



## PITCH DECK

ADDKeyLock.com

Life saver key lock

### 1. The name of the company, and what do we do?

Company under structure. Emmanol AB (Swedish limited company/ Corporate company not yet activated) We innovate and sell Traffic security product and systems. For motor vehicles.

### 2. The Problem

Drunk driving is a social problem. That spreads through various institutions as police, hospitals, and for all members of the community as drivers, passengers and relatives to the traffic victims.

Problem is that intoxicated persons can enter motor vehicles under the influence of drugs and alcohol. And severely damage others in traffic and themselves when trying to operate the motor vehicle under the influence of drugs or/and alcohol.

### 3. The solution

Everyone needs one thing to enter or start a motor vehicle. A car/ starter key – keyless entry key or some kind of product to start or operate a motor vehicle. The ADDKeyLock combines this product the car key with another already existing but enhanced product, the breath analyzer. And when a positive test is given. It locks/ inactivates the car key/starter key and hinders the intoxicated person from even start the motor vehicle and furthermore to drive away and hurt others or themselves.

Traffic safety product for the automotive market. Two units, a base and a portable unit (PU-key) which in combination constitute a preventive safety measure to prevent alcohol or drug-impaired drivers of motor vehicles. The system stops a

vehicle from 0.2 per ml. in the exhaled air and in the event of a positive test for drugs. Mainly passenger cars but also trucks and busses for commercial traffic. More units such as a screen for visual control of data and profile management or that the software is compatible with an existing screen in the vehicle. Company under start-up in 2025. One-person company from the start.

The unique thing is the size of the PE key and its functionality. A drug and alcohol screener. A traffic safety technology solution that prevents an impaired driver from using the vehicle. A portable device locked to the user through a two-factor biometric lock and breathalyzer. Such a safety technology detail lowers an insurance premium for the vehicle owner. The benefits are large on an individual and societal level. The disadvantage is the adaptability for the user. Change for a customer group that does not consider themselves to have the need to prove their sobriety can be an obstacle. But with the right marketing, the product will be seen as an obvious part of the passenger car's safety equipment

#### **4. Milestones**

The current project plan based on obtaining the right funds states that:

step 1 which includes starting a company and creating the foundation for an international company with stability for many generations to come involves a careful and costly introduction to an already heavily regulated market. This step involves obtaining financial resources and securing investors with a long-term perspective in planning (3-5 months)

step 2 which includes shaping the company based on already established company structures for international companies. Board members key people with solid experience in establishing large companies. Procurement of key people within the

company's various parts, marketing, innovation, product development etc. (4-10 months)

step 3 Prototype development and launch.

During prototype development and production of prototype 1 (the base product) for continued marketing and obtaining capital to drive product development forward and develop more parts for the system. Produce the right parts for the product taking into account all requirements, rules and laws that apply to product production. The follow-up and obtaining of certificates and permits and product protection from a legal and technical perspective (6-24 months).

## 5. Business model

The vision is - no deaths in traffic due to drunk driving! By safely equipping older cars and new cars from 2022 and providing vehicles with safe, discreet and cost-effective solutions for vehicle drivers. This is a global product that will be adaptable to all vehicles starting in the European market to expand globally. It is a vehicle safety solution that will contribute to gradually reducing and ultimately completely combating drunk driving deaths and serious alcohol and drug-related accidents in traffic

The company's goals are for a 3–5-year period.

Remember that a goal should be SMART, that is:

Specific, Measurable, Attractive, Relevant and Time-bound.

S - Prevent traffic violations and accidents

M- Drastically reduce and/or eliminate mortality and serious accidents in traffic A - Increase the sense of security in traffic and contribute to reduced pressure on the police, Customs, etc. R - Save lives and prevent serious personal injuries.

T - To develop a finished prototype within 12-18 months. To be a leader in the European market within 24-30 months. To expand to all European countries by year 3 with offices and dealers

digital and onsite in 30 of Europe's 49 states/countries. Then the rest of the world.

### **Business model.**

price level. How does it compare to our competitors?

Is it a price per unit, per hour, subscription or other?

What is our margin?

The final price to the customer should be 4-500 EUR per system, but there should be subscription costs to be able to use the product. Peripheral equipment can be developed for the product, which should be seen as a system with independent units.

The annual subscription should cover user support, software updates. Monitoring of manipulation, detection/alarm of the presence of substances.

Margin not determined. The final price for manufacturing each unit can be 80 EUR at the beginning, to shrink significantly during mass production. Start with production in Sweden. Relocation depending on overhead costs.

## **6. Market**

Automotive industry. Manufacturers and dealers of vehicles: cars-trucks-buses etc. In Sweden alone there are 7,315,614 registered motor vehicles, cars, buses and light and heavy trucks (2022). This does not include motorcycles, work vehicles, mopeds/A-tractors etc.

Great potential for change that boosts the market with road safety products. Fulfill EU requirements for alcohol lock expansion of vehicles of older models than 2022- All vehicles manufactured from 2022 must, according to EU directive/regulation 2019/2144, be equipped with an alcohol lock port for easier installation of alcohol locks.

## **7. Competition**

Vehicle manufacturers themselves are now required to equip

new vehicles from 2022 with an alcolock port. That is where the biggest competitors lie. That they themselves provide their vehicle fleet with a product that can be connected to an alcolock or develop a portable alcolock adapted to the alcolock port. Today, there are several large players in Sweden that manufacture alcolocks of varying sizes and prices. Between 200-400EUR in product and installation and maintenance. The weakness is the size of their product and the price. The strength is that they are established in the market. An initial news review does not find any product that has the same system as ADDKeyLock. There are players within each separate product that this product has compressed.

## **8. Financials**

How the company's goods/services are (1) sold, (2) paid for and (3) delivered/provided?

1a) Directly to the customer through e-commerce pages from the company's platforms/websites, app/social media etc. 1b) Through new vehicle dealers, as an option or basic equipment.

1c) directly to the vehicle manufacturer as basic equipment

2a) paid by the end customer via e-commerce, app, Swish, card/bank transfer. 2b) Paid by dealer/manufacturer via volume agreement/procurement.

3) Delivered directly to the customer via airmee/budbee or other courier, with installation as an option, at a selected certified workshop, for an extra cost or directly installed in the vehicle via the manufacturer/dealer.

## **9. Team**

not finished today. Today I am alone with the idea and intend to attach a team with expertise through cooperation with recruitment companies in the Tech industry. A board of directors

with knowledgeable board members with a network of contacts who can lead and develop a company to the national world market.

## 10. **Investment**

Financing of utmost importance. Looking to have the idea tested and assessed for patentability.

Startup costs 540 000EUR not including already reported costs for building the corporate structure, refers to patent applications, development of prototype and test period and commissioning of the product. Save time/costs by purchasing already existing systems for biometric systems and alcohol/drug detection.

Procure agreements for compatible software systems.

Manufacturing: technical manufacturing and software development. Office HK in Stockholm, Sweden then expansion to other cities in Europe. Business systems are chosen with the aim of the company developing at a high pace. A business system with expansion potential.