



CAURA

INVESTOR UPDATE

MAY-20

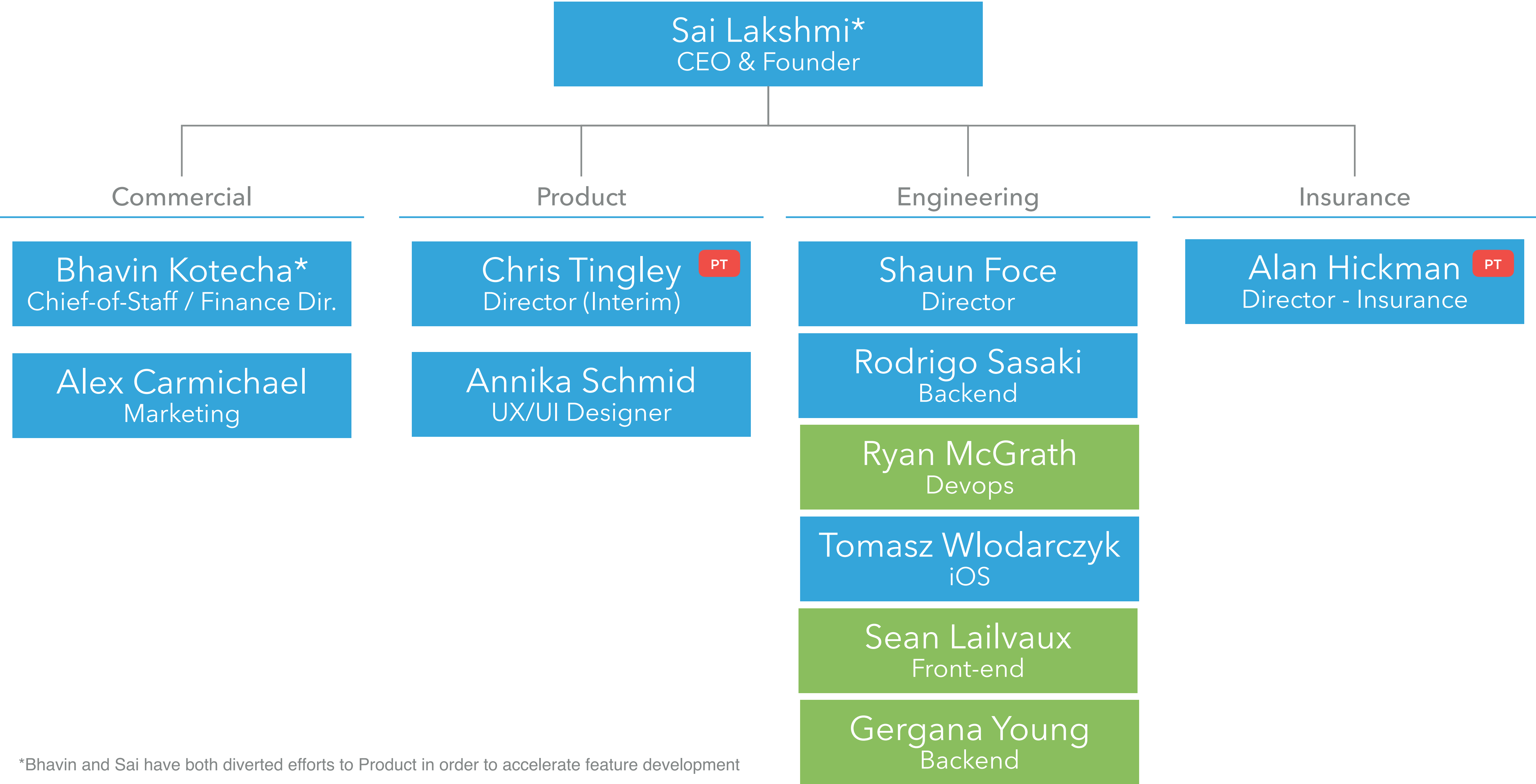
Strictly confidential | sa@caura.com | +44 7974 738 268 | www.caura.com

- ▶ Team
- ▶ Product
- ▶ Financials
- ▶ Investor asks



TEAM

WE REMAIN PRODUCT/ENGINEERING FOCUSSED



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

NEW HIGH-CALIBRE ENGINEERS HAVE JOINED THE TEAM⁵



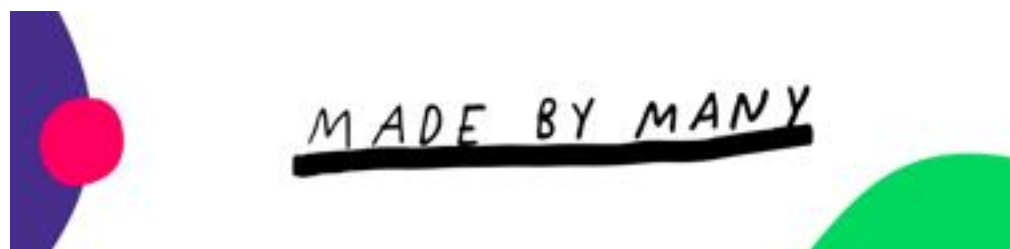
▶ Joined Jan-20 as a Lead Back-end Engineer from Echo



▶ Joined Feb-20 as a Lead Front-end Engineer from Echo



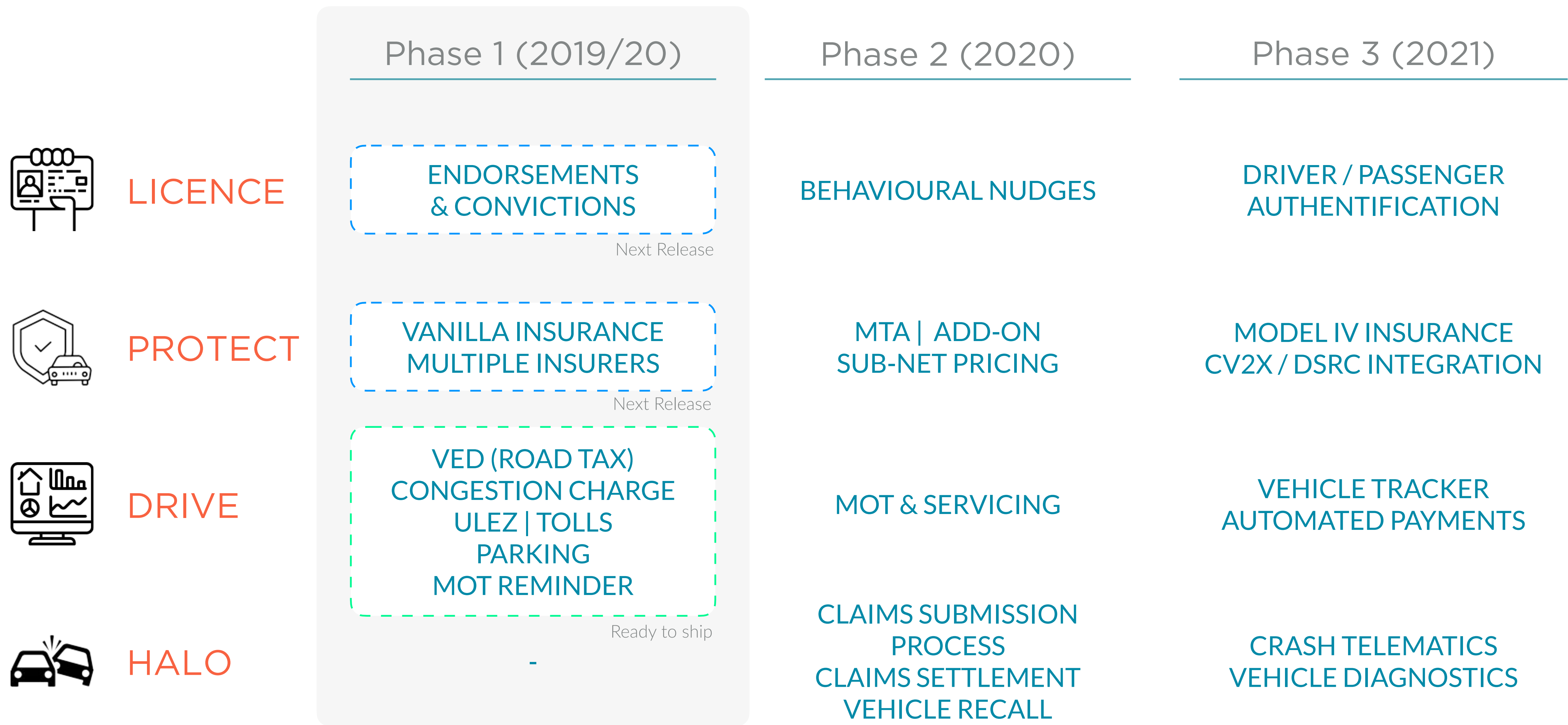
▶ Joined Apr-20 as a Senior Software Engineer. Based in South Africa





PRODUCT

PRODUCT TIMELINE



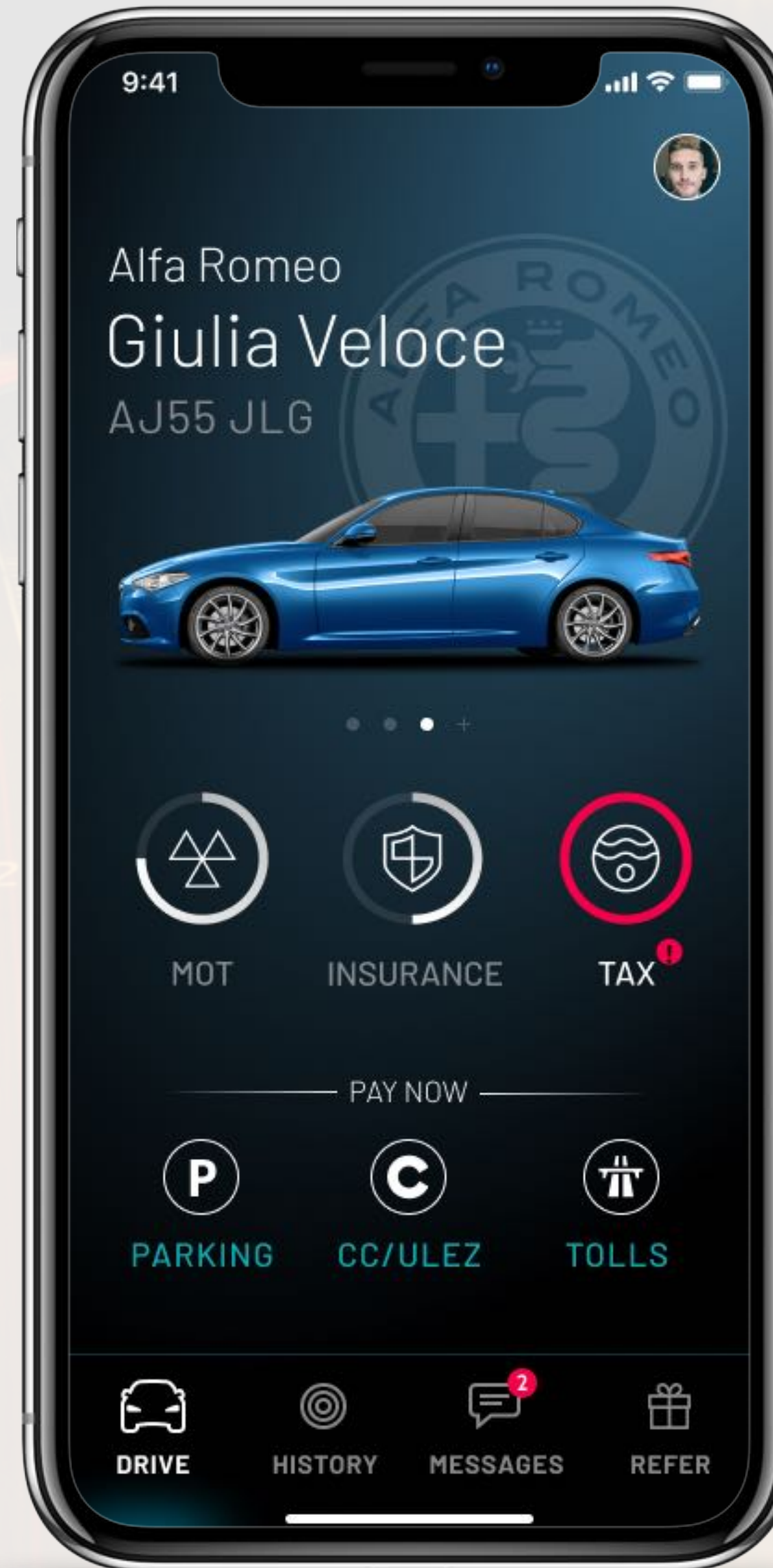
* 3X PATENTS PENDING FOR CAURA CUBE TECHNOLOGY

WE HAVE DISTILLED THE PROPOSITION

8

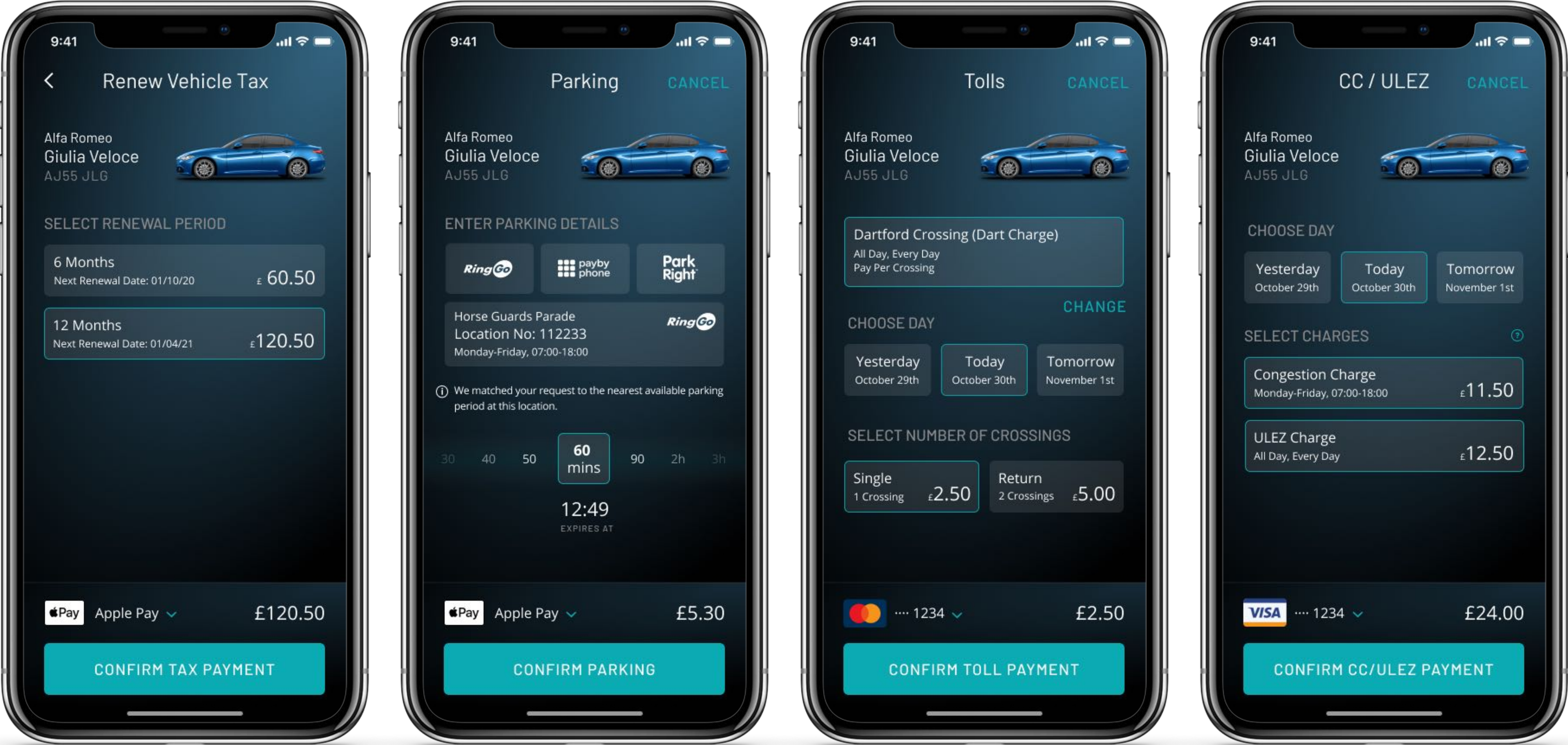
DRIVE

PROTECT



Caura is like
Citymapper for
your car.
Partner, WSGR

CAURA DRIVE - READY TO SHIP



CAURA PROTECT - BEING RAPIDLY BUILT

REGULATORY

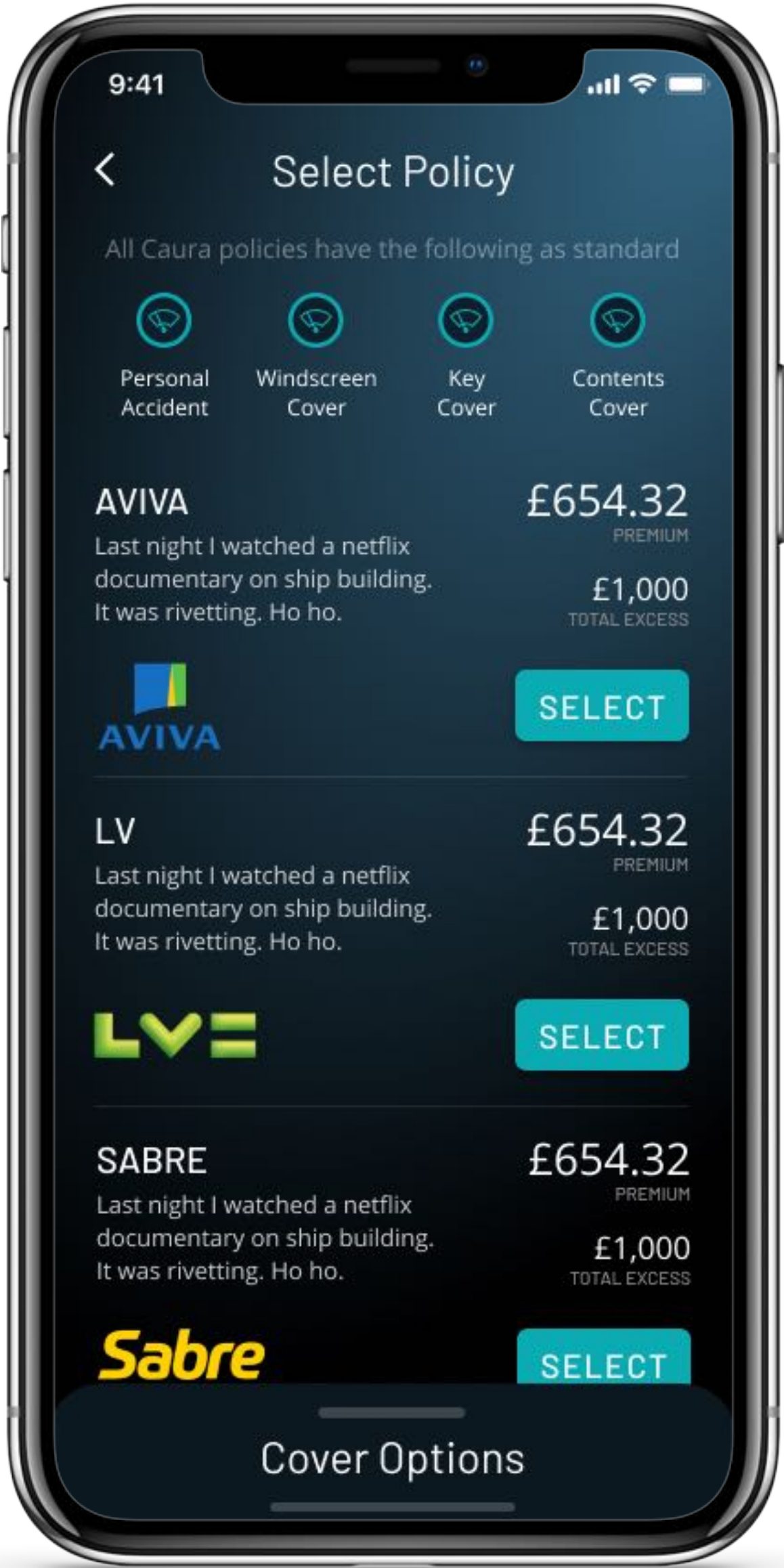


FINAL
REVIEW ⌚

TECHNICAL



CONTRACT NEGOTIATED
FROM £190K to £28K 👍



UX

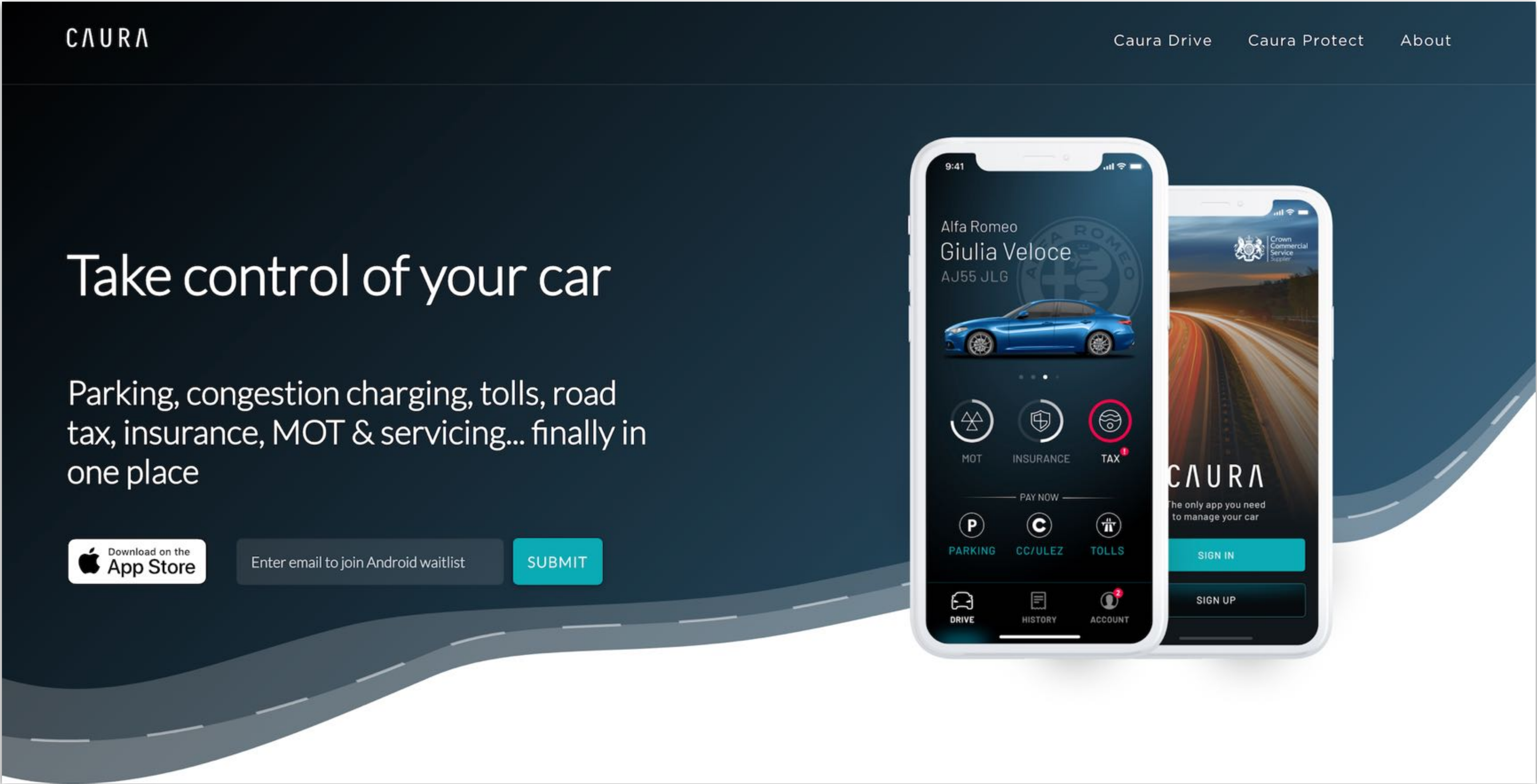


52 QUESTION SET
REDUCED TO ~13 ✓

INSURANCE



7 INSURANCE
PARTNERS ✓



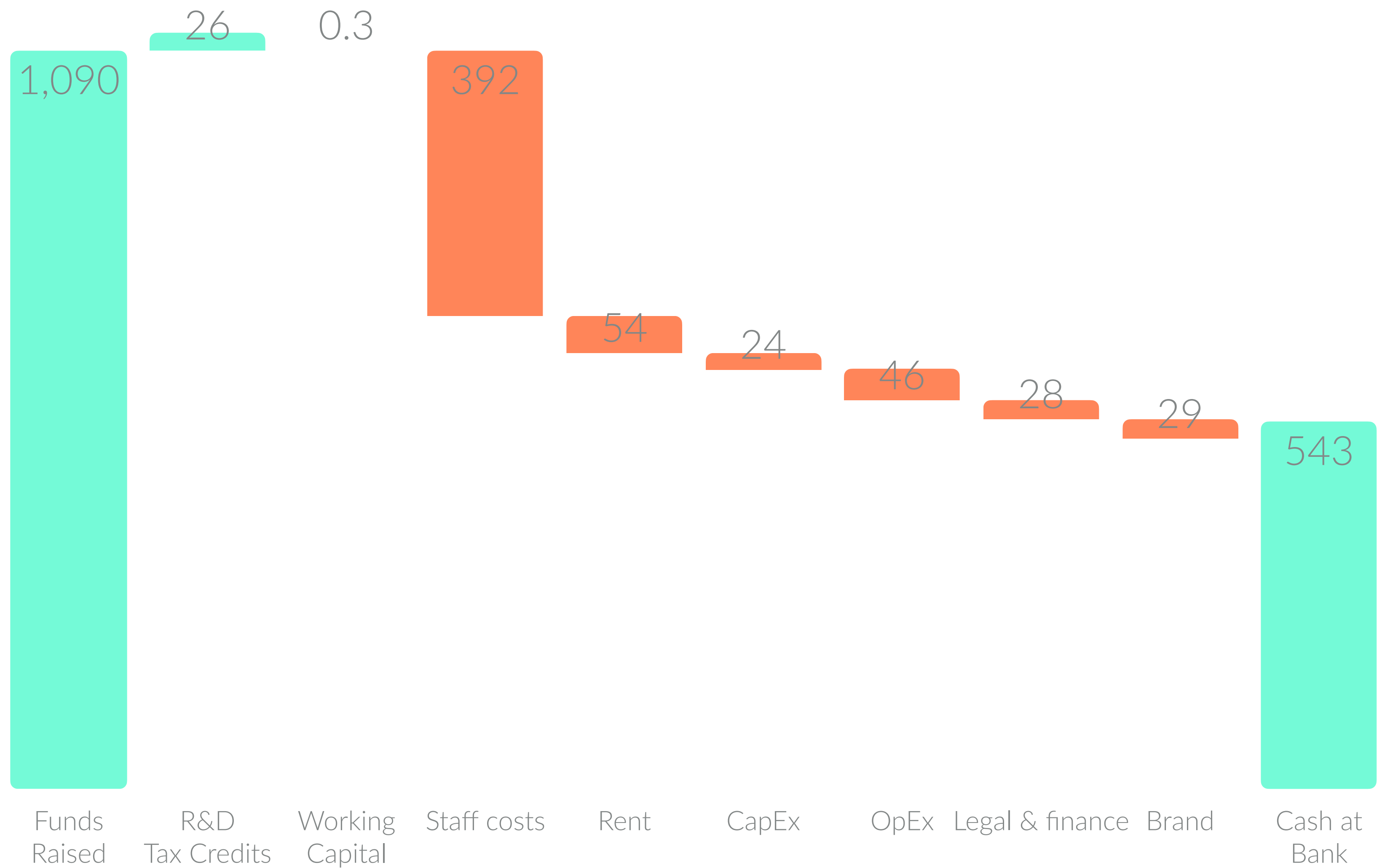
* COPY ON THE PAGE TO BE UPDATED BEFORE LAUNCH



FINANCIALS

FINANCIAL OVERVIEW

Historic cashflow (£K) to 30-Apr-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

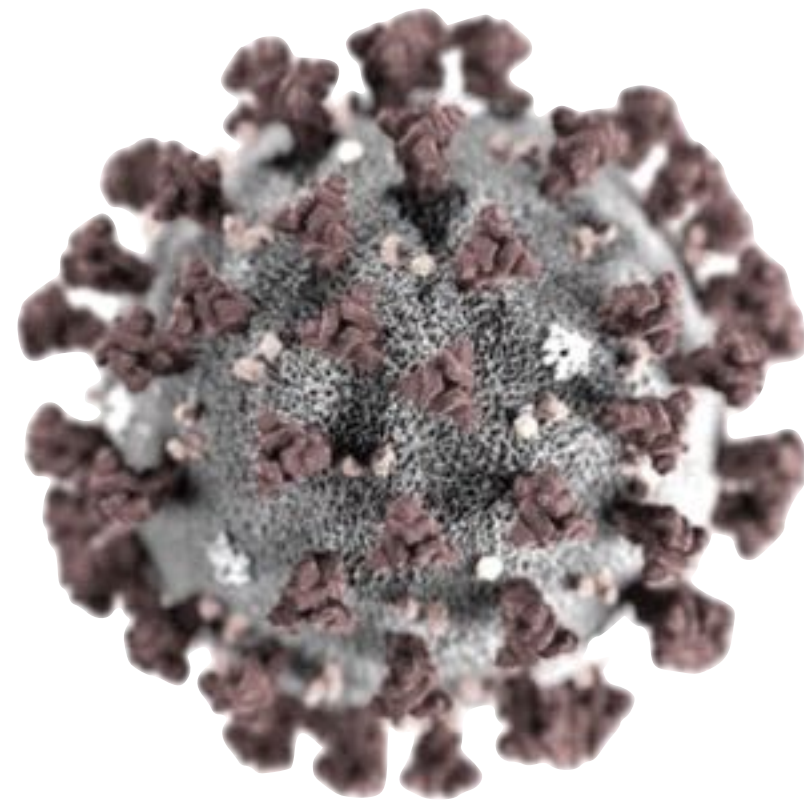


INVESTOR ASKS

WE NEED YOUR HELP TO ACQUIRE 10,000 USERS

15

COVID delayed launch



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

We need your help...



- ▶ We need you to **invite** your network to download Caura

...to prove PMF



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

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



