CAURA

INVESTOR UPDATE

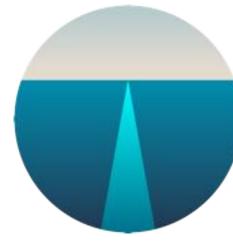


8268 I www.



Team
Product
Financials
Investor asks







WE REMAIN PRODUCT/ENGINEERING FOCUSSED

Commercial

Product

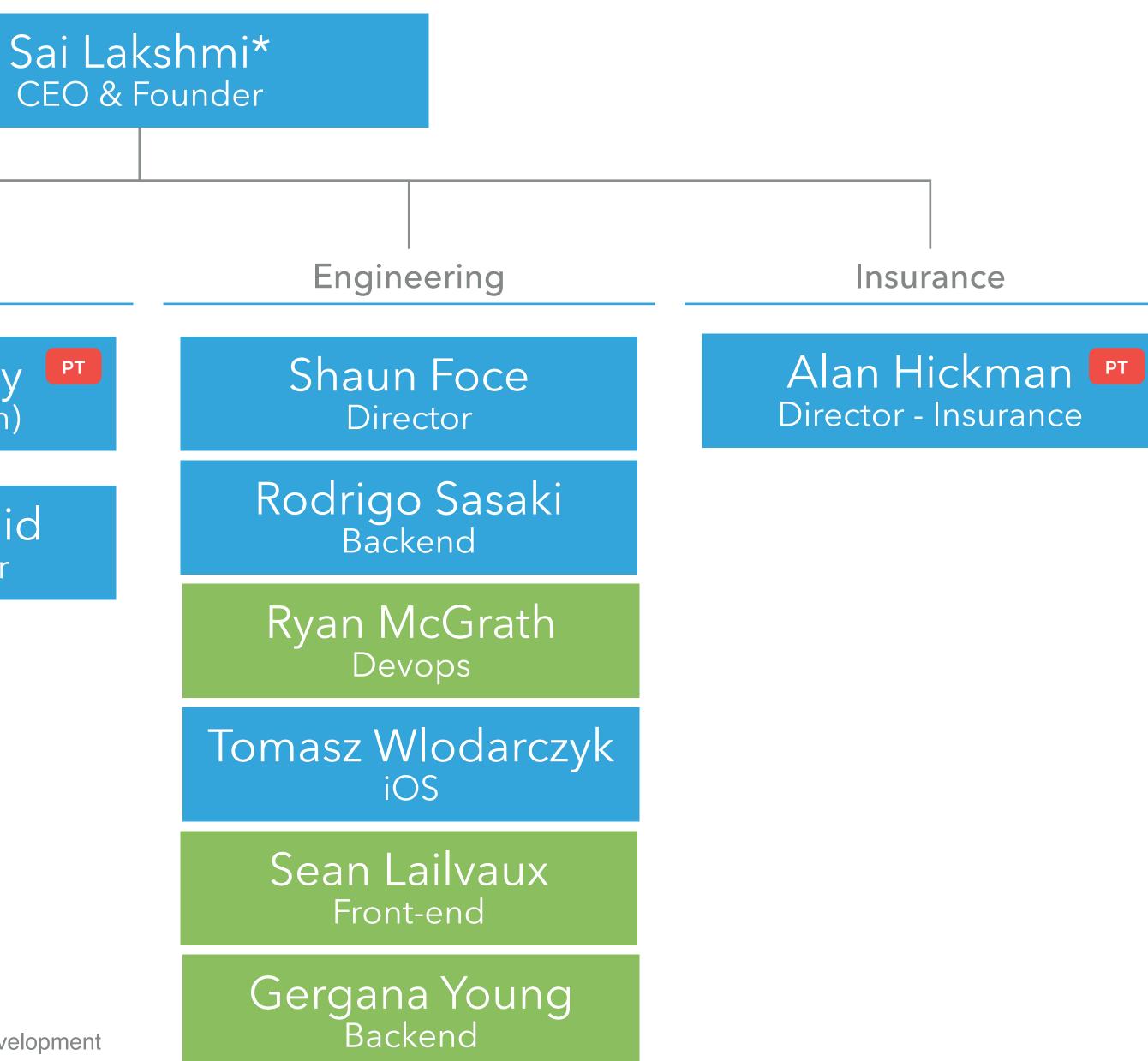
Bhavin Kotecha* Chief-of-Staff / Finance Dir.

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 TEAM⁵



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

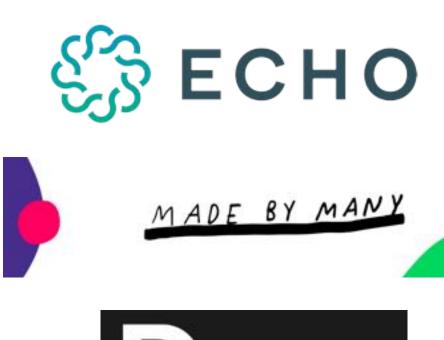


Engineer from Echo











Joined Feb-20 as a Lead Front-end

S ECHO

Microsoft



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







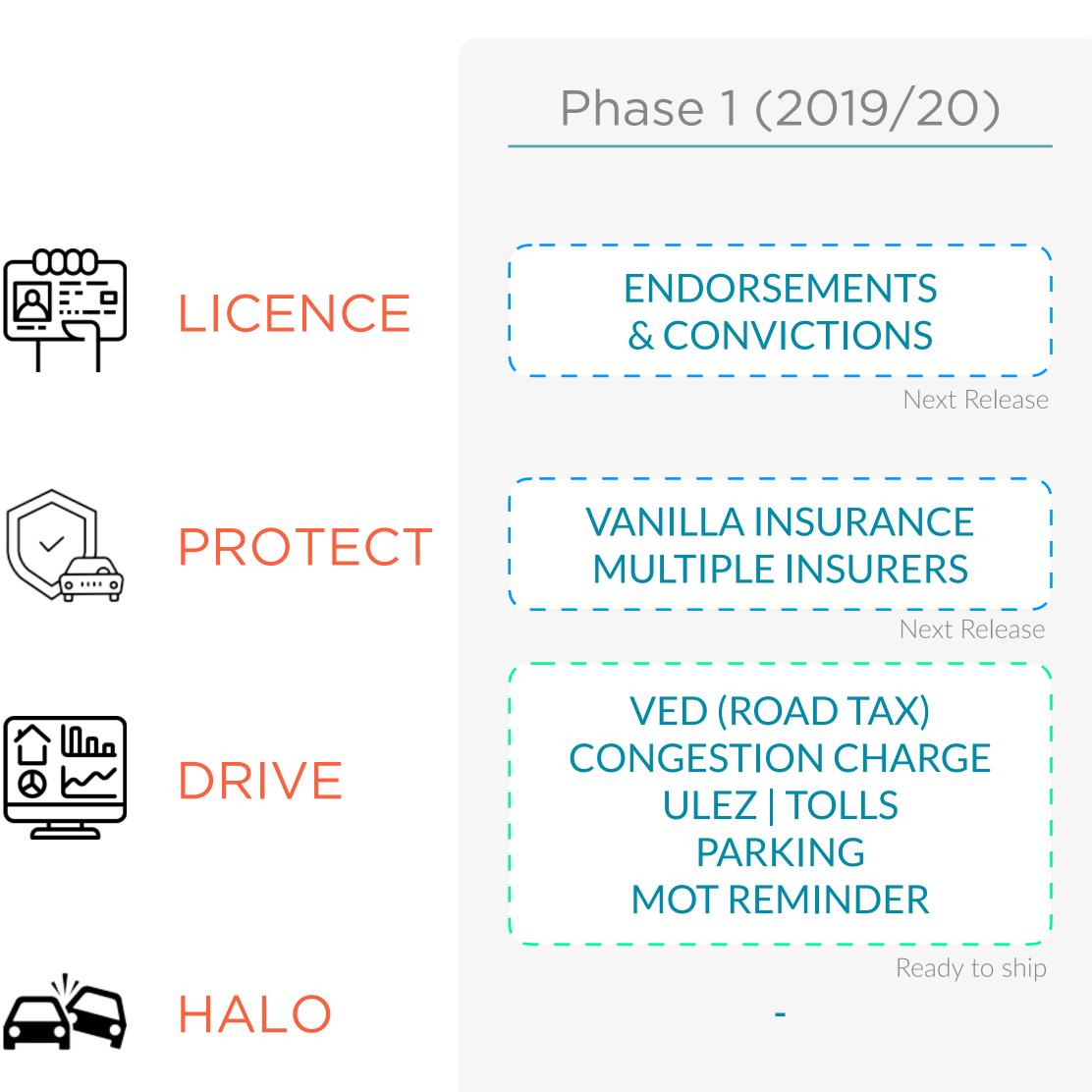


PRODUCT





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



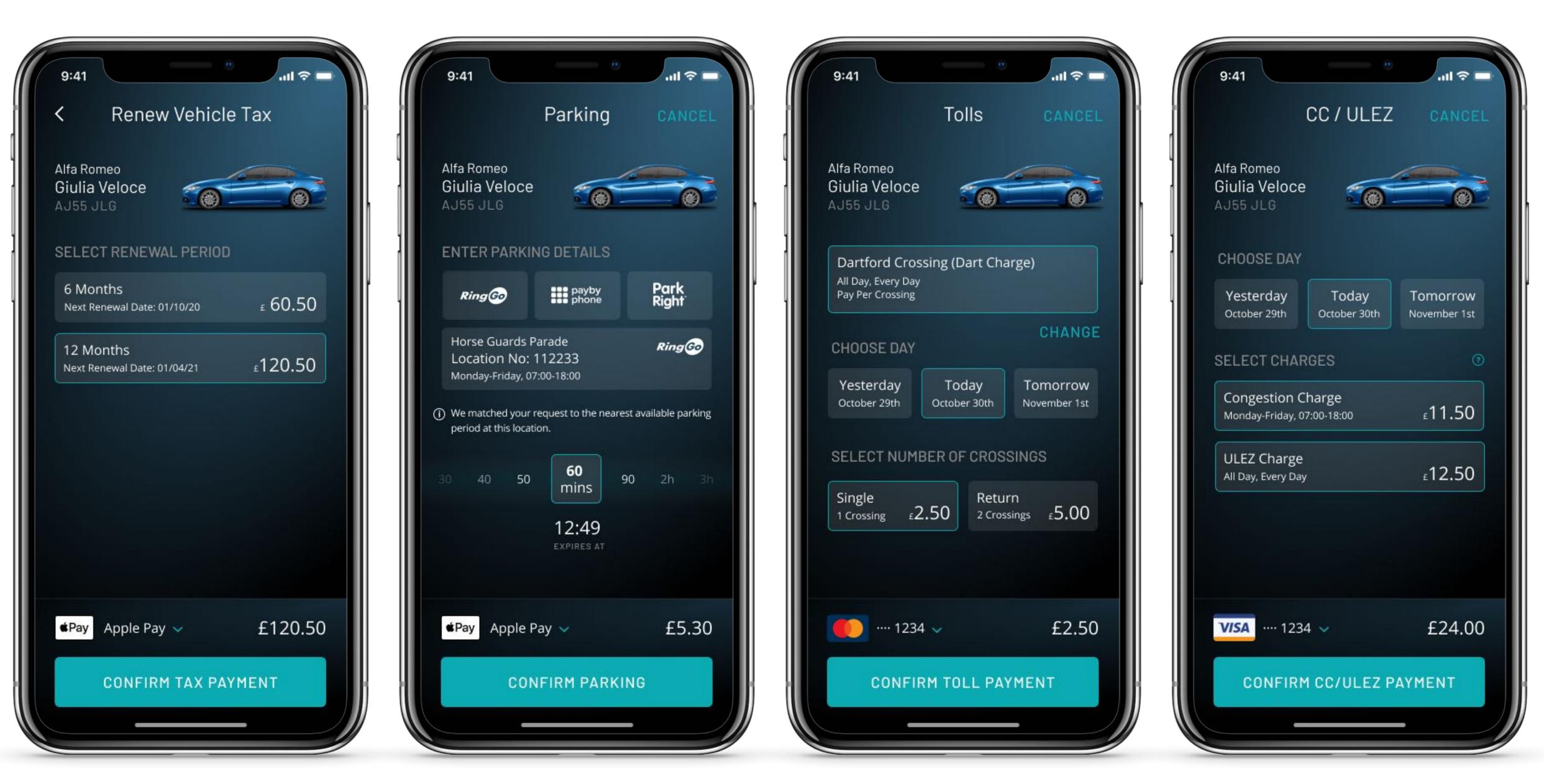
WE HAVE DISTILLED THE PROPOSITION



Caura is like Citymapper for your car. Partner, WSGR



CAURA DRIVE - READY TO SHIP



CAURA PROTECT - BEING RAPIDLY BUILT

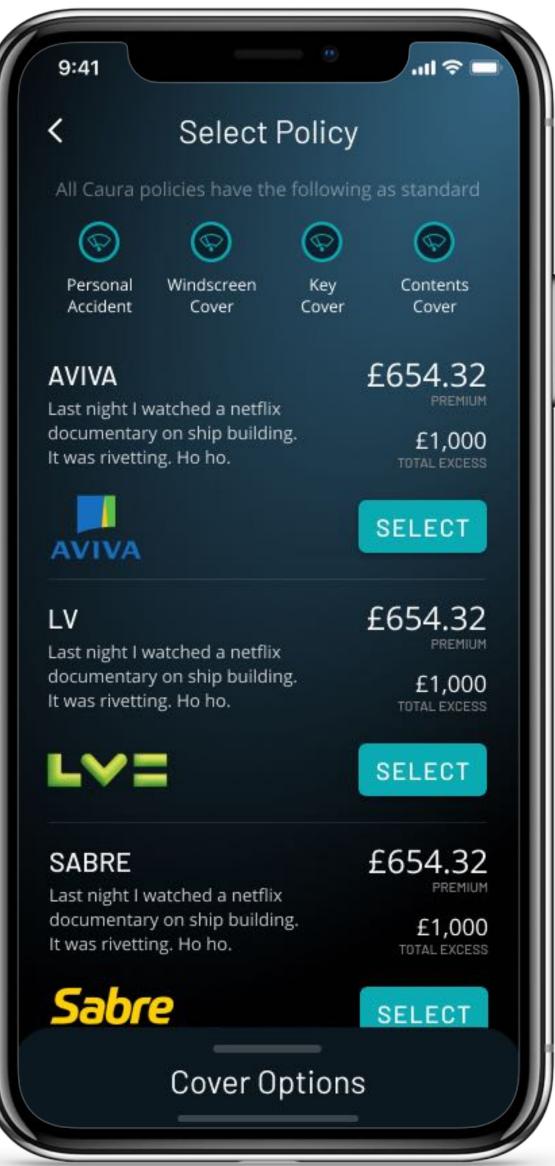
REGULATORY



FINAL REVIEW 🗾

TECHNICAL

CONTRACT NEGOTIATED FROM £190K to £28K 👍

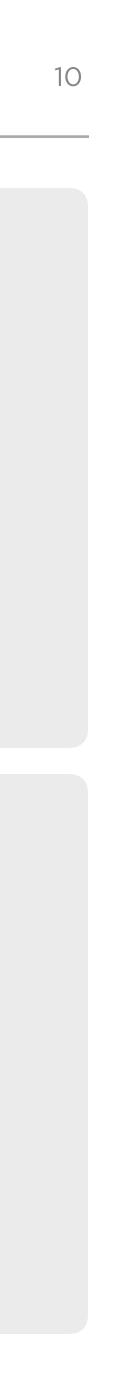




52 QUESTION SET REDUCED TO ~13 🗸

INSURANCE



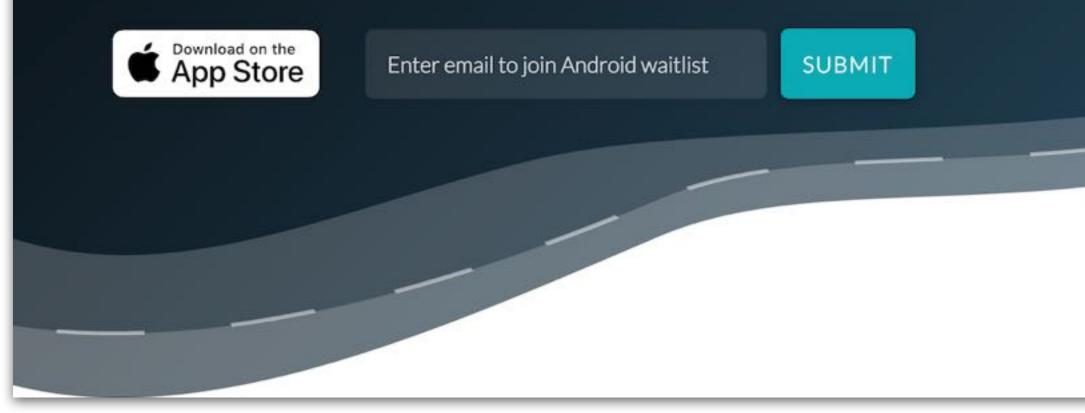


RE-VAMPED WEBSITE

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





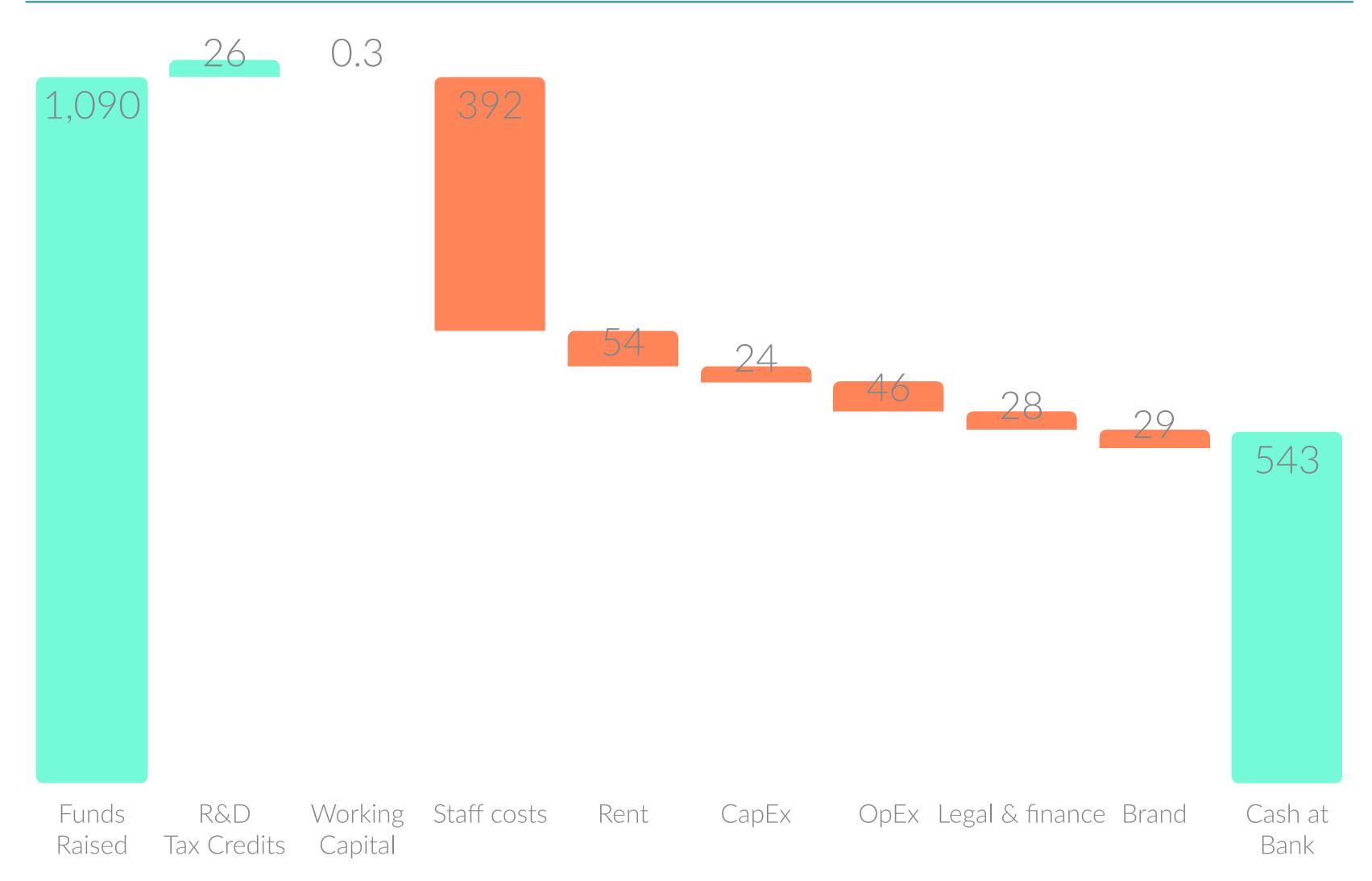
FINANCIALS





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

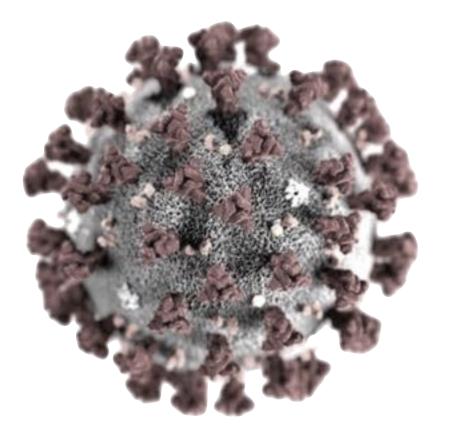
INVESTOR ASKS





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





