_____

# Executive Overview – our CAST product line

**SurfCAST** is a mobile application (iOS/Android with a web-enabled backend/console) that streamlines activities common to local communities or small to medium size groups. It delivers end-to-end support, management and coordination of parking, activity-based groups, departments, and teams featuring:

- Real-time notifications and communications
- Eliminates the random text, email, phone calls, and social media
- Schedules and coordination of events and activities for any and all designated groups within the community infrastructure
- Participant types by group whether residents, visitors, participants, parents, or spectators
- Parking management in an easy-to-use, affordable app-based solution for parking payment and enforcement

**SurfCAST** delivers a single app integrating any or all three comprehensive CAST solutions:

1. CommunityCAST – provides improved communication and scheduling of activities within a team, group, or community
2. SportsCAST – for league or community sponsored sports management integrating registration, scheduling of events, and notices for real time changes with the CommunityCAST features
3. ParkingCAST – a better, easy-to-use mobile parking solution that caters to small-medium sized community requirements

All **CAST** solutions leverage these core functions:

- Communication
  - To community, groups/teams, or specific individuals – including polling & feedback
- Scheduling
  - Events, activities, games, meetings
  - Immediate notification of changes, cancellations, etc.
- Registration
  - Join the appropriate or interested **CAST** groups or teams – including parking
  - Associate and register for specific teams and activities
- Payment
  - Secure payment of fees and dues for associated activities
  - Parking for Resident/Employee vs. Visitor with seasonal, daily, and hourly rates

***SurfCAST delivers an end-to-end mobile platform for any group or community to coordinate activities, schedules, communicate pertinent information, and provide a forum for interaction.***

# Business Concept

Our Business Concept is one of value and simplicity for our customers as they and the world continues to migrate to a more mobile environment.  Small and medium sized groups of all kinds struggle with the complexity of the various web and business applications needed for basic operations: communication with the right people, schedule changes and coordination, registering for activities/events, and payment of fees/dues.  Avoiding the continuous onslaught of emails, social messages, texts, and phone calls is key to simplifying everyday life – and having a single, focused application for the most important activities is the solution.  Finally, communities which purposefully attract their constituencies need a mobile parking solution that helps them avoid the capital costs and maintenance of meters and kiosks.

otto
CONNECT

_____

While we started with youth sports (with SportsCAST) as a concept, we have expanded the scope to address multiple market segments which can leverage the core functions.  For any small to medium size groups, we offer CommunityCAST and ParkingCAST.  Not surprisingly, coastal communities have been quick to embrace all three - now bundled in SurfCAST. [We have done a slight pivot to prioritize ParkingCAST to meet their seasonal needs.] Next, we will deliver CommunityCAST to address a segment of activity with relatively no competitive products in the market.  Not forgetting our starting point, SportsCAST will follow with its longer sales cycle and league migration requirements for sport specific features and functions.

## B2B and B2C

Our product is designed for businesses, groups, communities, or any size team to leverage our Software as a Service (SaaS) model via simple subscription pricing for each of our CAST products.

Consumers will interact with the solution via their groups and can select which teams or activities they desire to be associated with.  Included with the consumer model is the registration for activities or events and payment of any fees or dues directly through a secure third-party service.  This core function is also integral to our mobile parking solution with parking fees and violation fines paid directly via the app.

## Competition

Each of the target segments has its own competitive challenges.

-   Parking is a crowded market with few mobile solutions. Passport and ParkMobile are the two most often mentioned - each having challenges due to support, service, or enforcement.
-   Sports has several alternatives:  TeamSnap, JerseyWatch are most often mentioned – but lack a strong mobile solution and communication links to parents/participants (relying on texts, emails).
-   Community of Interest is an open market - with most groups leveraging email, texts, and social tools and dealing with the resulting random communication.
-   There are no solutions in the market today that could bundle all three of our solutions into a single mobile app.

## Marketing

Starting with retention - our solution is fairly sticky.  As a result, good support, service, and on-going enhancements based on customer feedback will be key and is a strong attribute of the Otto team.

Acquisition of new customers is a transition model - starting with personal contacts (coastal communities), then targeted emails and direct interaction, followed by social media advertising in the target geographies (via LinkedIn, Facebook, other). Finally, targeting youth sports - again, via social advertising – with targets specifically for sports moms and dads who drive the league administration.

At our current stage (i.e., imminent MVP release), we are focused on the few early customers who can help with references and validation of our product through early 2021.  The first quarter of 2021 will set the stage for broader marketing and sales enablement.

## Financial Summary

We are still an early-stage startup, and as such have depended on founder, partner, family & friend's investments. In early November, we opened a seed round of funding via LocalStake with a target of $250,000.00 – intended to fund advanced development capability, marketing, and customer support scalability through 2021.

The LocalStake link is at:  https://localstake.com/businesses/otto-connect/preview

_____

Our monthly run rate is approx. $15,000.00 which currently covers two product software developers and two part-time marketing interns.  Most of our staff have other jobs and works to assist on nights and weekends without current compensation (company partners).  The remaining staff (also company partners) are heavily investing their time to the success of our product without compensation.

## Revenue

Our revenue outlook to date has been based on the SportsCAST and CommunityCAST products focused on YTY growth and basic league/group structures as follows:

| Year | Number of Groups | Revenue Outlook |
|------|------------------|-----------------|
| 2021 | 136 | $162,000 |
| 2022 | 600 | $912,850 |
| 2023 | 3,000 | $2,632,850 |
| 2024 | 10,000 | $12,072,850 |

(Note: our monthly run rate will increase significantly as we hire to support the increased customer set.  This increase will be dependent on type of CAST product adopted in the early stages.)

With the recent pivots, these projections will change based on the following assumptions:
  A. ParkingCAST per town will generate significantly more revenue on a much earlier schedule
      a. One town would be equivalent to >150 groups
      b. Coastal towns are seasonal – so adoption rates will be limited to off-season
  B. CommunityCAST is expected to be a more easily adopted app, but with a more diverse set of customers – allowing more scale of revenue in this segment on a faster schedule than sports
  C. SportsCAST will have a longer sales cycle based on seasonality of the specific sports and migration from any existing tools that are used.

We will provide future updates as these trends are better understood and customer interaction increases.

## Future Funding

We are expecting to launch a second round of funding towards the end of 2021 with a target of $1,000,000 to be used for scaling our company at a faster rate in 2022 and beyond.

# Major Achievements

  A. Community/Sports core backend structure operational in September 2020
  B. Our ParkingCAST MVP is now ready for Beta deployments – December 2020
  C. The first of three towns that we've engaged with SurfCAST has provided us a Letter of Intent to deploy SurfCAST no later than March 1st, 2021 (pending final approval by the Board of Aldermen).

# Team

The Otto team began working together over 10 years ago at IBM – providing enterprise level system and automated management solutions.  Together, we been through a divestiture to Blade Networks (with IBM as our customer), re-acquisition by IBM, a second divestiture to Lenovo, and lastly a move to Security First Corp (also with IBM as our customer), where we added our friends from Cisco.

What we do:
We develop highly scalable, enterprise and consumer ready solutions that provide "ottomation" help for our customers.  In essence, we take good IDEAS and develop them into SOLUTIONS.

_____

Otto Connect, Inc. is a subsidiary of The Otto Project, LLC with a common management team.  Together, we provide the complete scope of work for software solutions as follows:

- The Otto Project, LLC. provides the requirements analysis of customer needs, design and architectural services, consulting, project management, and development/delivery of any level of software solutions. Scope includes mobile, web, cloud, and hybrid environments for small to large scale commercial or consumer solutions.
- Otto Connect, Inc. is specifically focused on mobile solutions for iOS and Android devices and is the offering team associated with our CAST products detailed in this document.

Our team provides a single point of contact for software solution needs and in particular, mobile device solutions.

## Otto Connect Staff

- Jim Varner: President and CEO has 36 years of experience at IBM and 3 startups under his belt as GM of DCT (Blade Networks), GM and CEO of SFC, and now Otto
- Dave Irons: COO has 30 years at IBM and was recently VP of QA and Operations at SFC.  Managing multiple WW teams in Development, Test, Marketing & Support
- Aysegul Berenson:  CFO and was our former CFO at SFC.  She was previously Controller/assistant CFO at CISCO-Linksys. She has a diverse background in FP&A, Financial Operations, Sales Ops, Market Intelligence and Project Management.
- Trevor Brown: CTO and has over 15 years of design and architectural development experience building enterprise-grade centralized systems management, and managing IT systems for us at IBM, DCT, Lenovo, and SFC.
- Marc Stracuzza: VP of Product and has over 20 years of experience in the design and development of diverse products at IBM, DCT, Lenovo, and SFC.
- Jeanne Pugh: Development Program Director with 21 years of hands-on software development working to develop close customer support, solve issues, and developing solid products.
- Marc Nicholls:  VP of Sales and Business Development, formerly Director of Sales Operations at SFC, with extensive background at IBM in logistics, acquisitions, and sales support.
- Jose Cifuentes:  Sr. Software Engineer with extensive background at IBM, DCT, Lenovo, and SFC
- Janine Wald:  VP of Marketing and former VP of Marketing at SFC, with extensive experience running her own marketing organization.
- Maxim Dymnov (Contractor): Sr. Software Engineer – mobile
- Alyssa Irons: Marketing Associate
- Emily Irons: Marketing Associate