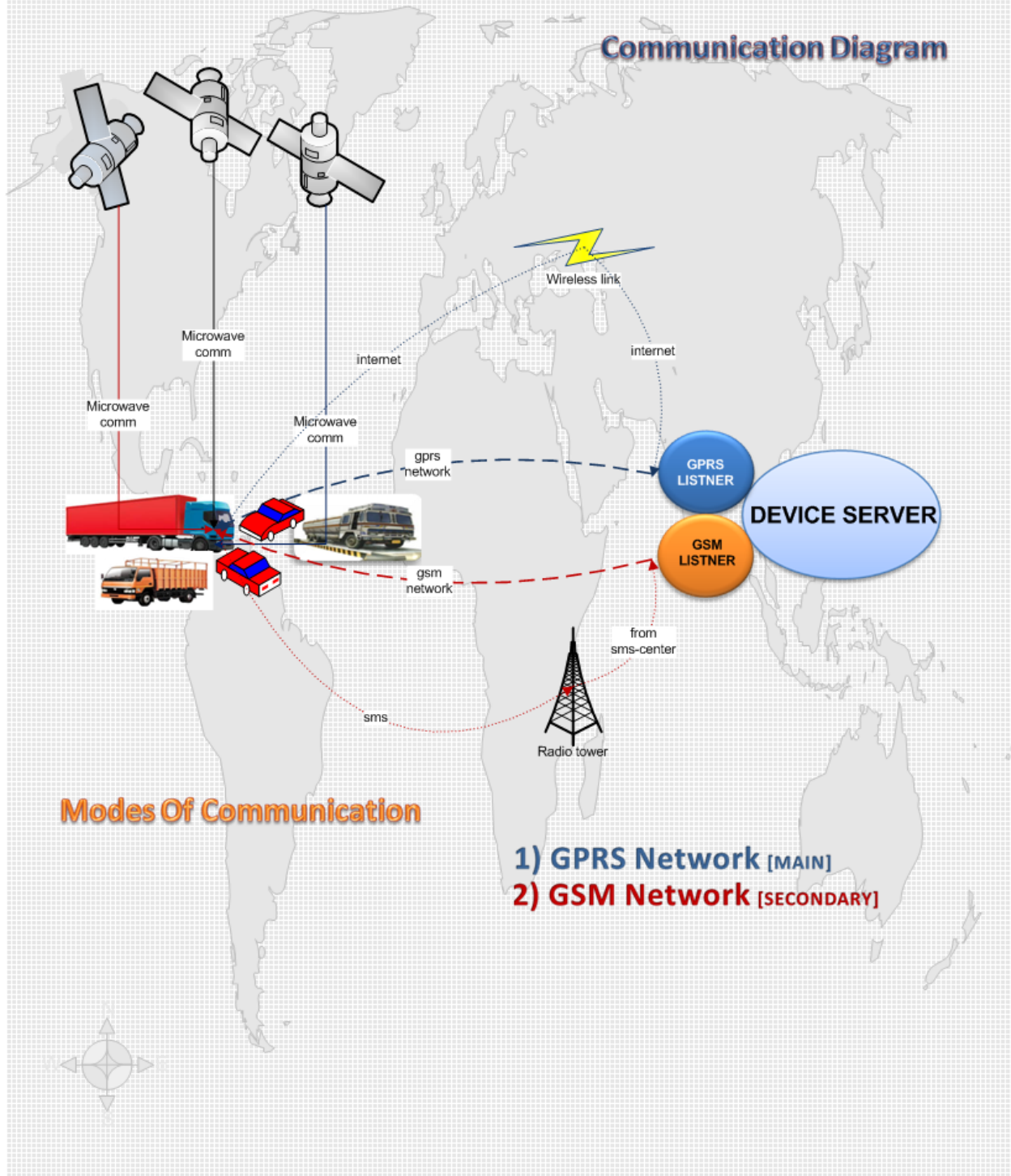




TRACKING-DEVICES PLATFORM

Communication Diagram





TERMS, DEFINITIONS AND ABBREVIATION

1-PLATFORM

Is a developed software library in which (individual) tracking device protocols are defined, coded and run from within as part of the library.

2-HOST

Is the **platform** which maintains and binds-

- A- Tracking Devices Primary record such as IMIO#, SRNO, REGD#, SIMCARD#, OWNER, AGENT ETC.
- B- Tracking Devices Heartbeat communication
- C- Decodes Transmitted data from Tracking Devices
- D- Saves and archive decoded data.
- HOST is synonymous with platform.

3-DEVICE

Is a GPS-tracking device item [hardware]

4-PROTOCOL

Is a set of software rules and procedures for communication and data transmission embedded[installed] in the tracking device

5-SUPPLIER

Source supplier of tracking devices to device-agents[vendors]. Mostly they are the manufactures as well.

6-VENDOR

Sellers of Tracking devices directly to consumers[customers]. They Are also known as Device-Agents.

7-CUSTOMER

Tracking-Devices end user.

8-FITTING AGENT

Fitting agent is device agent tracking device fitter[to vehicle]. Fitting agents normally work from device fitting centre which can be several centre per agent.



Contents

1- Executive Summary.....	Page 4
2- Business Description.....	Page 6
3- Business Model.....	Page 7
4- The Platform.....	Page 8
-Transmission listening servers.....	Page 8
-Tracking Devices.....	Page 8
5-Market Horizon.....	Page 9
6-Marketing Strategies.....	Page 10
7-Stake-Holders.....	Page 11



Executive Summary

[THE IMPACT]

Kenya, Device-Agent companies pays roughly KES. 250M[on the lower-side] monthly to various offshore device hosting service provider. More than 1 million++ tracking devices are fitted in vehicles in Kenya.

In fact there are no hosting service provider in East and Central Africa.

[THE BACKGROUND]

Before Tracking-Devices are manufactured by companies such as SINOCASTLE, HUABAO among many others. They first, develop device platform[software library] to host, test communication and test transmission of the device to be manufactured

So, Device agents [vendors] **DO NOT HAVE THEIR OWN PLATFORM** –instead, they rely on device manufacturer platform[s], to which they pay monthly as a service. Device Agents includes among many others

- **Lions Auto E.A Ltd.**
- **Track and Trace Kenya.**
- **Intelwise Technologies.**
- **Kennet Tracking Limited.**
- **Itrace Africa Limited.**
- **Jasusi**
- **Buyaa Ltd]**

[THE BIGGER IMPACT AND LOSS]

Besides losing KES 250M monthly, Kenya loses KES 250M x 1Million worth of transmitted raw data from tracking devices monthly to external hosting service provider[mainly from China].

What is worse and sad is that, we rely/request these third-party companies for data which we can hardly verify.

[THE CHALLENGE AND MISSION]

- 1-**We MUST workaround and turnaround all the money**++ paid to these hosting companies and to our coffers. I am certain, if achieved, this can impact economy growth.
- 2-**We MUST retain and be sole owner [custodians]** of all the data transmitted from all tracking-devices in the country.
 - Data collection is the most prestigious job in the world**
 - Data collected is the most precious commodity in the world**
 - Facebook [META], paid USD 19Billion to acquire WhatsApp**
 - Facebook [META], paid USD 2.2Billion to acquire Instagram**
 - [facebook doesn't generates any direct revenues from the above Apps]



[NEED OF THE HOUR]

We urgently need to build our own state of the art platform. Platform, that can host, all and any kind of tracking-device, irrespective of protocol, make or model.

- Platform, which is fully localized
- Platform, which, customers will be happy to migrate to [full of features]
- Platform, that, addresses needs and requirements of agents
- Platform, that, implements and executes all NTSA rules
- Platform, that, integrates all NTSA administrative and back office activities.

-
- Platform, that, can easily be upgraded to accommodate new requirements
 - Platform, that, can be used as a model and implement to East Africa community

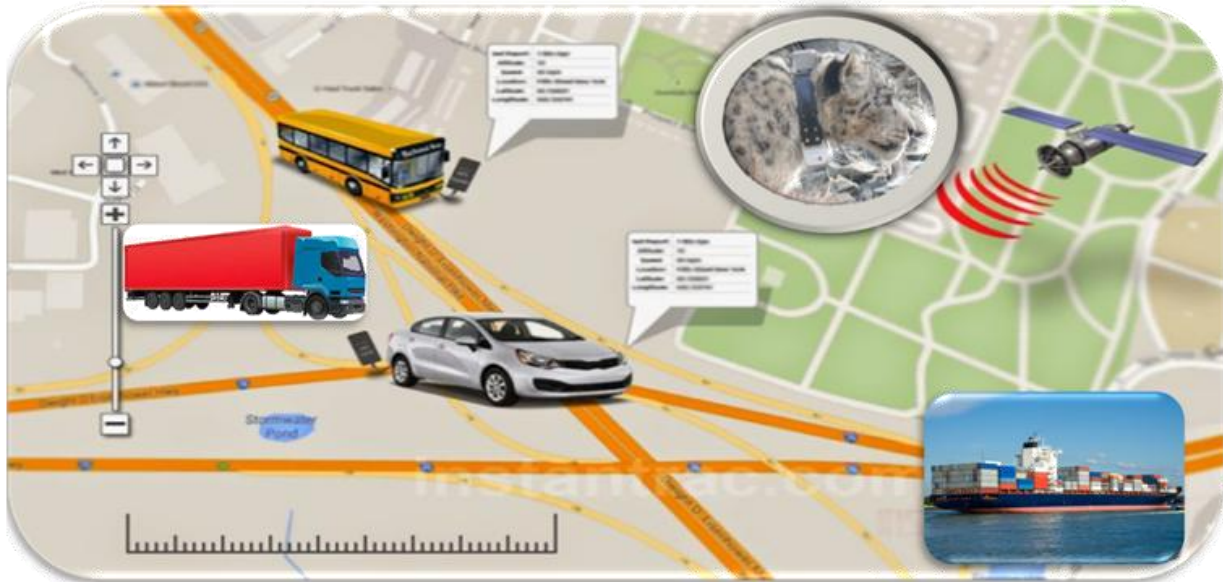
[PLATFORM DEVELOPMENT UPDATE]

- We have managed to develop the core platform application
- We have managed to incorporate six protocols [meaning 6 different device brands]
- We have managed to transmit data from different devices brands simultaneously in real-time.



BUSINESS DESCRIPTION

To provide surveillance to any kind of tracking devices



To provides Real-time Surveillance to all kind of tracking-devices such as for

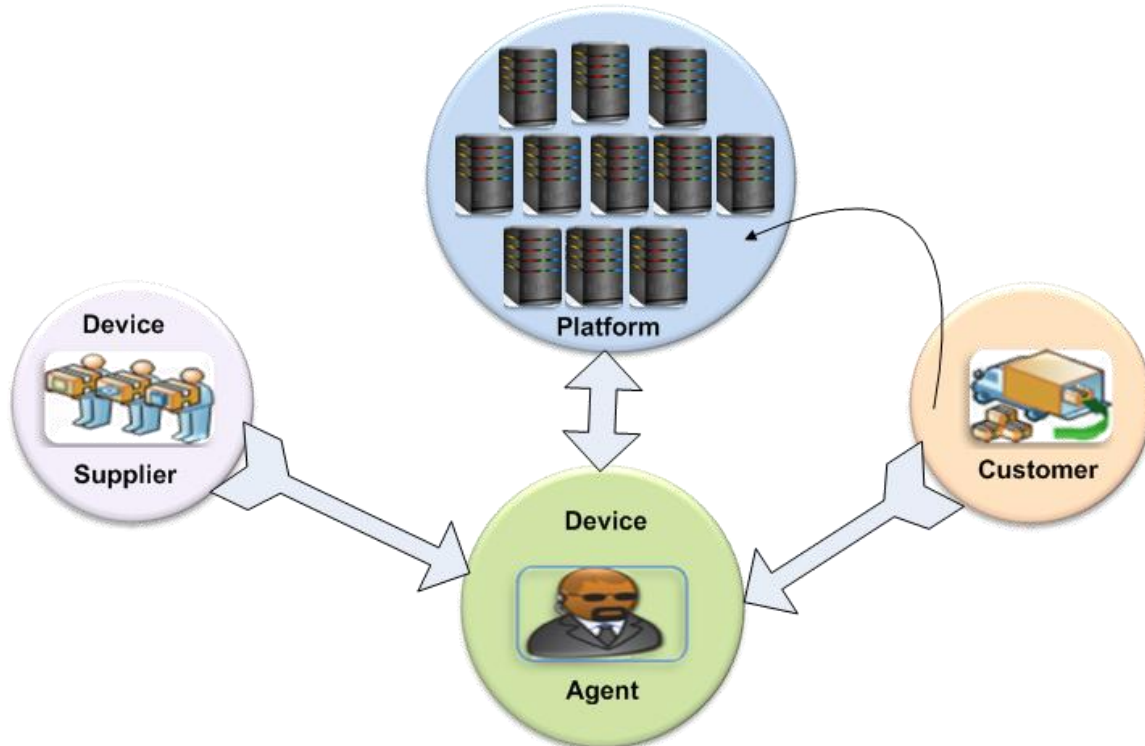
- Vehicles [including Pikipiki, Tuktuk, Trucks, Buses ETC]
- Motor Vessel [Ships, Yacht, racing boats, Ferry, pontoons ETC]
- Domestic and Wild Animals
- Fixed Assets
- Mobile phones



- To provide long-term data storage facility
- To provide online technical services such as device configuration
- To provide specialized geo fencing services
- Monitoring, recording and executing traffic violation tickets.
- NTSA or equivalent administrative processes module
- NTSA or equivalent back office activities module.



BUSINESS MODEL



NTSA

PLATFORM PROCESSES DATABASE



Maintenance Processes

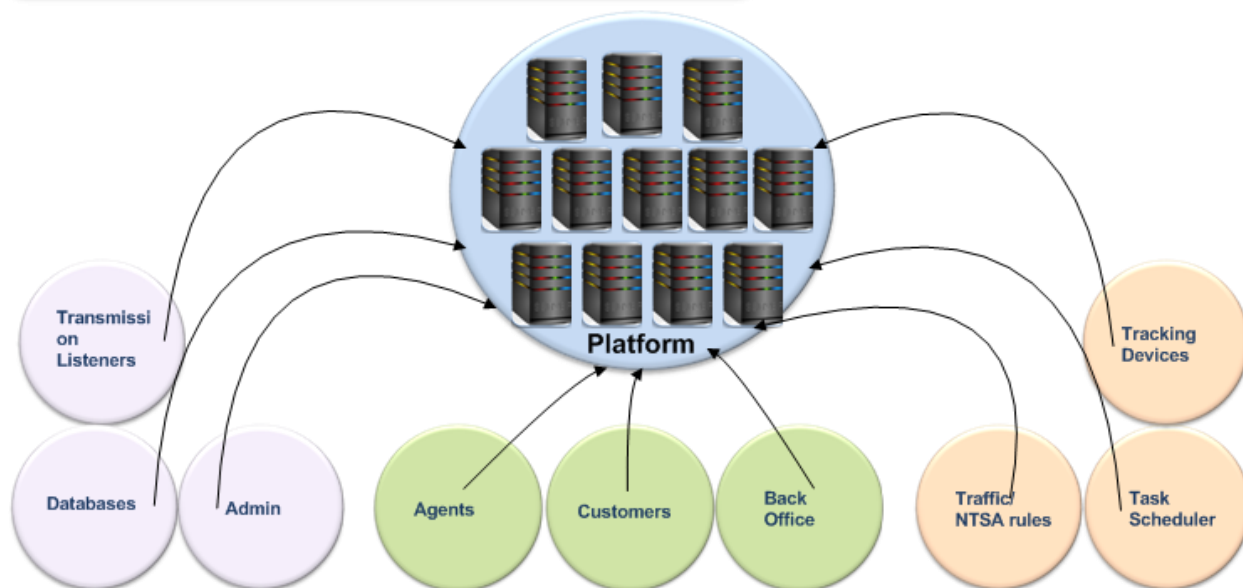
//Device Make & Models	device_ltm
//Agents Record Table	device_agt
//Agent Fitting Centres	device_ftc
//Agent Customers	device_cus
//Agents Customers	device_cus

Transaction Processes

//Device Records Table	device_rec
//Device Agent Transfer	dagent_trf
//Agent To Center Transfer	agnftc_trf
//Center To Customer Fitting	agnftc_trf
//Agent Device Return	device_ret



THE PLATFORM



Main Design Features

Full Integration

When fully developed, the platform will be fully integrated among all modules and processes

Full Automation

When fully developed, all manually driven processes are replaced

New Features

For the sake of system integrity and security are added to provide end to end system audit

- Full Inventory module [for device agents]
- Full Customer module [for device agents]
- Full supplier module [for device agents]
- Payment Issued/Received [for Admin/Customers/Agents]

Transmission listening servers

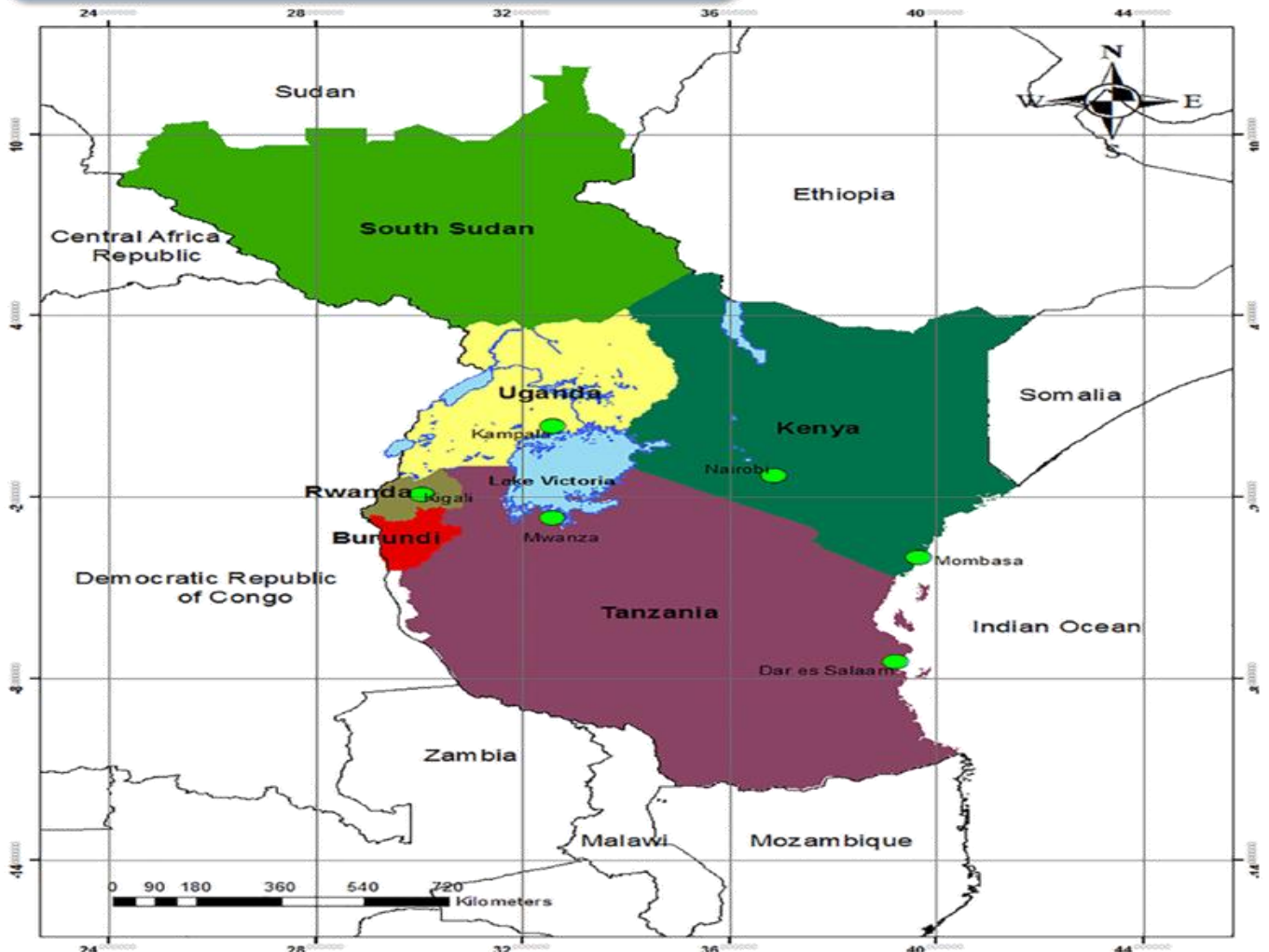
- They are gateway of transmitted data from tracking devices
- They are implemented based on tracking device[s] protocol
- They decode and consume received data
- They trigger[report]alerts of devices alarms (such as over speeding)

Tracking Devices

- They determine data diversity (different type of data that can be received)
- They determine the quality of data received [text or binary]
- They determine the security level of device tampering hence transmission
- There is a need to restrict only devices with certain functionalities and qualities to be fitted in vehicles so that all required data can be received from across all devices



MARKET HORIZON



Regional Integration

With a successful local implementation we can convince EAC member countries and possibly others as well by demonstrating and pointing out the benefits of regional integration which may include

- Interpol
- Cross border tracking [for security reasons] and implementing regional traffic rules
- Much richer and larger set of data collection and sharing
- Increased capability of implementing region wide tighter controls and rules

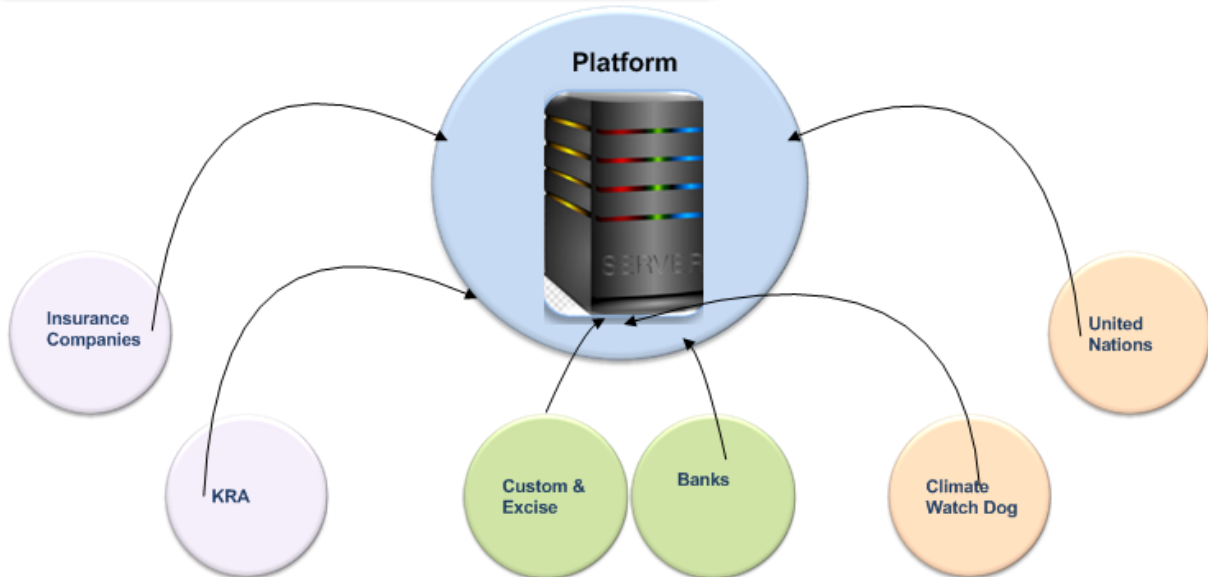


MARKETING STRATEGY

- Developing a modern, stable and customizable platform for regional and groups implementation
- Perpetual improvement/upgrade of platform capabilities, functionalities and aesthetics
- Providing unwavering, unparalleled professional support at all levels of platform processes and functions
- Inter-government level marketing approach
- To suggest and propose to volunteer to implement unrelated technical projects to EAC member countries as goodwill and exposure



STAKEHOLDERS



If the right data can be transmitted (obtained) at the right time (real-time), Many organizations, institutions and government departments can become stakeholders to the platform and contribute financially.

- -Insurance companies
- -Kenya revenue Authority
- -Customs & Excise
- -Banks
- -Climate watch dogs
- -United Nations