

Business Case

ATLS will be the smartest and most adaptable communication system to alleviate traffic congestion. We will not only eliminate traffic congestion yet, provide an economic and environmental impact instantaneously. ATLS will be a pivotal piece of technology capable of supporting future modes of transportation from flying to autonomous objects.

Problems

- **Local and Federal Government ...**
 - Traffic congestion complaints
 - Productivity and health of governed public and workforce
 - Carbon emissions and harmful environmental effects
 - Effective city planning and management
 - Emergency first responders timing and evacuation routing (national security risks)
 - Cost of expenses and productivity for employees inside existing infrastructure
 - Blocking of the intersection box
 - Adaption and adoption rate to new modes of transportation
 - Communication and access to other departments data is difficult to manage
- **Commuters**
 - Traffic congestion
 - Costs of gasoline and resources
 - Attending agendas promptly and efficiently
 - Psychological and sociological stresses and well-being

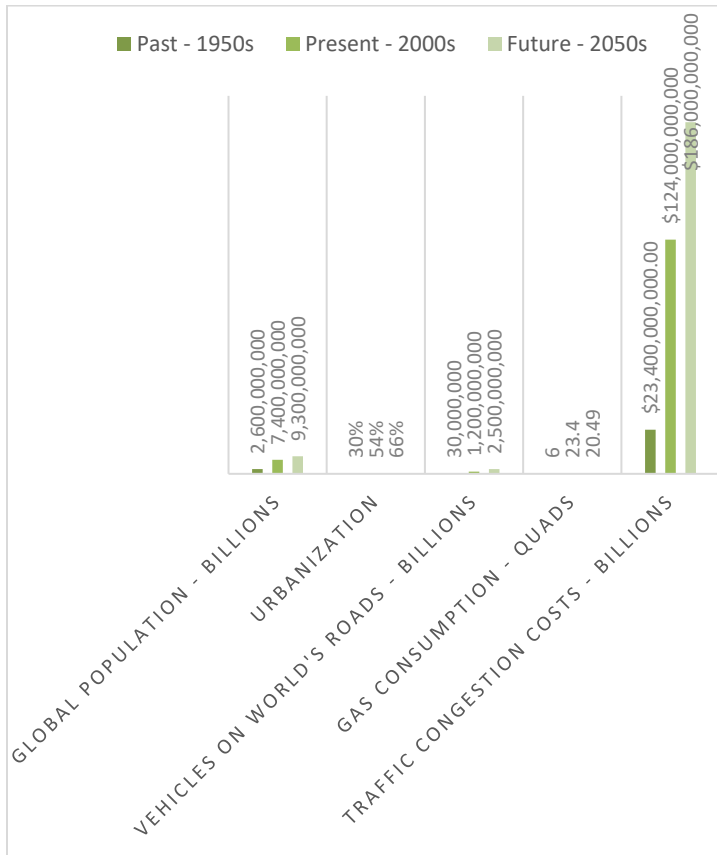
Solutions

- Utilizing emerging technologies to react to current traffic trends and patterns
- Alleviating the stresses and inconsistencies with traffic congestion via software performance
- Reduce vehicle idle times through software efficiencies
- Collecting accurate data determining heavier congested intersections or areas through software visual recognition
- Integration of a unified communication system to multiple intersections in real time

Targeted Customers

- **Government**
 - Implementation of a system that will reduce man hours and costs to run existing systems
 - Job creation and development
 - Provide a state-of-the-art system that adapts to real time behaviors
 - Reduction of the carbon tax a nation or sovereign state is responsible for lowering
 - Supporting and staying ahead of current and future innovations relating to the modernization of infrastructure
 - Preparation to evacuate masses through proper directional routes
- **Commuters**
 - Saving time, costs, and resources needed to commute and fulfil duties
 - Eliminate psychological and sociological stresses

- Consuming less on travel and more in economy or pleasures
- Allowing citizens alternative methods and modes of transportation



Competition

- **Metro and TranStar**
 - **Strengths-** Well-established organizations with heavy influence and infrastructure to implement new methods or modes of transportation.
 - **Weaknesses-** Corporate infrastructure and technologies is dated. Adoption rate to alternative methods or modes of transportation and systems is slow with little incentive to execute.
- **Swarco**

- **Strengths** – First to market with customers that are currently using their products and services while collecting new data that co-exists with existing cities infrastructure.
- **Weaknesses-** Does not implement emerging technologies (artificial intelligence and deep machine learning) into their systems and not focused on alleviating the pain of traffic congestion rather focused solely on the collection of big data.

Market Strategy

- **Customer Market** – Influencing public opinion and organically attaining recognition to the press for pressuring local to federal government pressure
- **Ecommerce-** Provide an encryption based login credentials to access data collected
- **News-** Appeal to the emotions all people face when commuting
- **Social Networking-** Share factual and visual content pertaining to commuting or new modes of transportation
- **Recruitment-** Building relationships with government departments and agencies plus expanding our network to relevant fields with standard incentives
- **Political/Interest Group-** Form relationships with local to national government officials and develop relationships with organizations focused on future modes of transportation

Value Propositions

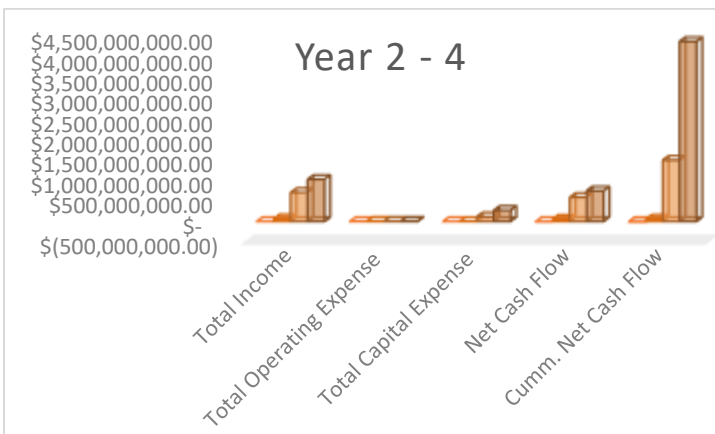
- **Customer-** Collect accurate data that will enhance government and governed well-being

- **News** – Providing a solution to traffic congestion that benefits individuals, political, and interest groups.
- **Social networking**- Interact and address customers with information and reinforce our mission and their pain
- **Recruitment**- Emphasis on historic and state-of-the-art technology that will be responsible of changing people’s lives with added standard benefits and building blocks for their resume
- **Content Creators (YouTube)** – Promotional videos, audio, and text content that tap into emotions of our customer’s pain
- **Political/ Interest group** – Fluid adaption rate of current and emerging technologies

Revenue Model

- Possible revenue streams
 - Collection and Sale of Data
 - Annual Fees
 - Subscription-Based Models
 - Licensing Agreements
 - Commercial and Consumer Hardware and Software

Financial Model Forecasting



Dependent on 5% quarterly growth rate after implementation of pricing strategy

Targets/Milestones

- Develop prototype that identifies all objects on a roadway at a ninety-nine percent efficiency
- Grant permission to allow testing inside micro-test market
- Create an organic promotional marketing campaign that generates public and media recognition and awareness
- Obtain venture capital or angel investment to develop MVP
- Form a team and develop MVP to facilitate communication between traffic lighted intersections
- Implement system district by district to city wide
- Add new monetization strategies that appeal to industry and other cities
- Develop commercial and consumer grade products and services
- Research and develop new features that support future modes of transportation

Team

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