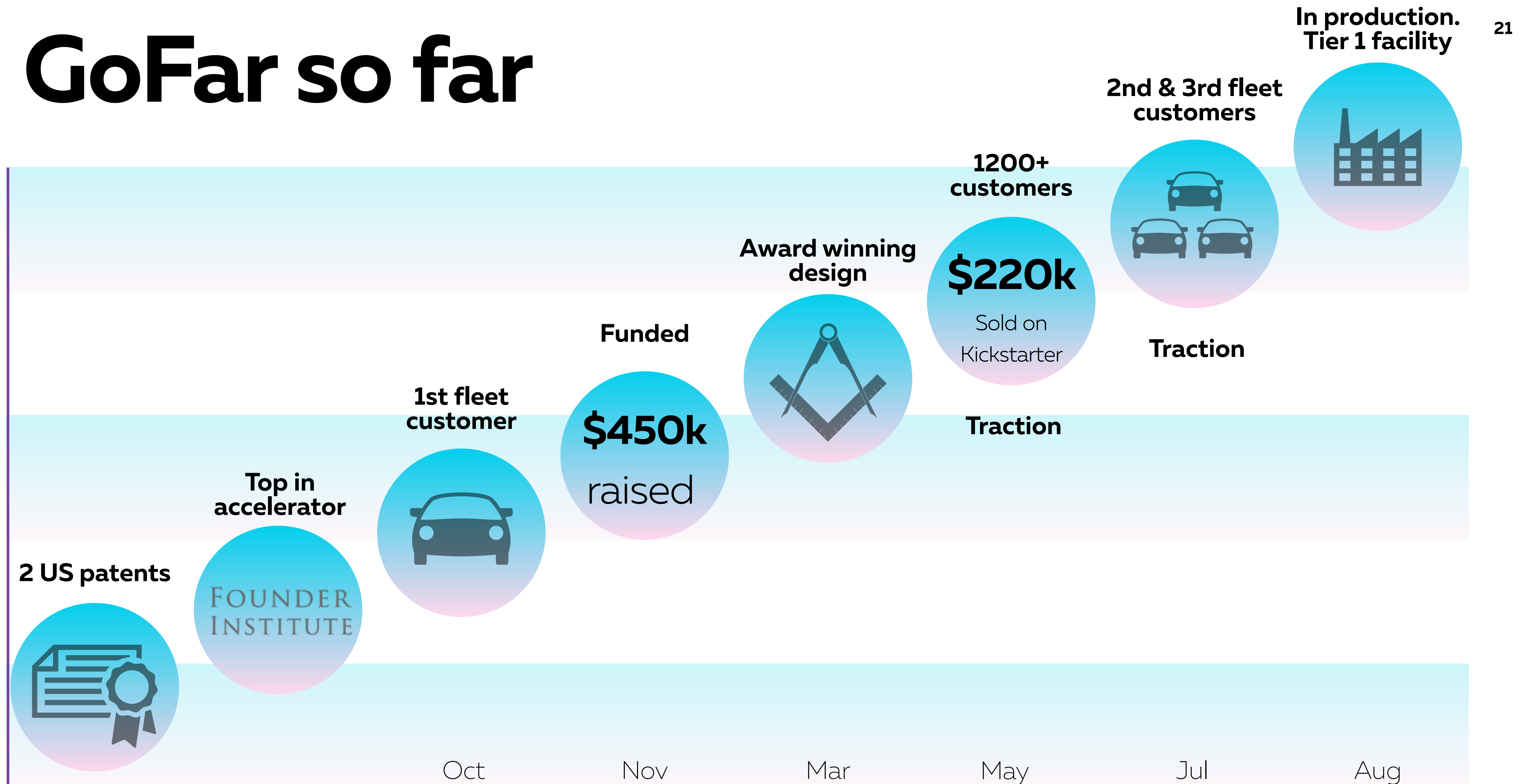
## \$400bn

Connected car market of \$400bn by 2022





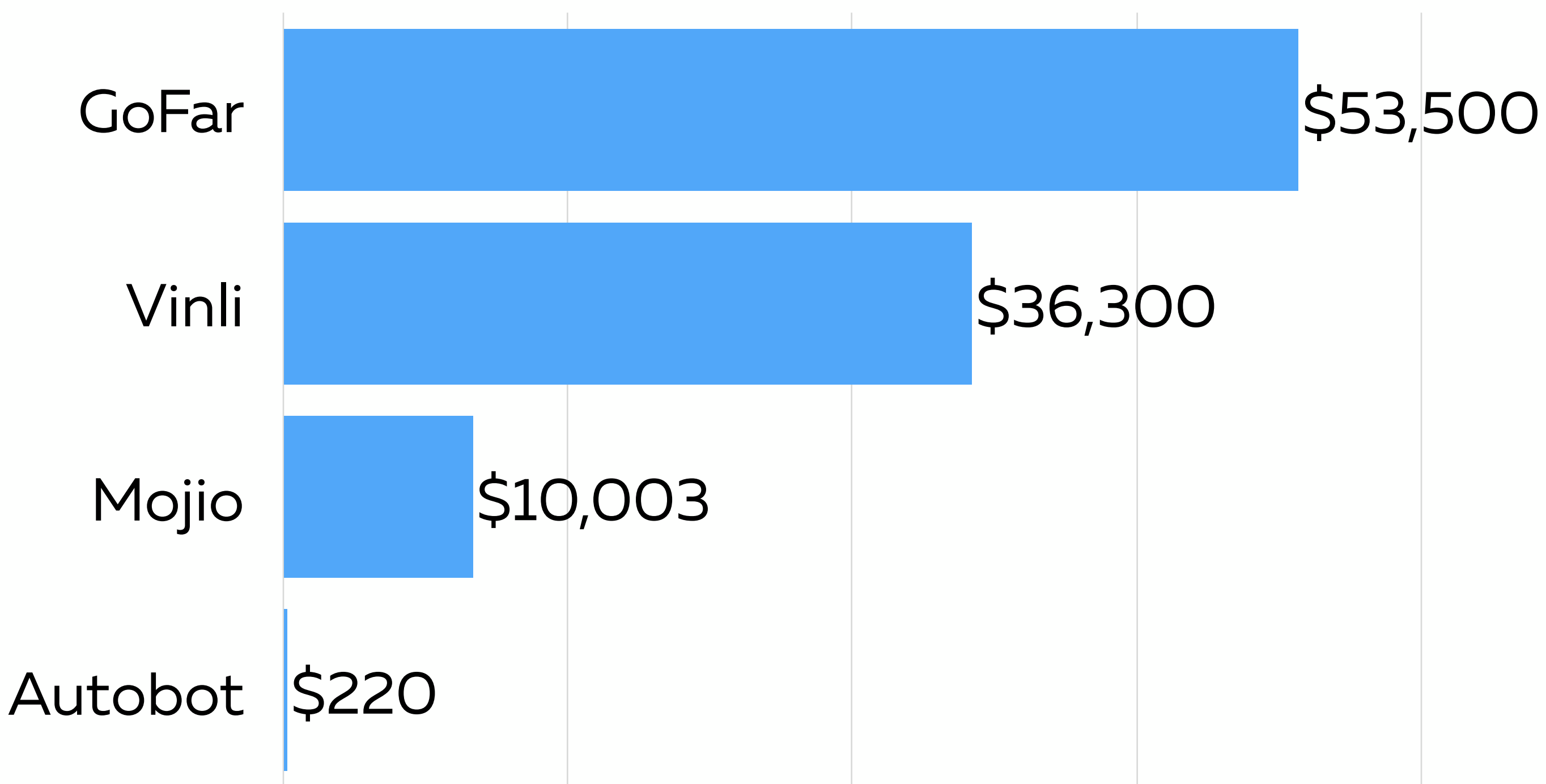
# GoFar so far





# Outperforming competition

**Sales / Week during pre-order campaigns**

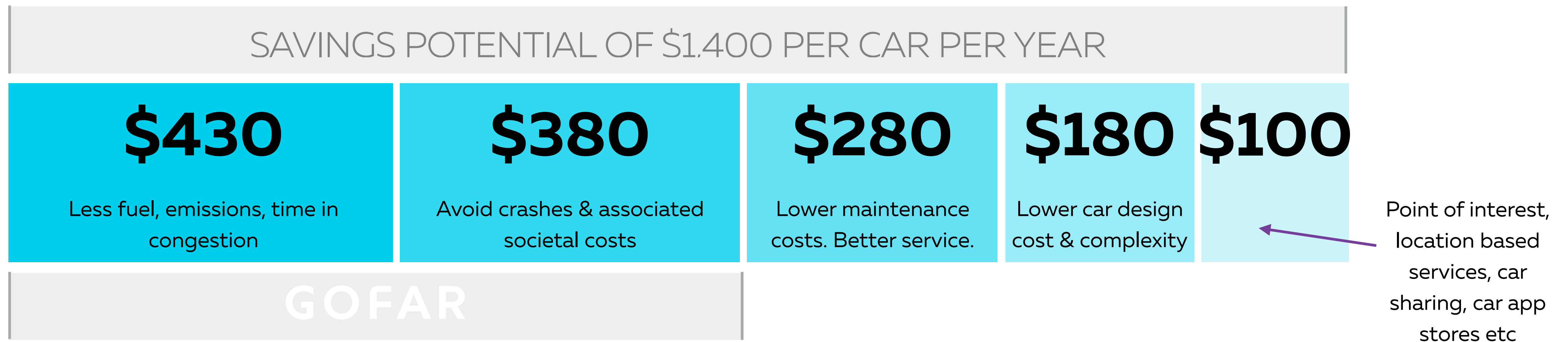


GoFar significantly out sold well-funded competitors like Vinli, Autobot and Mojio during our respective pre-orders campaigns.

Vinli had been pre-marketing for one year and had already raised USD \$6.5m before launching their pre-orders campaign, but GoFar sold 32% more per week.



# GoFar focused on key value areas



Cisco estimate that connecting cars can unlock \$1,400 of benefits per vehicle per year.

58% of this in the two areas GoFar targets – safety and efficiency



**"Driver behaviour is  
paramount to gaining more  
efficiencies."**

Nigel Malcolm, CEO, Fleetcare



# Organisations are looking for ways to cut accidents and cut costs

"We haven't got the solution on car driver safety yet"  
Ed Stanistreet, Toyota Fleet



**But existing solutions a poor fit for  
the world's 100m company cars**

Expensive. Intrusive

Too much effort. Too little gain.





# A team that delivers



**DANNY ADAMS**, Founder. Eight years product development at 3M. Designing and launching rockets at age 9. Driving cars by 10. (Briefly) sold homemade gun powder to school friends. One of two Australians selected for NASA space camp. Studied Aerospace Engineering at UNSW.



**IAN DAVIDSON**, Marketing. 20 years experience at Nestle, Booking.com. Launched PE research boutique and grew it to sales of \$3m. Led marketing teams on three start ups. Each sold for over \$100m. Degree from Oxford University. MBA from INSEAD.



**PETER OLIVER**, Engineering. Previously a silicon chip designer for Silanna Semiconductors. Experienced architect and front end iOS developer. Launched his own multi player, cross platform gaming start up. First Class Honours in Electrical Engineering.



**IMAM SYED**, Firmware, Data science. 2nd highest score in India's National Maths Olympiad. Tech lead on IBM Smarter Cities project, Masters in Electrical Engineering (Birmingham).



**HENNING VON VOGELSANG**, User Experience and Design. Digital Planning Director at TBWA Switzerland. Full-stack career with experience in branding, and advertising. Founded and managed his own successful UX agency.



# Conclusion

**Enormous potential to disrupt  
and shift power.**

VW diesel gate



# Conclusion

**As a start up you need a tight goal as you can get lost in the potential**

Driver behaviour in company cars vs being the platform



# Conclusion

**Great progress on the mechanics. Still all to play for on the business model.**

Usage based insurance



**Connecting**  
**Communicating**  
**Analysing**  
**Changing**

IOT v1.0

IOT v2.0



**Single solutions**

IOT v1.0

**Easy integration**

**Open platforms**

**Full interoperability**

IOT v2.0