

Otto Connect, Inc.

Mobile Solutions for Parking, Communities, Sport



Introduction



- Our mission is to provide value to our customers via automated, mobile solutions that tackle the most challenging problems for small to medium size groups, communities, and sports leagues.
- Our **CAST** solutions provide dedicated in-app communication, schedules, and updates with event and activity registration and secure payment of fees.
- Otto Connect, Inc. is a small team of dedicated professionals who have worked together for an average of 15 years – providing automated solutions.

What is SurfCAST?

- **SurfCAST** is a bundled/customized mobile app management solution that can independently support:
 - **ParkingCAST** – a parking management and payment solution
 - **CommunityCAST** – a team or group communication and scheduling solution with immediate, on-the-app notices
 - **SportsCAST** – an end-to-end, easy-to-use, sports management solution
- **TODAY – we are focused only on the Parking solution**
 - Community and Sports may be follow-on opportunities if desired



Life is better at the beach.

Parking Solutions need to meet the needs of the various Stakeholders



Internal Stakeholders:

- ✓ City managers
- ✓ City planners
- ✓ Chief of police



External Stakeholders:

- ✓ Residents
- ✓ Visitors
- ✓ Day trippers
- ✓ Community at large

And successfully balance the wants vs. needs of the community



Can your city afford suboptimizing revenue generating opportunities beyond taxes?



What are beach parking challenges?

- Congestion/traffic flow
- Resident permits
- Pricing structure – daily vs. seasonal
- Enforcement
- Collections management
- Payment methods
- Kiosk maintenance

Our goal is to reduce or eliminate risk and investments

- Capital investments in meters and kiosks
- Manual interventions
- Upgrades for secure payment methods
- Failure in salt-air environments

Via leveraging technology available with smart phones

- Mobile App solutions





SurfCAST
by otto



ParkingCAST
by otto

Bundled or a la carte

otto
CONNECT



Parking**CAST**
Community**CAST**
Sports**CAST**

- **SurfCAST** can bundle any of the **CAST** products into a single, easy-to-use, mobile-based application.
 - Note: Any **CAST** product can be delivered a la carte or bundled with **SurfCAST**.
- Focused on Coastal Communities – **SurfCAST** solves the most pressing problems for Parking and Communication



Core Features

- **Communication**
 - Immediate, on the app, notifications and communication
 - To your community, group/team, or specific individuals – including polling/feedback
- **Scheduling**
 - Coordination of Events, Activities, Games, Meetings
 - Immediate notification of changes, cancellations, etc.
- **Registration**
 - Join the appropriate or interested **CAST** groups
 - Associate and register for specific teams and activities
- **Payment**
 - Secure payment of fees and dues from the app for associated activities
 - Resident/Employee vs. Visitor – seasonal/daily/hourly rates

Parking App

- This is a mobile app-based solution for smart phones & tablets
 - Download the app via Apple or Android devices
 - Register your ID, Car/LP#, payment – and go on your way
 - Optional Zone/Parking Lot tracking for utilization via payment step or enforcement
 - If Payment – an extra step to enter the zone
 - If Enforcement – automatic when scanned by officers
 - If different zone pricing is implemented – then zone input is required with payment

General Features

- Free or reduced fee option for residents and employees
- Easy pay from your mobile device
- Remote parking time extensions
- Customizable notifications delivered via the app
- Store up to n cars in your account (town selectable)
- Android & Apple iOS (minimum version levels will be required)
- Secure payment methods available including Credit Card, Debit Card, PayPal
- Dedicated customer support

1-Stop-Shop for Parking

Our intention is to provide a 1-stop-shop Option for all related Parking activities as required by Ordinances, Laws, and Town policy.

- Fast path to revenue for the community with no up-front costs (except signage)
- Parking Management and Control
- Seasonal rates
- Enforcement options (to offload local police department)

1-Stop-Shop for Parking

1. Free App download – covering Zone and Parking Fee
 - a. Resident – Free
 - b. Seasonal Rates – with selectable period (week, year)
 - c. Seasonally adjustable rates – including 4x4 beach access
 - d. Week/Day/Hourly rates
2. Simple, all inclusive fees
3. Enforcement: Ticketing and Payment
 - a. Optional Same Day Ticket Forgiveness (via the App)
4. Customized Reports – based on needs of the city
5. Auditable Database of all fees, tickets, and payments
6. Customer inquiries via the app
7. Customer feedback via the app
8. Links to Utilities (residency verification) → Potential for future utility payments
9. Links to City Police → Repeat violators for towing or tire boot
10. Certified/Background checked employees

A la carte Parking options

BASIC Parking Option

Access to the App and web backed

- Free App download
- Customer defined parking rates
- Simple, all inclusive fees
 - % of collections
 - fixed fee/year
- Enforcement Enabled for Town
 - Citation/Tickets
 - Warnings
 - Fee collection and tracking
- Monthly reports
- Dashboard and detail access

Optional added Features

- Park by Mail
- “Same Day Ticket Forgiveness”
- Links for residency verification
- Emergency Re-entry pass integrated
 - Differentiated by roles (i.e. resident, emergency first responders, contractors, etc.)
- Equipment (scanning/printing)
- Emergency Notices
- Polling/Feedback

Customization



Opening
screen



Hourly, daily,
seasonal rates



Parking zone
definitions



Selectible
Features

Pricing



Dependent on
Number of Parking
Spaces and
Options Selected



% of parking fees
collected or
Fixed Fee



No app charge to
end users

Demonstration

- Ease of Use
 - = Mobile App
 - = Dashboard

Summary

- Paid Parking with Feature and Pricing options – with or without enforcement
 - Without enforcement still provides access for town personnel to scan and enforce parking permit requirements
- Special Permits: Employees, Businesses, Turtle Patrol, other?
- Residents (long term renters) – free or reduced cost annual rates
 - Verification to be determined by the Town
- Golf Carts – if Registered – treated the same as cars
- Hourly, Daily, Weekly, Seasonal Rates – customized
- Area or Zone type – different rate options (i.e., downtown, beach access, pier, remote)
- Park by Mail – for anyone without a smart phone
- "Same Day Ticket Forgiveness" feature
- Payments via CC/DC/PayPal

- Future Options in process
 - Local Donations for charities, fund raisers, non-profits
 - Local Ads/Discounts to promote the community

Concept Backup

Basic Concept to Park

Resident Setup:

1. Establish Residency
2. Approve Ts & Cs
3. Setup Account
4. Register Cars

DONE

- Can park in any approved lot or zone anytime without charge or having to log into the app

Visitor Setup:

1. Setup Account
2. Approve Ts & Cs
3. Register Car
4. Set Payment Method
5. Park
 - a. Pick Zone
 - b. Confirm Payment Method
 - c. Pick Duration
 - d. Pay

DONE

Visitor 2nd time + Parking:

1. Park
 - a. Pick Zone
 - b. Confirm Payment Method
 - c. Pick Duration
 - d. Pay

DONE

If "Park by Mail" → just park and we will leave an invoice/parking fee notice for payment

Enforcement

Fully support by Otto – with enablement for Police Dept (if desired). EO = Enforcement Officer

Performed by Parking Attendant – via scan (or manual entry) of the License Plate #

- Compared to the Otto Database for compliance:
 - Resident:
 - If registered resident – note date/time/zone/EO
 - If not registered – warning/citation process
 - Visitor:
 - Confirmed valid parking pass/permit – note date/time/zone/EO
 - No valid pass/permit – warning/citation process

Side Street violations – as determined by the Town

Proposed Warning/Citation Process Rollout

- Phase 1
 - Issue a warning for 1st time violations for all areas (zones and side streets)
 - Issue a citation for 2nd time violations
- Phase 2
 - Issue a citation for all violations
- Each notice to include picture and auditable reference to date/time/zone/EO – and reference to the warning (1st time) or citation details
- NOTE: some issues to be referred to Police Dept
 - Handicap violation
 - Blocked Fire Hydrant
 - ... other TBD

Web-based Dashboard (example)

Parking Reports

Financials (Current Month)

By Category	Number	\$\$	SC \$\$ (est)
- Hourly	7	\$175.00	(70 %) \$122.50
- Day	0	\$0.00	(70 %) \$0.00
- Week	0	\$0.00	(70 %) \$0.00
- Seasonal	0	\$0.00	(70 %) \$0.00
- Pay by Mail	0	\$0.00	(50 %) \$0.00

Financials (YTD)

By Category	Number	\$\$	SC \$\$ (est)
- Hourly	7	\$175.00	(70 %) \$122.50
- Day	0	\$0.00	(70 %) \$0.00
- Week	0	\$0.00	(70 %) \$0.00
- Seasonal	0	\$0.00	(70 %) \$0.00
- Pay by Mail	0	\$0.00	(50 %) \$0.00

Parking Fees

Typical Parking Rates

- Standard Lots
 - Hour \$5
 - Day \$20
 - Week \$80
 - Year \$250
- Park by Mail Lot
 - Day \$25
- Violations
 - Daily = \$50
- Residents Free
- Seasonal Passes for City Employees at a free or discounted rate (optional)

Otto Fees – as a percentage of fees collected:

- No surcharges, No hidden fees, All Inclusive
- No up-front fees

Dates/Times:
March 1 – Oct 31

Hours:
9:00AM – 5:00PM

- * Fees dependent on number of parking spaces, parking rates, and level of services.

Discussion

Backup – Otto Connect, Inc.

Who we are and What we do



WHO:

Otto Connect, Inc. is a subsidiary of **The Otto Project, LLC**

- Software and Business professionals
 - Focused on taking an IDEA and developing an Enterprise level SOLUTION
- Experience: IBM, BNT/DCT, Lenovo, Cisco, Security First Corp
 - Delivery of high-end automation and security solutions (Networking, Telco, Security, etc.)
 - Includes IBM as our primary customer (both as DCT and SFC)

WHAT:

- **The Otto Project, LLC** – provides Consulting, Business, Due-Diligence, Product Development – “**Ottomation**” via software solutions
- **Otto Connect, Inc.** - Specializes in mobile apps for community of interest management and communication – including Parking.

Leadership Team

- 125+ Years of experience in product engineering solutions



Jim Varner
President & CEO



Dave Irons
COO



Aysegul Berenson
CFO



Trevor Brown
CTO



Marc Stracuzza
VP - Product



Jeanne Pugh
Program Director



Marc Nicholls
VP – Sales
& Business Dev.



Jose Cifuentes
Sr. Software
Engineer



Janine Wald
VP - Marketing

Board of Directors for Otto Connect, Inc.



Jim Varner
Chairman



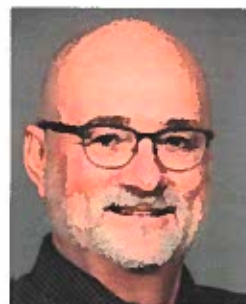
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