# CAURA

# INVESTOR UPDATE

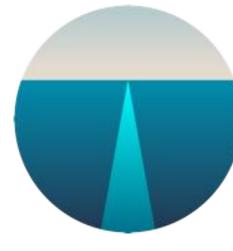


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Team
Product
Financials
Investor asks







# WE REMAIN PRODUCT/ENGINEERING FOCUSSED

Commercial

Product

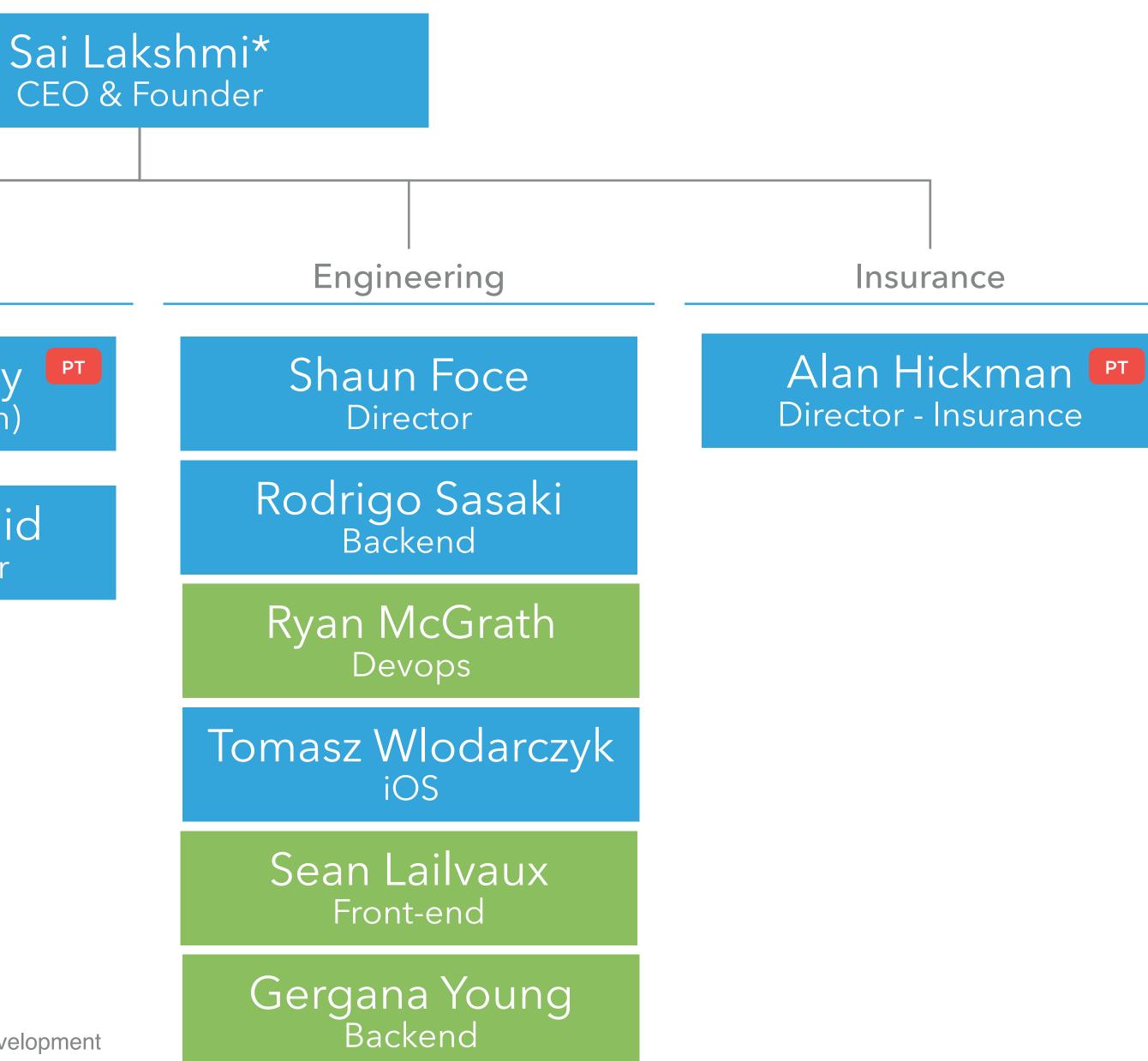
Bhavin Kotecha\* Chief-of-Staff / Finance Dir.

Alex Carmichael Marketing

Chris Tingley Director (Interim)

Annika Schmid UX/UI Designer

\*Bhavin and Sai have both diverted efforts to Product in order to accelerate feature development





# NEW HIGH-CALIBRE ENGINEERS HAVE JOINED THE TEAM<sup>5</sup>



Joined Jan-20 as a Lead Back-end Engineer from Echo



Engineer from Echo











Joined Feb-20 as a Lead Front-end

# S ECHO

### Microsoft



Joined Apr-20 as a Senior Software Engineer. Based in South Africa







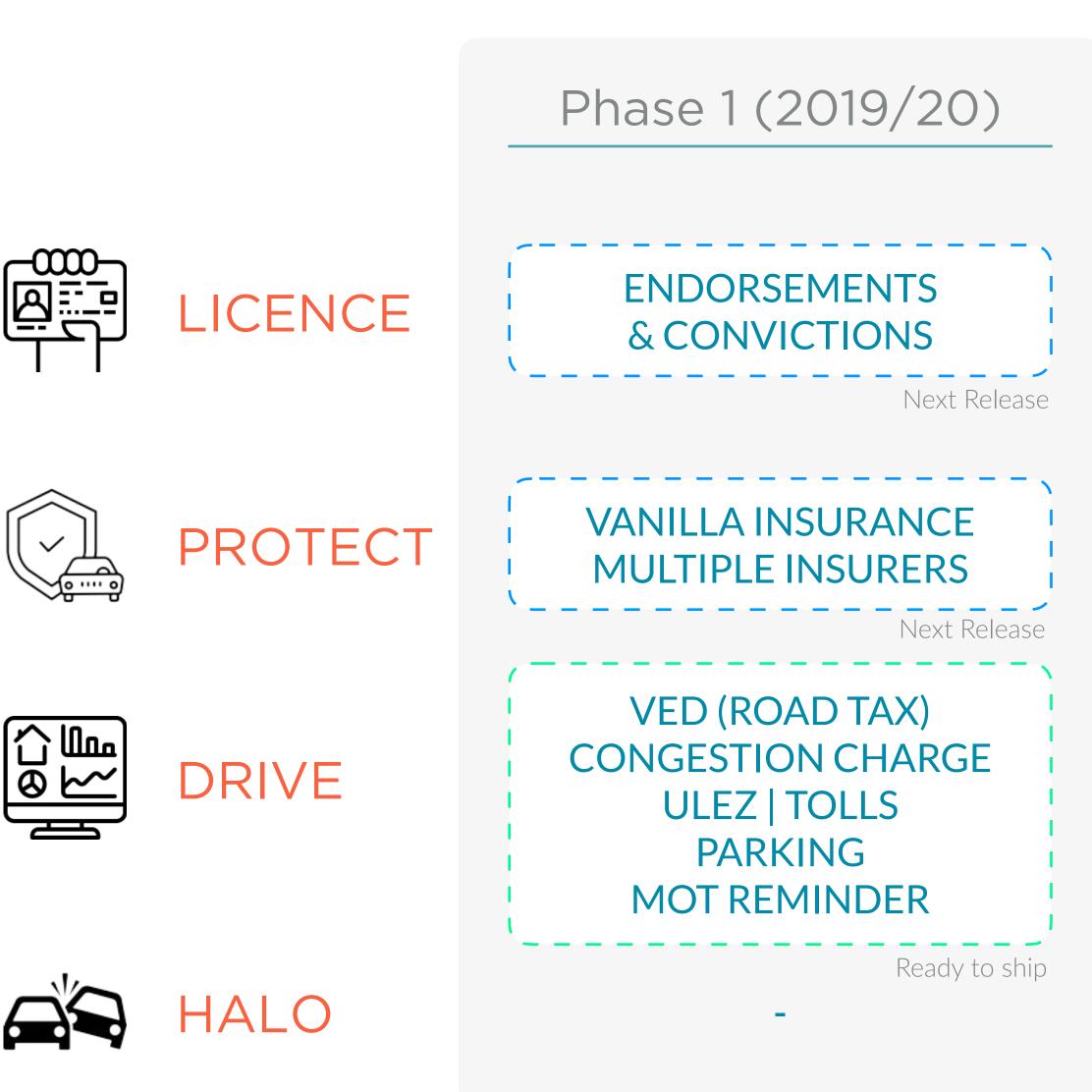


# PRODUCT





# PRODUCT TIMELINE



Phase 2 (2020)

Phase 3 (2021)

**BEHAVIOURAL NUDGES** 

DRIVER / PASSENGER AUTHENTIFICATION

MTA | ADD-ON SUB-NET PRICING

MODEL IV INSURANCE CV2X / DSRC INTEGRATION

MOT & SERVICING

CLAIMS SUBMISSION PROCESS CLAIMS SETTLEMENT VEHICLE RECALL VEHICLE TRACKER AUTOMATED PAYMENTS

CRASH TELEMATICS VEHICLE DIAGNOSTICS



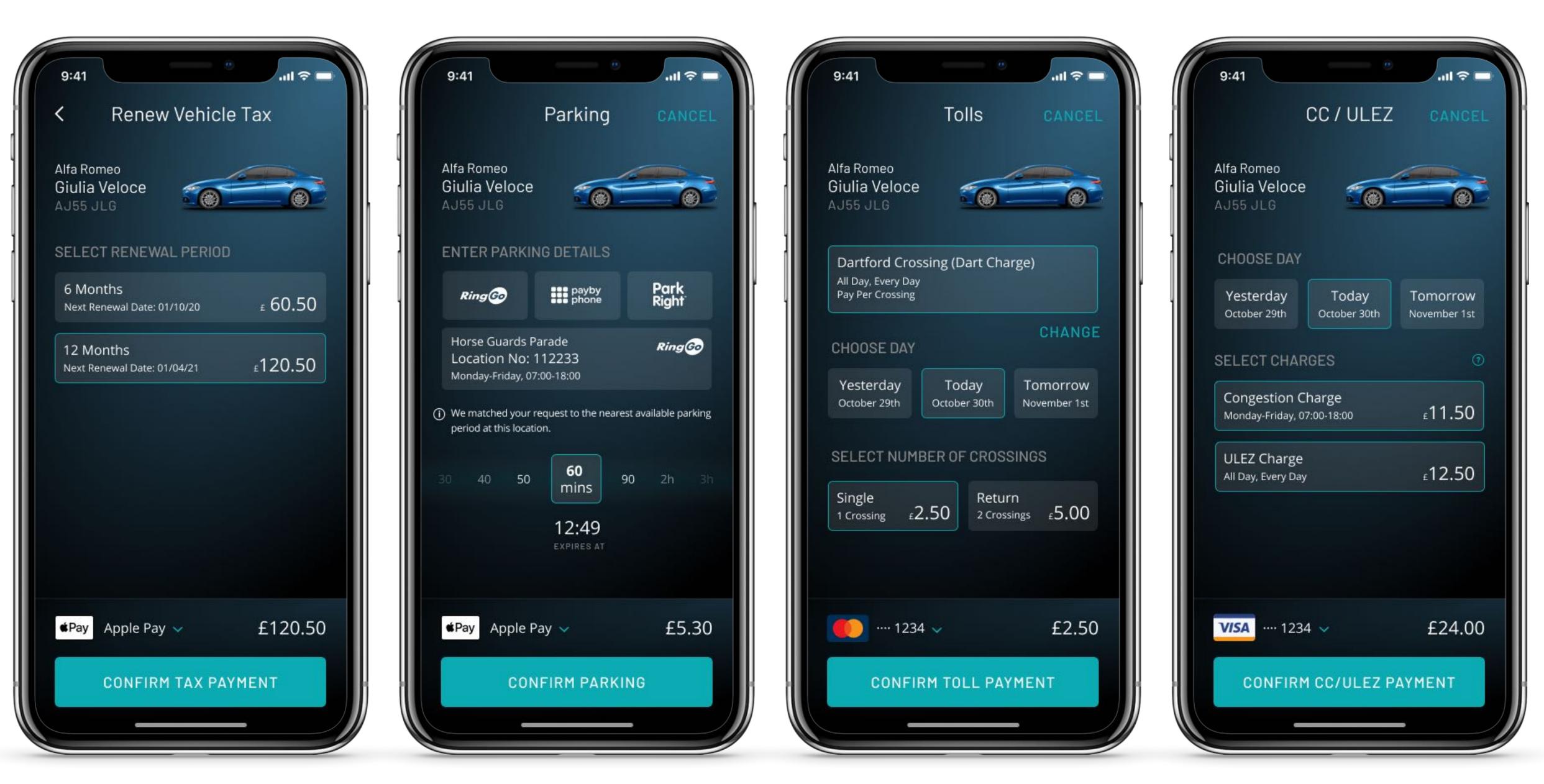
# WE HAVE DISTILLED THE PROPOSITION



### Caura is like Citymapper for your car. Partner, WSGR



# CAURA DRIVE - READY TO SHIP



# CAURA PROTECT - BEING RAPIDLY BUILT

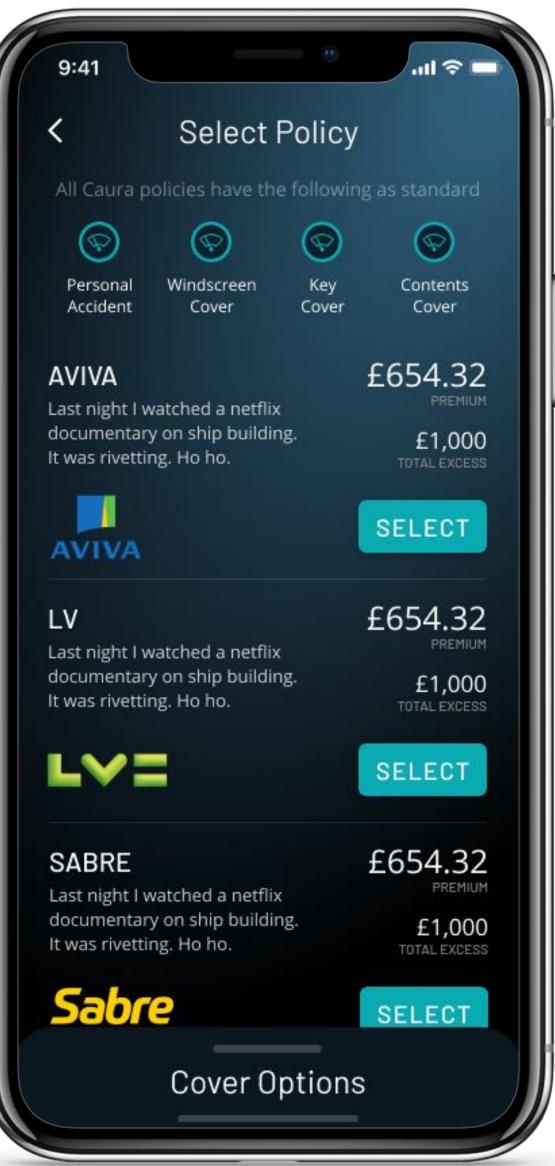
### REGULATORY



#### FINAL REVIEW 🗾

#### **TECHNICAL**

CONTRACT NEGOTIATED FROM £190K to £28K 👍

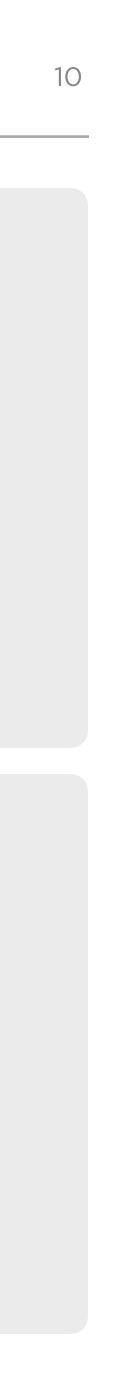




#### 52 QUESTION SET REDUCED TO ~13 🗸

#### INSURANCE



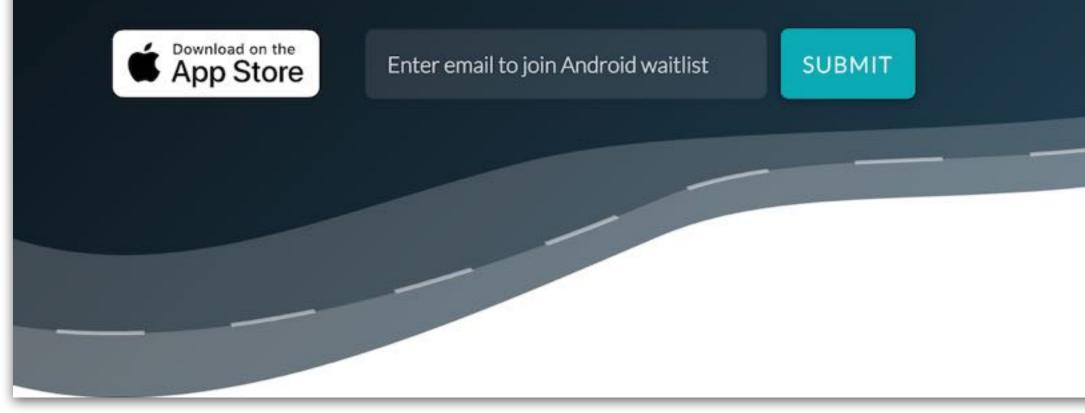


## **RE-VAMPED WEBSITE**

CAURA

# Take control of your car

Parking, congestion charging, tolls, road tax, insurance, MOT & servicing... finally in one place



\* COPY ON THE PAGE TO BE UPDATED BEFORE LAUNCH

#### Caura Drive Caura Protect About





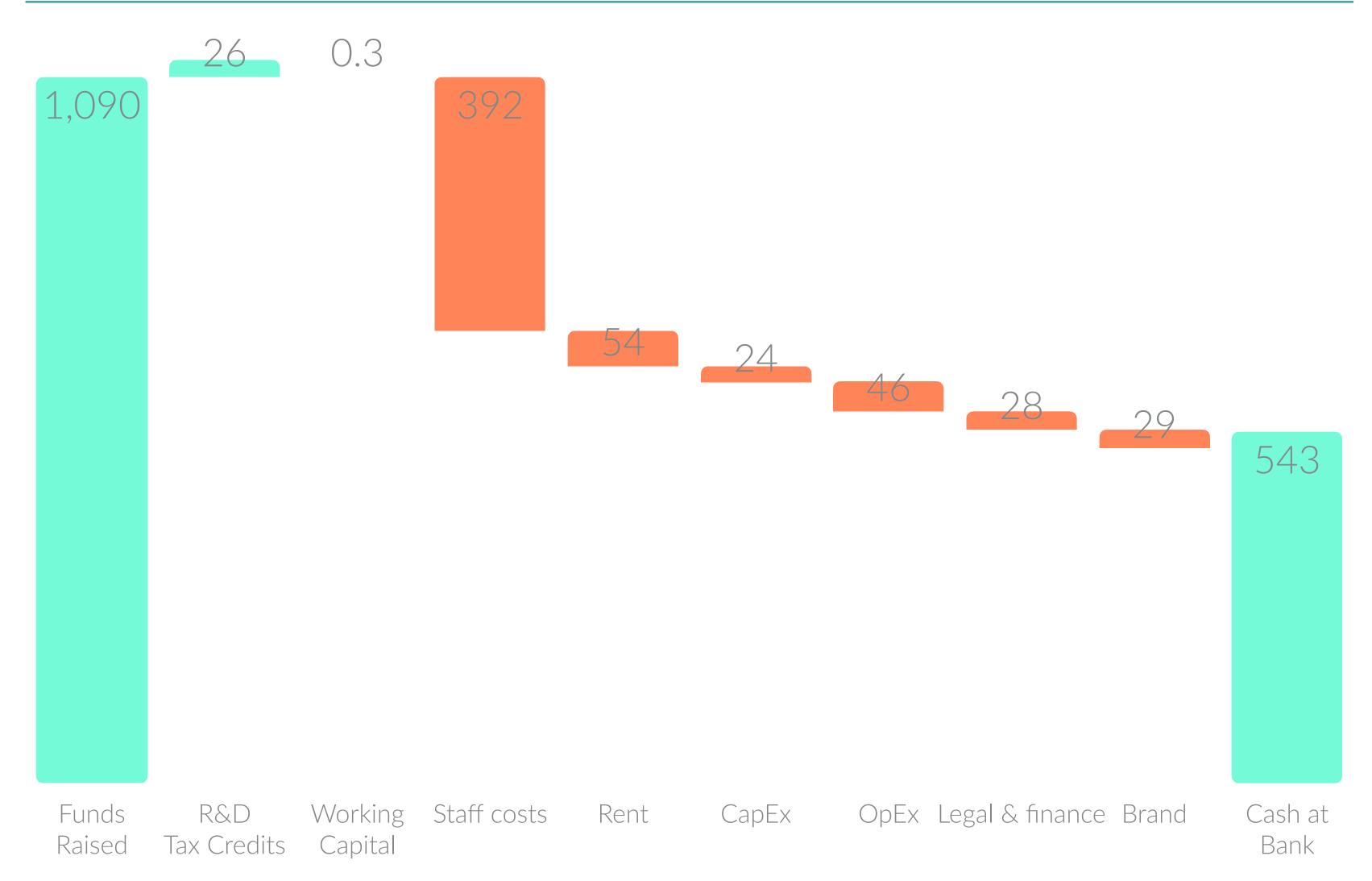
# FINANCIALS





## FINANCIAL OVERVIEW

#### Historic cashflow (£K) to 30-Ap-20



#### **RUNWAY UNTIL JAN-21**

- Team has taken 25% pay deferral until next funding close
- 1 Team Member on Furlough Apr-20 and May-20
- Cancelled all contractors who were supporting longer-term vision to focus on MVP
- No salary payments made to Sai Lakshmi
- 20% haircut on rent

13

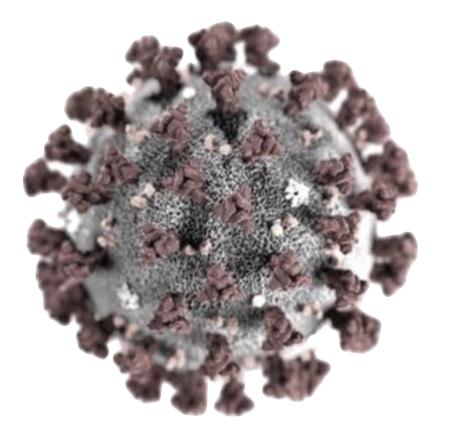
# INVESTOR ASKS





# WE NEED YOUR HELP TO ACQUIRE 10,000 USERS

#### **COVID** delayed launch



We need to extend runway to prove product-market fit (PMF) and raise a large Seed round

#### We need your help...



Caura

#### ...to prove PMF



• We need you to **invite** your network to download

Help us get **10K downloads** with CAC\* of £0

## HOW CAN YOU HELP?

#### **Email Invites**

- We will give you a template email to send to your contacts
- Please email this invite to as many people as you can
- If you would like Caura to do this for you we can send instructions to download your email contacts



#### **Social Media Posts**

- We will continue to share social media posts
- Please like, share and repost as many of these as possible
- We will shortly be introducing Instagram as a key acquisition channel for you to engage with Caura on





