



Vivify Trucks, Inc.

Democratizing Wellbeing
Pitch Deck | June 22, 2021

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Mission statement:

Vivify Trucks Inc. is aiming to develop hardware/software to retro-fit large semi trucks in the future with Level III (eyes-off) self-driving technology to alleviate driver fatigue and reduce accidents involving large trucks. With our kit, truck operators will be able to operate their large haul trucks from a sense of wellbeing. We are the first company to focus in the south of Canada and in the north of U.S.A.



The problem

Uptime & Driver Retention

Why is driver turnover in trucking so high?, FreightWaves Staff, Freight Waves, Online 2017 Freightwaves.com

Safety

The Human Element in Shipping, Michael L. Barnett and Claire H. Pekcan, Southampton Solent University, Southampton, UK); Encyclopedia of Maritime and Offshore Engineering, online © 2017 John Wiley & Sons, Ltd.



The Product

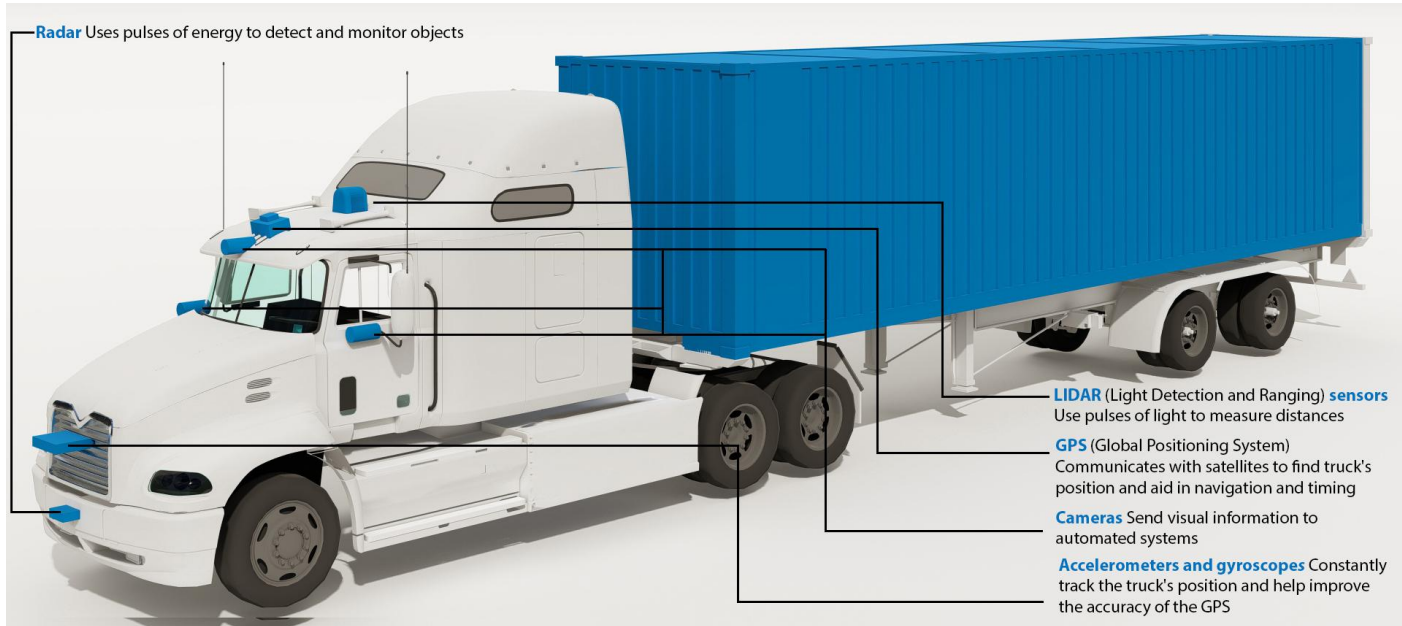




More information about the product

- 1) Reduce fuel/energy consumptions (between 30% to 35%)
- 2.a) Reduce crash accidents (by up to 90%)
- 2.b) Cope with WINDS, ROADS CRACKS, SNOW & ICE
- 3) Reduce insurance costs (by up to 90%)
- 4) Reduce truck repair and maintenance costs (Brakes, Tires, Suspensions) (by up to 40%)
- 5) Be more environmental friendly
- 6.a) Reduce journey times as trucks would not need to stop (by up to 8 hours per day) (less traffic congestion too)
- 6.b) Give happiness and social interaction and it has been shown to directly impact longevity
- 6.c) Converts the monotony and stress of travel into productive time

Product Concept





The technology: Level III & IIII Autonomy, Platooning, Logistics



Levels of Driving Automation (1.)

- Level 0 - No Automation
- Level 1 - Hands on, Human Driver Monitors Environment
- Level 2 - Hands off, Human Driver Monitors Environment
- Level 3 - Eyes off, Automated System Monitors Environment
- Level 4 - Mind off, Automated System Monitors Environment
- Level 5 - Steering Wheel Optional, Automated System Monitors Environment

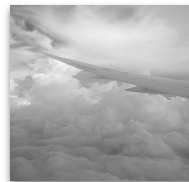
(1.) "Automated Driving – Levels of Driving Automation are Defined in New SAE International Standard J3016" (PDF). *SAE International*. 2014. Archived (PDF) from the original on 1 July 2018.

The solution

Exchange the trucker jacket for a sports jacket perhaps...



Truck Drivers operate vehicles only at heavy traffic, construction, and urban roads. Otherwise, the truck drives itself using level III (eyes off) technology in a safe and reliable manner.



Ultimately, the point is for the truck operator to operate their large haul trucks from a sense of well being resulting in improved driver retention and safety.



While on the highway, truck drivers have more time to connect with their loved ones reducing the sense of isolation while being on the road for weeks at a time. Video chat while on the highway will be safe. Driver retention goes up resulting in bottom line going up.

Stepping back...

Democratize wellbeing - not just for the super-wealthy and privileged.

Promote wellbeing as an operating principle.

Give dignity and lift up essential members of society as illustrated by the Covid-19 Pandemic of 2020.



Core Features

Feature 1

Several safe maneuvers
calculated at any given
instant

Feature 2

15 sec of safe path
(except when platooning)

Feature 3

Conversational AI

Feature 4

Platooning Capability



Business Model

- Hardware + Service
- Hardware as a Service

Reservation:
\$199

~\$199/mo.
recurring +
~\$999 due
@ Signing

Leased Kit + Monthly Subscription

Reservation:
999\$

~\$9999 +
\$99/mo.
recurring

Purchased Kit + Monthly Subscription



Traction



1. Source:
<https://www.businesswire.com/news/home/20191002005390/en/Life-Cycle-and-TCO-Analysis-of-Class-8-Trucks-in-North-America-2018-2032-TCO-Over-a-15-year-Diesel-Truck-Life-Cycle-is-Estimated-to-be-2.28-Million---ResearchAndMarkets.com>

2. Source:
<https://www.freightwaves.com/news/driver-issues/how-to-retain-truck-drivers>

\$7K²

Signing Bonus Offered to Drivers

**\$2.3¹
Million**

Total Cost of Ownership over a 15
year period

**\$8.8²
Billion**

Turnover Costs for Truckload
Industry

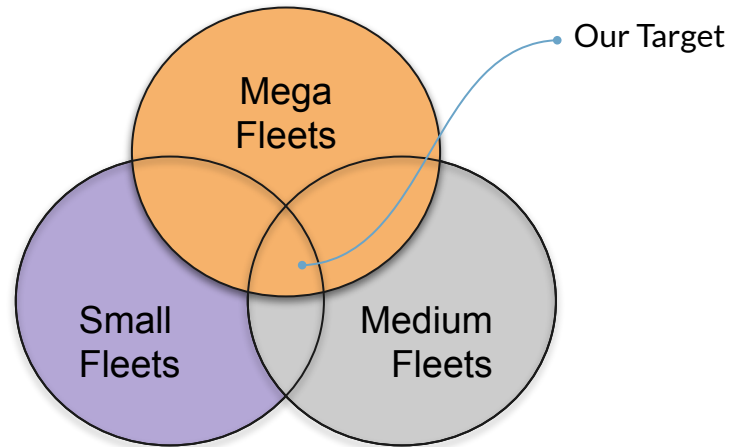
\$11.5K²

Cost of Turnover/Driver



Target Customers

- Small Fleet Operators < 20 Trucks
- Medium Fleet Operators ~ 200 Trucks
- Mega Fleet Operators > 5K Trucks





Go To Market Strategy

Establish a Trucking Company & Shops for installation

We plan to establish a small trucking company to immediately generate revenue. Within the first few years after release of our product, we will establish (in stages) our shops at a few major trucking hubs in United States & in Canada where our kits will be installed.

Partnerships

Nvidia | Pilot (Bookkeeping, CFO services) | Non-Fiction (Industrial Design)

Note: Pilot and Non-Fiction partnerships are likely

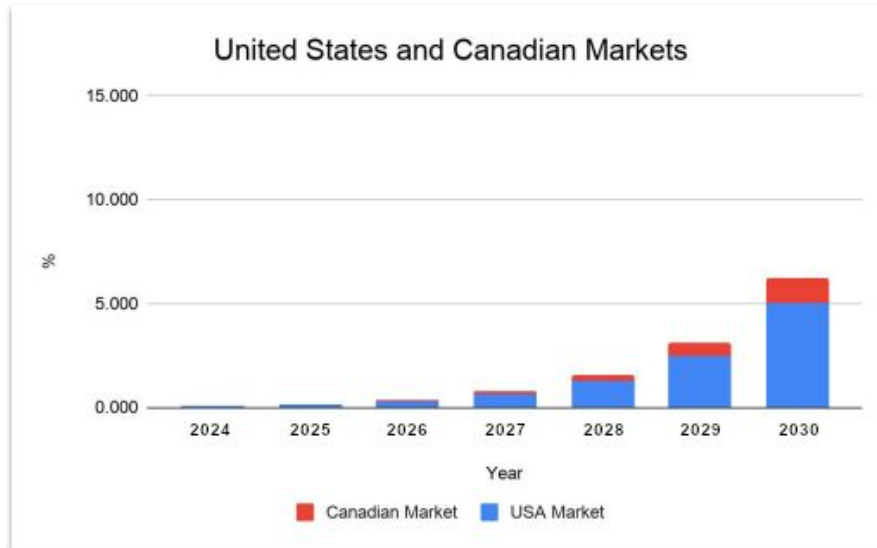
AIoT Canada, Propulsion Québec, Écotech Québec

We welcome other suitable partnerships as well.

Digital Marketing

With the help of Nvidia and other partnerships we aim to let our prospective customers know of our offering, how it can improve their bottom line, and allow truck operators to operate their trucks from a sense of wellbeing. We aim to have close relationships with our customers - prior to year 2 of development, we aim to have reserved units.

Market Capture



Our initial goal is to capture 10% of the market in United States & Canada. In 2016 there were 3.63 million registered Class 8 trucks.

Within a few years, we can then expand in Canadian markets with the eventual aim of being a global company.

We are the first company to focus on the markets of the south of Canada and on the north of United States



Competitive Landscape

Autonomy Level	Vivify Trucks Inc.	Aurora Innovation	Tusimple	Embark Trucks
Level 0				
Level 1				
Level 2				
Level 3	X			
Level 4	X	X	X	X
Level 5				

Note: As of 12/9/2020, there are no other company aiming to retrofit trucks in the same way. While our main focus is to retrofit trucks, we will consider producing aftermarket kits for new trucks and working with an existing truck manufacturer on new designs with our kits fully integrated.



Unique Advantages



We aim to retrofit long
haul Class-8 trucks.



We aim to make safe
driving maneuvers as
our most important
features.



We will offer Level III
(eyes off) and LIII tech
which is more readily
available and gain the
respect of truck
operators all over the
world.



We are aiming to
promote and
democratize
wellbeing.



Partnerships & Programs

We are a proud member of the Nvidia Inception Program as well as the Nvidia Drive Developer Program @nvidiadrive.

We gain cutting-edge technology and access to experts through the @NvidiaAI Inception Program.



INCEPTION PROGRAM

Founding Team



Norvin B. Cuentas

Co-Founder, Engineer

Ex-Intel Startup Initiatives Team | Lean Six Sigma Professional

San Diego, CA, USA



Jonathan Després

Co-Founder, Sales/Marketing/Finances

Serial Entrepreneur | Futurist | MBA to be, HBS

Trois-Rivieres, Quebec, Canada



Our teams' skills at Vivify Trucks Inc. currently, that we know we utilize:

1) Data Science, Data Analysis, Data Visualization using Tableau, Big Data Management, Machine Learning, Deep Learning **2)** Python, R (Programming Language), C++ **3)** Tensorflow, YOLO **4)** Business Analysis **5)** Application building using Python in Tkinter **6)** Convolutional Neural Network, Region Based Convolutional Neural Networks, Natural Language Programming, Artificial Neural Network **7)** WebApp development: Django, Flask **8)** A system based on development boards (Arduino, Node MCU, Bluechip, Teensy, Raspberry Pi, BeagleBone, Edison...) **9)** Proteus, P-Spice, HFSS **10)** Bluetooth, WIFI, Zigbee, LoRa, Lidar etc. **11)** Programming firmware of Microcontroller & embedded C **12)** AWS **13)** Electronics Hardware Architecture **14)** PCB layout designing, providing GERBER 3D files using Altium, EAGLE, Kicad, EasyEDA... **15)** Autocad/ Autodesk 3ds Max/ Solid Works **16)** Relational Database Management Systems: MySQL, Oracle, MS SQL Server, PostgreSQL **17)** OpenCV, PyTorch **18)** ETL pipelines for storing data into cloud-based data warehouses **19)** STL, Keras, Caffe, Qt **20)** MATLAB, SQL **21)** AWK, sed, Unix Shell **22)** Linux, Windows **23)** StereoVision, SSD, NumPy **24)** pandas **25)** PyQt, TeamCity, Gerrit, Git **26)** Apache Archiva, JaCoCo, Perforce, Redmine, SonarQube **27)** UML, xWiki, OTRS **28)** Mikro C **29)** LUA **30)** Atmel Studio **31)** Keil **32)** ARM **33)** PIC **34)** AVR **35)** ESP **36)** GCC **37)** Creating Schematics **38)** PCB in Proteus **39)** Digital Marketing, Cold Calling, Sales, Calling Centers, Sales Training, Email Marketing, Social Networks Advertising, Search Ads, SEO, Video Ads.

We can give you more information on our team (The Vivify Trucks Family) if you are interested.

Milestones

January 2022

Move-into office (contingent upon Covid),
Assemble core leadership/technical team,
Establish a trucking company

June 2023

Continue to Develop
Prototype, Continue to
engage potential customers

October 2023

Refine product, Strategic
actions towards product
release Q4 2023 or
perhaps Q1 2024

March 2022

Purchase trucks, Begin prototype
assembly/development, Product
development w/ partners

July 2023

Conduct initial tests within
closed course to verify and
validate basic feature sets



Financial Projections

	2024	2025	2026	2027	2028
SG&A	\$1,187	\$3,066	\$49,445	\$57,287	\$114,572
COGs	\$0	\$0	\$128,556	\$148,947	\$297,887
CAPEX	\$246	\$289	\$3,956	\$4,583	\$9,166
Revenue	\$0	\$0	\$197,778	\$229,149	\$458,288
Gross Profit	\$0	\$0	\$69,222	\$80,202	\$160,401
Net Profit (before taxes)	\$0	\$0	\$15,822	\$18,332	\$36,663
Cash Flow	-\$1,433	-\$3,355	\$15,822	\$18,332	\$36,663

Note: Values in 1000



Project Costs

Normal Project Costs

Small Project Costs

Why now?

Proven technology | Maturing supply chain | Incessant Driver Turnover | Prevailing Safety Concerns | Relatively large talent pool to develop tech | Long list of partners from business & tech perspective | Open market with large potential for profit





Funding Request

For seed capital we want 1 000 000\$USD.

Contact [Jonathan Després](#) if you are interested to book an online meeting for that.



We can have customers with

Coyote Go, Carrier 360, Carrier Dashboard, Amazon Relay, Uber Freight, Trucker Path, Available Loads, Carrier, another Available Loads, Next Load, Loadsmart, Doft, Dat Load, 123 Loadboard, Truck Stop, Loadlink.

Potential customers of Vivify Trucks

Rexall, Aerie, ALDO, American Eagle, Bass Pro Shops, Bath & Body Works, Bed Bath & Beyond, The Beer Store, Bikini Village, Cabela's, Club Piscine Super Fitness, Les thés DAVIDsTEA, DeSerres, DoorDash, Foot Locker, Golf Town, H&M, Home Hardware, La Senza, la Vie en Rose, Mastermind Toys, Nintendo, GAP, Old Navy, Banana Republic, PetSmart, PlayStation Store, Renaud-Bray, The Société des alcools du Québec, Second Cup, Sport Chek, Sporting Life, Starbucks, The Children's Place, Tim Hortons, Toys R Us / Babies R Us, Minimoc, A&W Canada, Air Canada, Amazon.ca, Avis Rental Car, Banana Republic, Bayshore, Best Buy, Best Western, Bier Markt, Boston Pizza, Budget Rental Car, buybuy BABY, La SHOPPING! Cadillac Fairview, Canadian Tire, Canyon Creek Restaurant, Centre Eaton de Montréal, Chapters, Cineplex Divertissement, Coles Books, CrossIron Mills, CWT Voyages, Dollarama, East Side Mario's, Hôtels Fairmont, Food Basic, Les Galeries de la Capitale, GAP Canada, Tigre Géant, Global Hotel, Grocery Gateway, Harry Rosen, Harvey's, Hillcrest Mall, Holt Renfrew, Home Depot, HomeSense, Hotels.com, La Baie d'Hudson, IKEA, Indigo, Inspired Dining, Instacart, Ivanhoé Cambridge, Jack Astor's Bar and Grill, Pharmacie Jean Coutu, JOEY Restaurants, Kelsey's, Kent, Kernels Popcorn, PFK, Kingsway Mall, Landmark Cinemas, Les Promenades Gatineau, Longo's, Lowe's, lululemon, MAC Cosmetics, L'Equipeur, Marshalls, McDonald's, Metro (Ontario), Metro (Québec), Metropolis at Metrotown, milestones, Montana's BBQ & Bar, Moxie's Grill & Bar, New York Fries, Nordstrom, Nordstrom Rack, Old Navy, Oliver & Bonacini Restaurants, Origine artisans hôteliers, OVO, Oxford, Petro-Canada, Pharmaprix, Pizza Hut, Pizza 73, Pizza Pizza, Porter Airlines, RBC, Red Lobster, REDS Wine Tavern, Le Quartier DIX30, The Rec Room, Réno-Dépôt, RONA, Roots, Saks Fifth Avenue, Saks OFF 5TH, Scaddabush Italian Kitchen & Bar, Scarborough Town Centre, Sephora, Shoppers Drug Mart, Simons, Southcentre Mall, La Source, Square One Shopping Centre, BUREAU EN GROS, SUBWAY, Super C, Swiss Chalet, Taco Bell, Thai Express, The Chopped Leaf, The Keg Steakhouse + Bar, The Pickle Barrel, TJX Canada - WINNERS, HomeSense, Marshalls, TOPSHOP TOPMAN, Upper Canada Mall, Vaughan Mills, Urban Barn, Walmart, Wayfair.ca, WaySpa, Wendy's, WestJet, Whole Foods Market, Willow Stream, William Ashley, WINNERS, Yorkdale Shopping Centre, YUM! Brands



Various information

We are a registered federal company, we have a registered trademark & we have a business bank account with RBC. We have accounts with providers, partnership and membership with: NVIDIA, AIoT Canada, Ecotech Québec & Propulsion Québec. We did research according to our field since 2016. We discuss with MITACS.ca, in order to make an international research laboratory. MITACS invest 50% of the research. The minister of innovation of Québec will invest 25% so in total we have 75% of funding available. We advertise our company on Google with more than **1354** keywords. **More info:** it costs minimum 3 million \$+ to go public and get hundreds of millions on NYSE. We know how to go public or how to make an IPO. We invite you to look the fees to another public market for entrepreneurs (The Canadian Securities Exchange, or CSE). ScaleAI.ca is interested to help us when we will get funding too, they can provide around 1 million \$ too. We plan to go on StartEngine and on Republic.co too in the United States. We can set up an Investor Outreach Campaign by the Investment Banking Team of Shishir Gupta too.

Our design facility



[Click here to enlarge the image](#)





Shareholders

We manage our shares and our shareholders with the online tool Eqvista, we can also issue shares certificates for you and send them to you. We invite you to become a shareholder. You can contact Jonathan at jonathan@vivifytrucksinc.com for that. Upon investment we can provide a 409a valuation.

More information

Click on the link below to get more information about our company:

<https://vivifytrucks.ai/Vivify-Trucks-Document-2.pdf>