

## CONCEPT

RoadBounce collects road condition data such as potholes, and scientific 'riding quality' indicators, for roads-worldwide. This data is monetized to help our customers reduce their liabilities towards Tax-payers money, public safety, transport, insurance and many more.

## MARKET OPPORTUNITY

The data collected can be utilized for maintenance and repairing of the roads. The market opportunity is huge as the key players in road development and maintenance would be involved. This product has a huge potential to serve private contractor as well as government bodies. The data can also be sold to research and development organisations.

## BUSINESS MODEL

Subscription based App for recording riding quality and roughness index of a road

RoadBounce as a data acquisition tool for various private and government bodies.

## VALUE PROPOSITION

Record while driving, spot potholes, share on social media

Repeatable, reproducible data for quality assurance and quality testing of projects

Calibration settings for different vehicles, phones, speeds

Map riding quality to IRI, BI, PCI or any other scale

No additional hardware needed

## CURRENT TRACTION

Funds raised: Bootstrapped

Lifetime revenue: \$300k

Customers: 40+

Strategic partners: 3 for bizdev

Collected data for 50,000+ kilometers – a first in the world

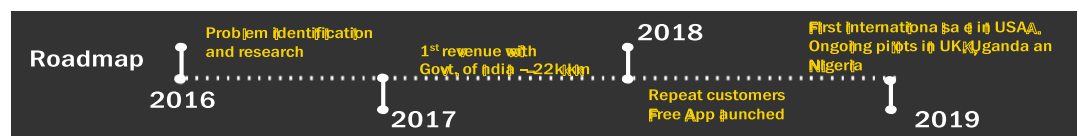
- Long-term support by US Embassy, New Delhi
- 'Traffic Safety' award by WRI World Resources Inst. (NGO)

- NASSCOM India – Emerge 50

- Winner – Economic Times Power of Ideas

Clients:-

- IVRCL Infrastructure and Management Pvt Ltd
- Greater Hyderabad Municipal Corporation - State
- Government of India
- KT Sangama Infrastructure Pvt Ltd
- Supreme Infrastructure India Ltd
- Public Works Department - State Government of India



## KEY PEOPLE

Ranjeet Deshmukh (Founder), Prasanna Nandurkar (Business Manager), Abhay Patil (Engineering Manager)