FOUNDER AND TEAM

TCR App Mobility was founded by **Arkadiusz M. Szczepanek** - physicist and mathematician, startup entrepreneur with 8 years of experience in C-level positions from 3 internationally-recognized companies. His expertise had been obtained in 17 countries on 4 continents, during over 8 years of both scientific and business activities. He has: [1] raised hundreds of thousands euros in grants/prizes, [2] organized 2-year-long research with pioneering findings about human perception/cognition and [3] showcased its outcomes at the largest global conferences.

WOJCIECH	ARKADIUSZ	DOMINIK
Computer Scientist, 8 years of experience in AI and ML	Physicist, Data Scientist, 8 years of experience in delivering innovation	Software Developer, 6 years of experience in mobile technologies

Our talented team can easily confirm its extraordinary potential. Together we have: developed 3 pioneering technological enterprises, delivered them to the epicenters of worldwide innovation and built international recognition. We have spent with each other more than 11 years, introducing our innovative solutions to scientists, executives and entrepreneurs in 12 countries. We have launched other trailblazing mobile application at famous MWC Barcelona and brought it to prominent investors at GITEX Dubai.

B2C BUSINESS MODEL

In B2C model, we are delivering our solution to individual drivers. Initially our application is free-of-charge, and at a later stage, pay-per-use fees are implemented in accordance with the intensity of its usage - the overall fare will therefore be dependent on time, frequency and circumstances of interaction with our product.

Protection from over 5 million injuries/year

The most effective health insurance

Reduction of expenses for car maintenance

Impact on lower income classes

The cost of 8 hours of driving per week with our system (worldwide average) **will not exceed €29 annually.** We intend to reduce this charge even further (up to 8 times) in regions with lower GDP levels. Hardware version of TCR App is offered **for the fixed basic price of €99,** with additional generous discounts for unprivileged user communities.

B2B/B2G BUSINESS MODEL

In B2B/B2G model, we are establishing partnerships within the mobility industry: including transport companies (people and commodities), taxi corporations, car manufactures and institutions employing multiple drivers - providing all of them with an opportunity to increase safety of their clients and staff members. We are delivering our solution to insurance agencies and healthcare providers, enabling them to attract entirely new customer segments by introducing broader or more affordable pricing policies. We offer our technology to the public sector (state-funded healthcare, safety-related institutions, mass transit operators), aiming to narrow their contribution to annual financial losses attributed to traffic accidents. In return, we collect licensing fees in compliance with individual agreements, charging annually €100 per final user (actual driver within a company). Our total SOM (B2C/B/G) is equal to €8 billion.

Minimizing health impact of accidents
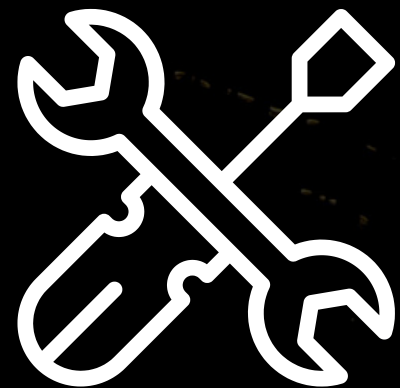
Diminishing maintenance costs
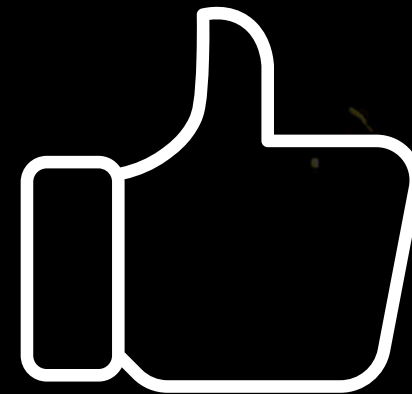
Improving reputation among clients

Providing savings on insurance policies

COMPETITORS

The vast majority of the population is not protected in any established manner against tiredness, inattention and health issues while driving. Therefore, they have to rely on their personal intuition - our main competitor. This observation is especially accurate regarding people from lower income classes and underserved communities (over 85% of dangerous accidents occur among them), who usually cannot afford to acquire modern vehicles (still not equipped with any effective protection against **abrupt attention falls**).

Worldwide statistics from WHO clearly indicate that described problems are invariably prevalent. Hence, basic tools launched by automotive companies like Volvo (Driver Alert Control), Volkswagen (Driver Alert System) or Opel (Drowsiness Alert) **are insufficient to be preventive.** And even more importantly - **are available only to the most affluent customers.**

The key differences between our company and its potential competitors result from the facts that: [1] our technology is based on 2-year-long scientific research with pioneering findings about human perception; [2] takes into account segments of data not available to any other entity (including those registered outside of the vehicle); and [3] administers the AI-driven approach to tackling exactly abrupt attention falls (methodologically distinct occurrences) in thoroughly personalized way. **We are doing it for everyone, not just the richest.**

STRATEGY

We have a scalable, sustainable and trustworthy market expansion policy - particularly in light of the facts that TCR App Mobility has already secured:

Business partners in 11 countries

Successful international projects

Constant access to EU Funds

Research-proven effectiveness

Our venture is thrivingly building its user base in Central Europe (2023/2024). Currently we are preparing to confirm the efficiency of a newly-deployed hardware version of our solution: on African roads in cooperation with local transport companies (2024). It is a first phase of TCR App's mission to reduce inequalities in access to state-of-the-art accident prevention systems in particular - and to modern healthcare in general. Afterwards, we aim to deliver our products/services to B2B user communities in India (2024/2025) and Brazil (2025/2026), consequently entering the most promising markets in terms of early adopters. The third step includes expansion to East Asia (2025), as well as undergirding our business position in EU/US.

TCR *App*

OFFERS

PREDICTION INSTEAD OF DETECTION

SAFETY FOR MILLIONS OF PEOPLE

BILLIONS OF EUROS IN **SAVINGS**

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