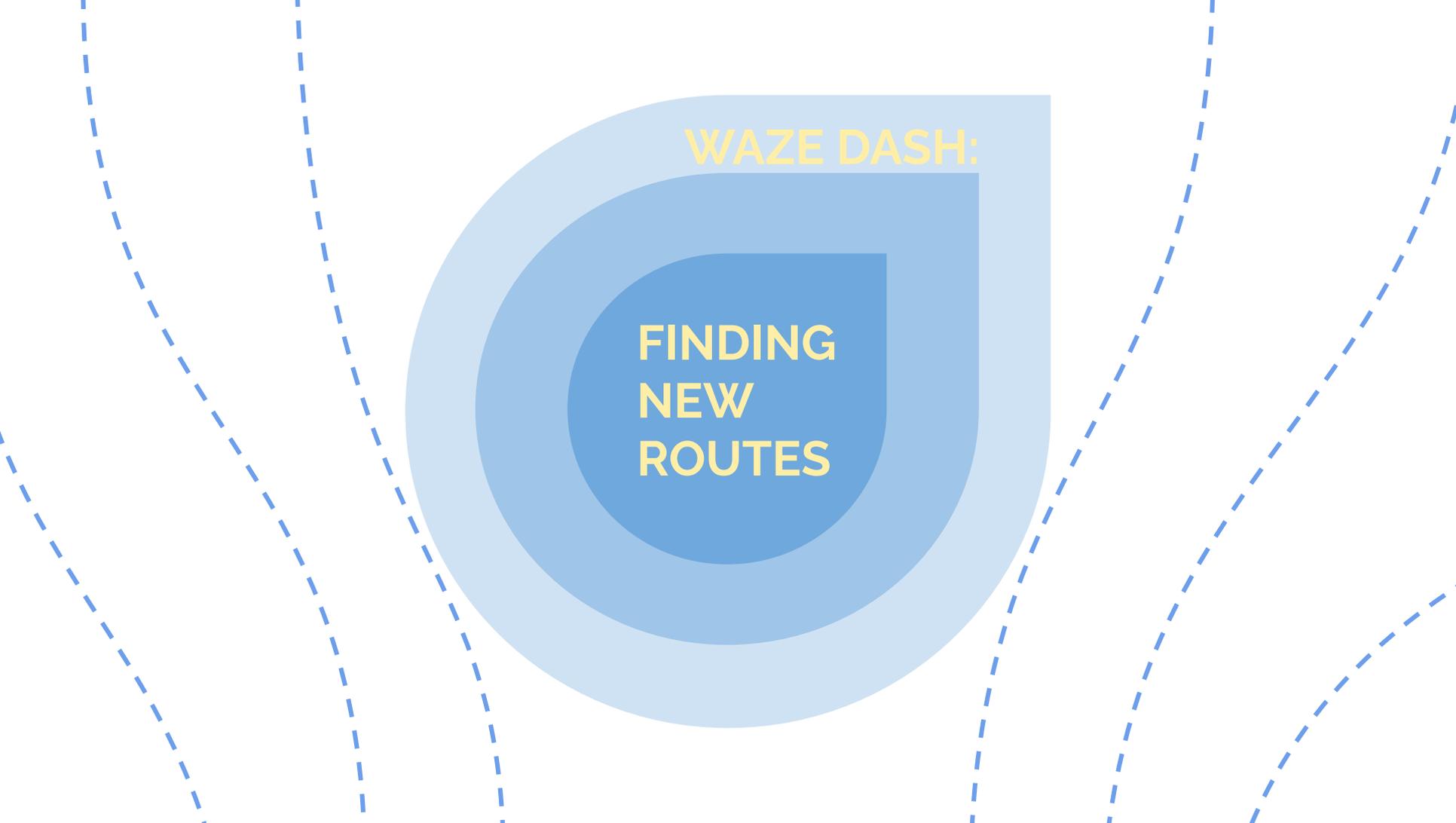


WAZE DASH:





WAZE DASH:

**FINDING
NEW
ROUTES**

WAZE DASH:

A vehicle based navigation app that lets it's users share info they have about the roads with everyone else using the app, helping alert other drivers of dangers on the map that satellites can't find as fast as people can.

OUTSMART TRAFFIC WITH
THE WORLD'S LARGEST
COMMUNITY OF DRIVERS



REPORT REAL-TIME TRAFFIC
& ROAD CONDITIONS TO
IMPROVE DRIVING FOR ALL



GET ALERTS BEFORE YOU
APPROACH ACCIDENTS,
HAZARDS, POLICE & MORE

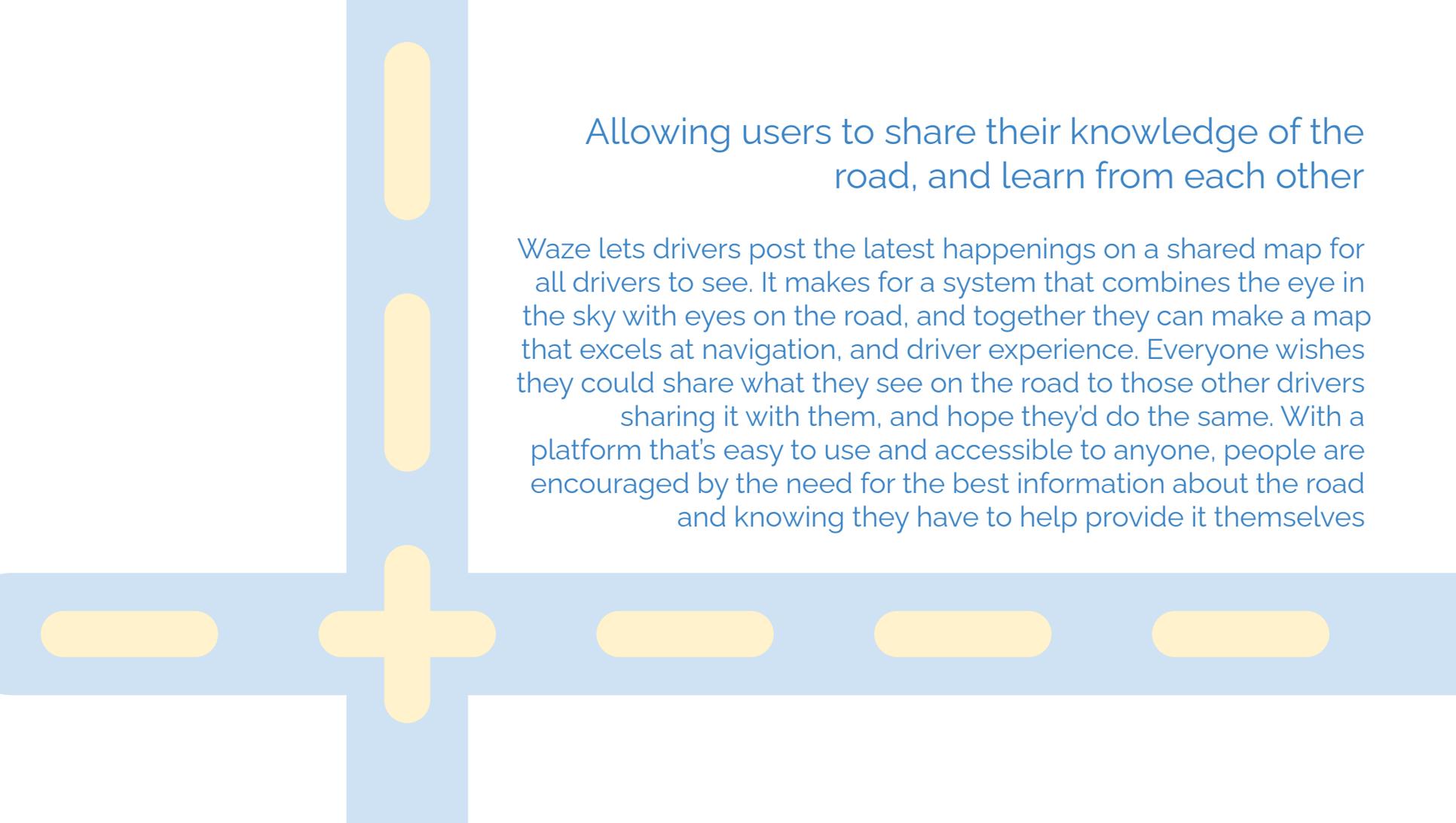


<p><i>Key Partners</i></p> <ul style="list-style-type: none"> • Google • Transportation SDK • Broadcast Channels • Government • Global Events • Retail Advertisers • Carpool 	<p><i>Value Prop.</i></p> <p><i>User centric navigation app that shows drivers danger, changes, and other users.</i></p> <p><i>Easy to use and accessible to anyone with a phone</i></p>	<p><i>Customer Segments</i></p> <p><i>Drivers in and around cities</i></p> <p><i>Newcomers to and area, tourists</i></p> <p><i>People in a hurry that need to see live updates on police stops, road closures, etc</i></p>	<p><i>Key Activities</i></p> <p><i>Live updates, always operating, accessible on any phone, content added and edited by users</i></p>	<p><i>Customer Relationships</i></p> <p><i>Interactive elements with other users, and with the app itself by adding insights and knowledge</i></p>	<p><i>Key Resources</i></p> <ul style="list-style-type: none"> • Low maintenance/ no property fees • Small dev team • Live updates that keep maps constant 	<p><i>Channels</i></p> <ul style="list-style-type: none"> • App store • Local broadcasters • Personal audio apps • Events directing • Website access
<p><i>Cost Structure</i></p> <p><i>Low operating fees, requires little developer oversight, high amount of accessible information on users.</i></p>			<p><i>Revenue Streams</i></p> <p><i>Constant revenue is provided through ad space for retailers that are visible to user on the app</i></p>			

Drivers helping other drivers

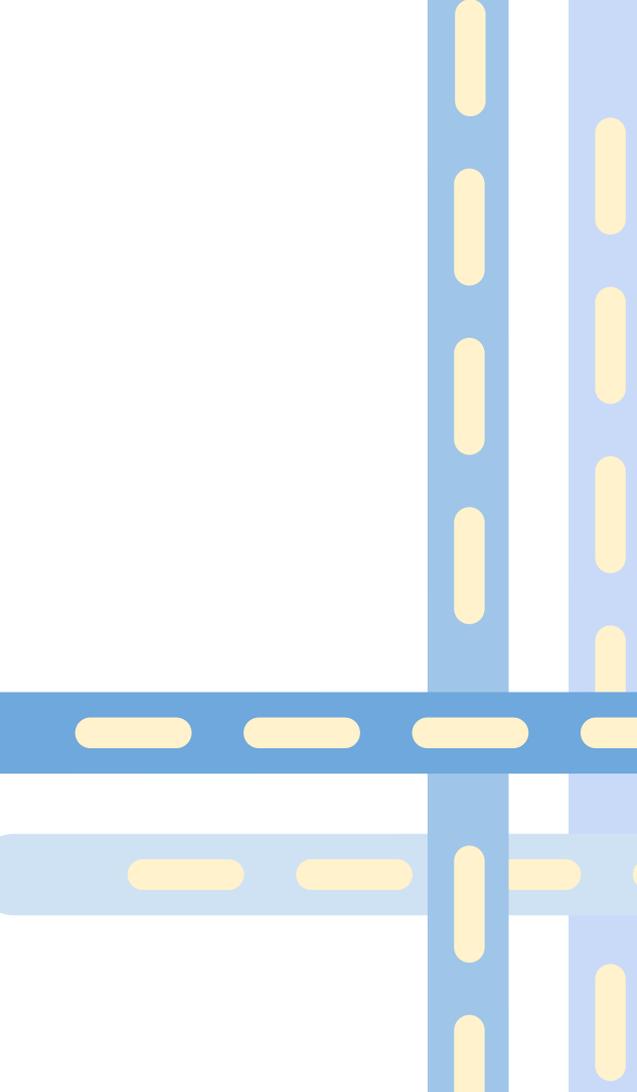
There is an ongoing problem with people and the difficulty that they have trying to explore their cities. Whenever someone is trying to discover their city further they run into the same problem that everyone seems to face when they feel lost; they're afraid to talk to those local strangers that would know the answer. There needs to be a way for people to feel a connection to the city and when there's a net of people looking for that connection it will always be easier to find.





Allowing users to share their knowledge of the road, and learn from each other

Waze lets drivers post the latest happenings on a shared map for all drivers to see. It makes for a system that combines the eye in the sky with eyes on the road, and together they can make a map that excels at navigation, and driver experience. Everyone wishes they could share what they see on the road to those other drivers sharing it with them, and hope they'd do the same. With a platform that's easy to use and accessible to anyone, people are encouraged by the need for the best information about the road and knowing they have to help provide it themselves



Helping build better roads

By allowing governments and transportation agencies to access their navigation information, Waze is helping governing bodies create better roads for drivers. Through the use of their transportation SDK (software development kit) Waze can provide entities with valued statistics that convert the issues drivers face day to day into solutions for the future.

Creating a revenue

Waze keeps lives as a free service through the ad placement of a few select business. While on the map these companies are reserved only a small space on the dashboards of the users. The companies are allowed a platform to entice a wider audience, and that becomes possible by encouraging a reinforcing cycle between user and company.



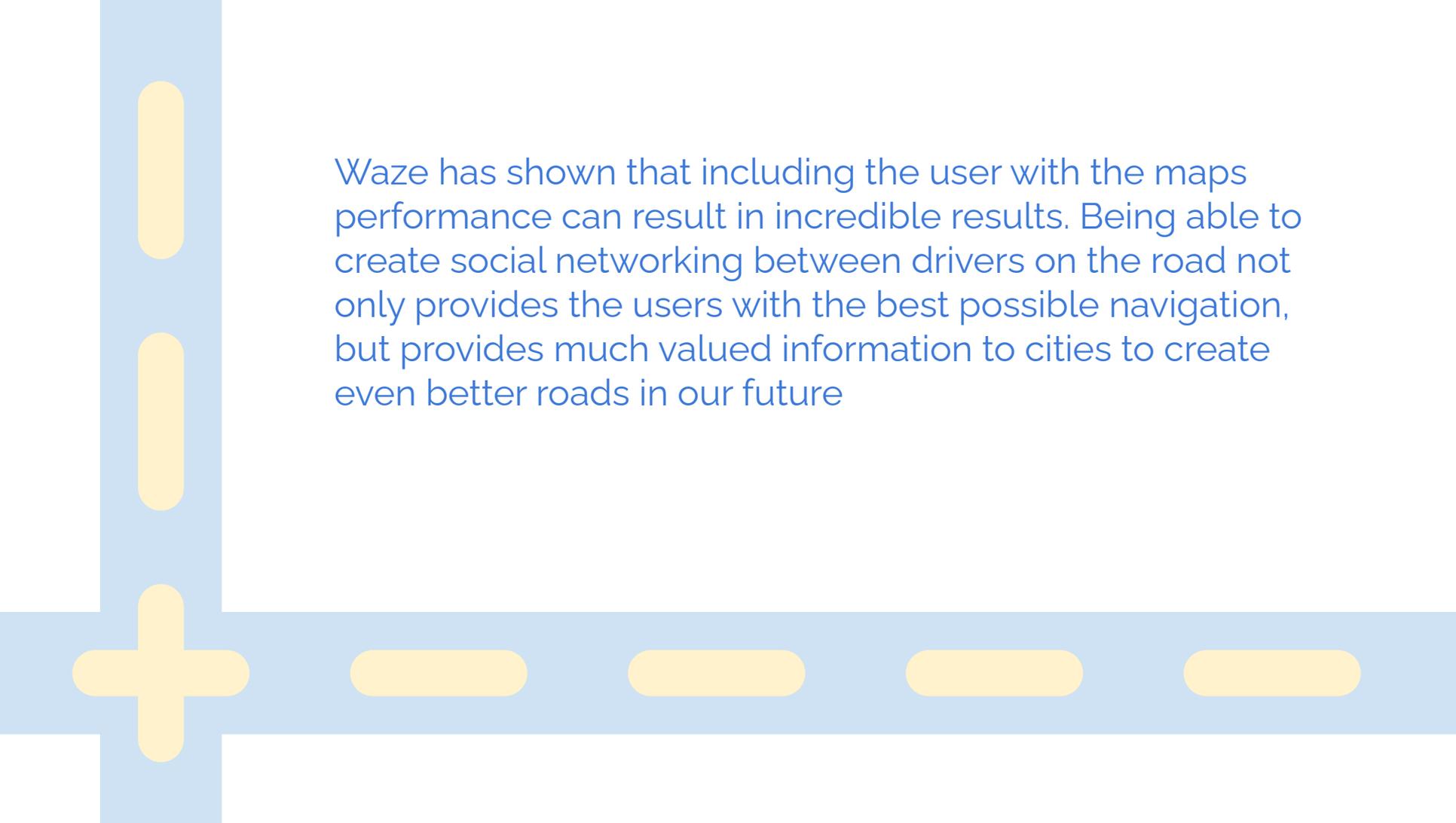


WAZE:

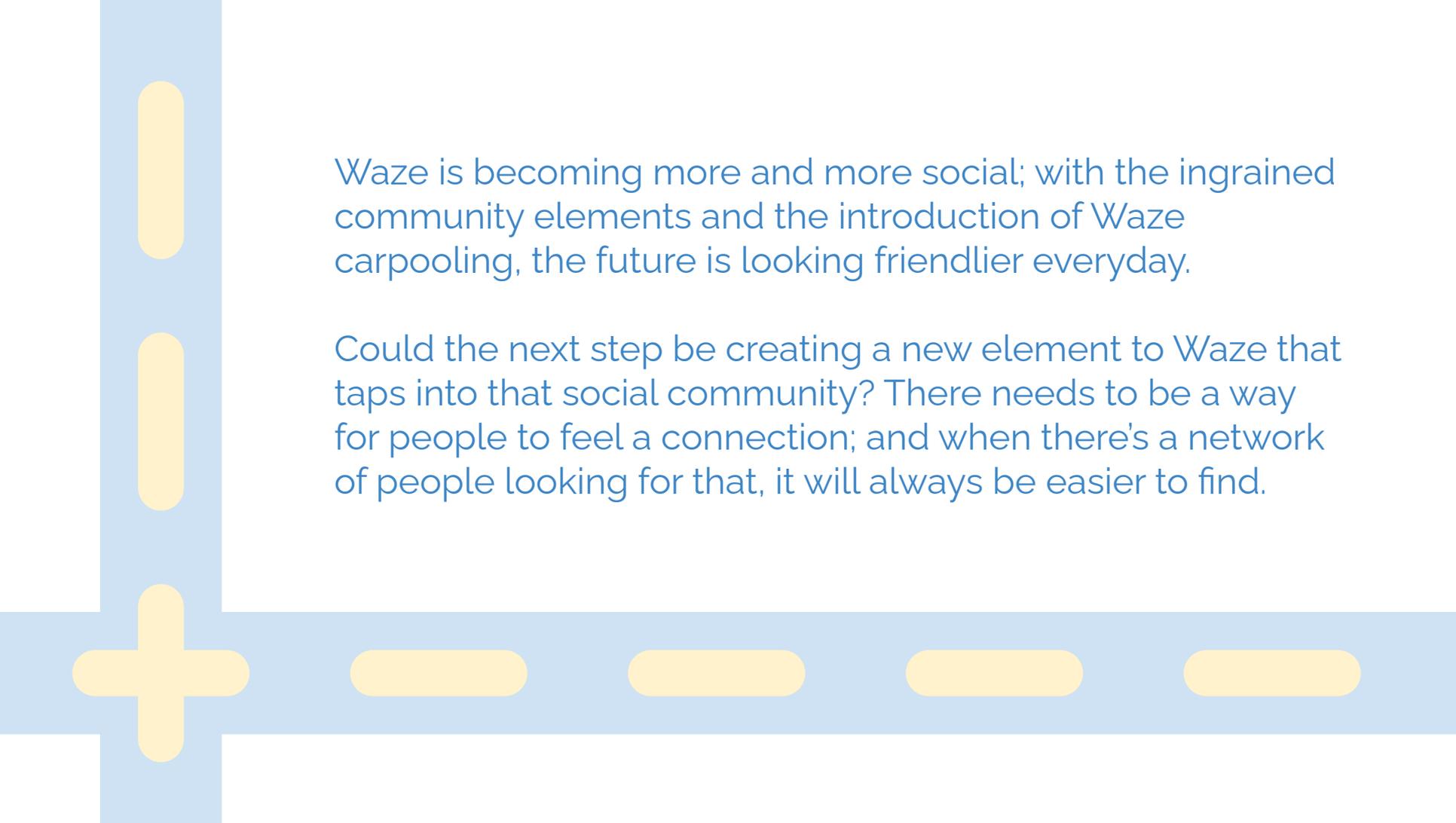
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Billion

*2013 sale to Alphabet Inc.

The slide features a decorative design with a light blue background. On the left side, there is a vertical blue bar with two yellow rounded rectangular shapes. At the bottom, there is a horizontal blue bar with a yellow cross-like shape on the left and four yellow rounded rectangular shapes spaced along the bar. The text is centered in the upper right area of the slide.

Waze has shown that including the user with the maps performance can result in incredible results. Being able to create social networking between drivers on the road not only provides the users with the best possible navigation, but provides much valued information to cities to create even better roads in our future

A decorative blue L-shaped bar is positioned on the left and bottom edges of the slide. It features several yellow rounded rectangular shapes: two on the vertical bar, one at the intersection, and four on the horizontal bar.

Waze is becoming more and more social; with the ingrained community elements and the introduction of Waze carpooling, the future is looking friendlier everyday.

Could the next step be creating a new element to Waze that taps into that social community? There needs to be a way for people to feel a connection; and when there's a network of people looking for that, it will always be easier to find.



A new way for mobile communities to
explore and discover through each other

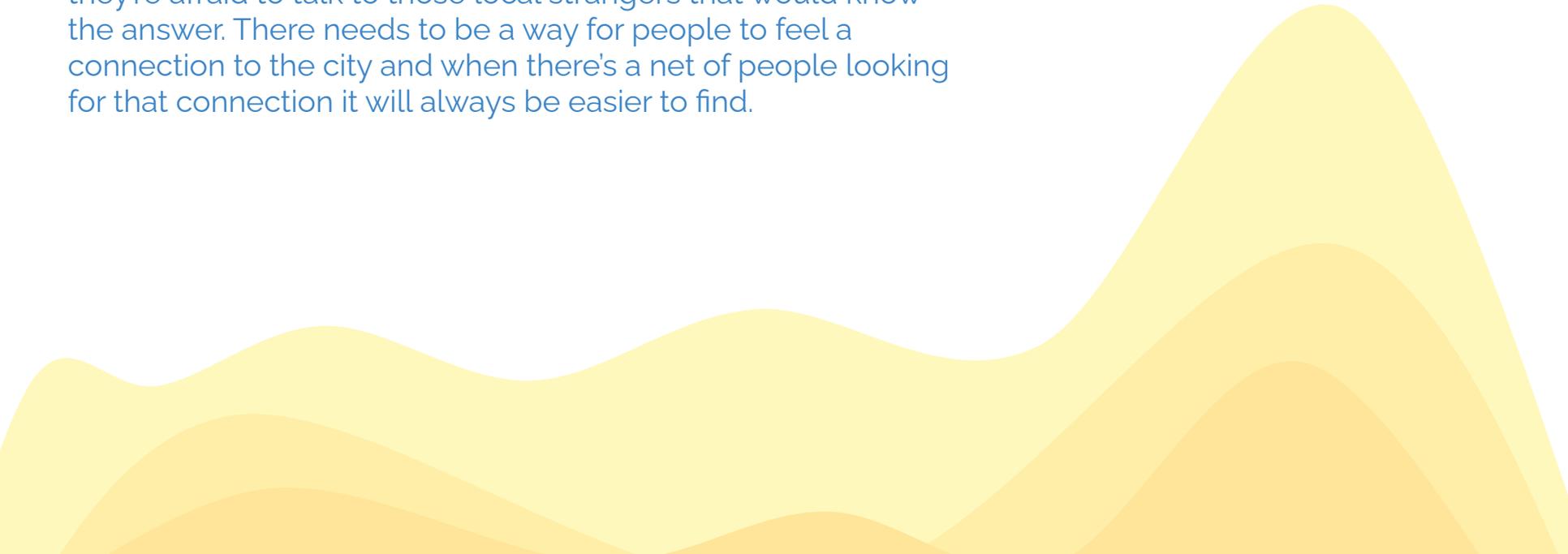
Waze has shown that including the user with the maps performance can result in incredible results.

So how can Waze expand to include all the people out there that don't drive through their cities?



People are afraid to talk to one another

There is an ongoing problem with people and the difficulty that they have trying to explore their cities. Whenever someone is trying to discover their city further they run into the same problem that everyone seems to face when they feel lost; they're afraid to talk to those local strangers that would know the answer. There needs to be a way for people to feel a connection to the city and when there's a net of people looking for that connection it will always be easier to find.



How can we give people the local perspective?

Nobody know knows the streets better than those walking them, so how can we connect people in the know with people who want to know more about what's happening in their city. Being able to find out what locals know, and the unique experiences people can have around a city is something that hard to place, so how can we find them?



ROUTE

