



FAST FACTS:

COMPANY: TiiCO Telematics

PRODUCT: AI Vehicle Control Unit

INDUSTRY: Vehicle Telematics

MARKET SIZE: (G) 19,38 billion USD: (L): 2,7 billion

DIFFERENTIATION: Highly customizable AI vehicle telematics solution with extensive edge computing capabilities.

INVESTMENT STAGE: Technology development

VALUE PROPOSITION

COMPETITIVE ADVANTAGE

TiiCO is built on the premise of customer centricism and this unique vehicle ECU system offers customer centric and highly customizable machine learning solution. Unlike existing after-market vehicle telematics solutions, this artificial intelligence ECU offers extensive edge computing capabilities, thus providing the much-needed vehicle security and autonomy.

PRODUCT

TiiCO's unique vehicle ECU is smart vehicle telematics product designed to use machine learning to reduce vehicle hijacking and theft while enhancing driver's safety. Through integration with various IoT sensors, ECU's ML algorithm is able to detect hijacking or theft and make decision independent of the driver or external intervention.

MARKET

The vehicle tracking or telematics global market is divided into 5 major regions namely; Middle East and Africa (MEA), Europe, North America, Asia Pacific, and Latin America. The global market is valued at 19 billion and projected to grow at a CAGR of 13.3% from 2021 to 2028. The digitalization of vehicles, expansion of the global logistics and transportation industry has presented new growth opportunities. The need for reduced cost and improved operational efficiency

to achieve higher profitability and productivity has been the prominent market drivers.

BUSINESS MODEL

To maintain the competitive edge and ensure scalability, the business model involves manufacturing of the hardware (ECU) and development of the software. The hardware will be installed into the clients' vehicle at cost and the solution will be offered as a SaaS product. The client will sign a 24 months contract and pay a monthly subscription to access the solution.

COMPANY

Thabelo Ratshihule – Founder & CEO

Thabelo Ratshihule holds an MBA and has over 5 years of vehicle telematics background as founder and CEO of TiiCO Telematics. As a seasoned entrepreneur and having failed in a couple of entrepreneurial ventures, Thabelo comes from a healthcare background with over 10 experience. Thabelo uses the lean business approach and is motivated by finding technological solutions to the world's most pressing problems.

Ntokozo Mdluli – CTO

Ntokozo Mdluli is an experienced software engineer with over a decade in the IT industry, and has recently graduated with an MBA from Wits Business School. Ntokozo has extensive experience in end-to-end solution analysis, design, development and implementation as well as delivery of customer centric IT solutions. Being a high performer, goal-oriented, and driven to solve problems are just a few of the qualities that keep him motivated.