

## Company Overview

### ❖ Waycare (Tel-Aviv, Israel)

- Provides an advanced traffic management software that is driven by data analytics and artificial intelligence (AI).
- Takes in in-vehicle and city traffic data to generate predictive insights and allow operators to better manage congestion and traffic incidents.
- Aims to make traffic management more “proactive”.
- Conducts a pilot in Las Vegas and will start a new one in Tampa.



## Project 1 – Market Entry Strategy

### ❖ Problem Statement (Project Goal)

- Waycare wants to expand its business in the US market.
- We evaluate criteria to rank cities across the US to identify promising cities that Waycare should approach to.

### ❖ Methodology

#### 1. Quantitative analysis

- Domestic, Traffic, Crash, Smart City factors

#### 2. Rank with math model & Select 20 cities

#### 3. In-depth quantitative analysis

- Stakeholders, Traffic Management System

### ❖ Recommendations for selected 20 US cities

CITY	RATING	CITY	RATING
NEW ORLEANS, LA	- +	STAMFORD, CT	- +
MIAMI, FL	- +	SEATTLE, WA	- +
LOUISVILLE, KY	- +	WASHINGTON, DC	- +
OKLAHOMA CITY, OK	- +	SACRAMENTO, CA	- +
TULSA, OK	- +	ST LOUIS, MO	- +
ATLANTA, GA	- +	MEMPHIS, TN	- +
DENVER, CO	- +	NASHVILLE, TN	- +
JACKSONVILLE, FL	- +	ANCHORAGE, AK	- +
RIVERSIDE, CA	- +	BUFFALO, NY	- +
TUCSON, AZ	- +	CHARLOTTE, NC	- +

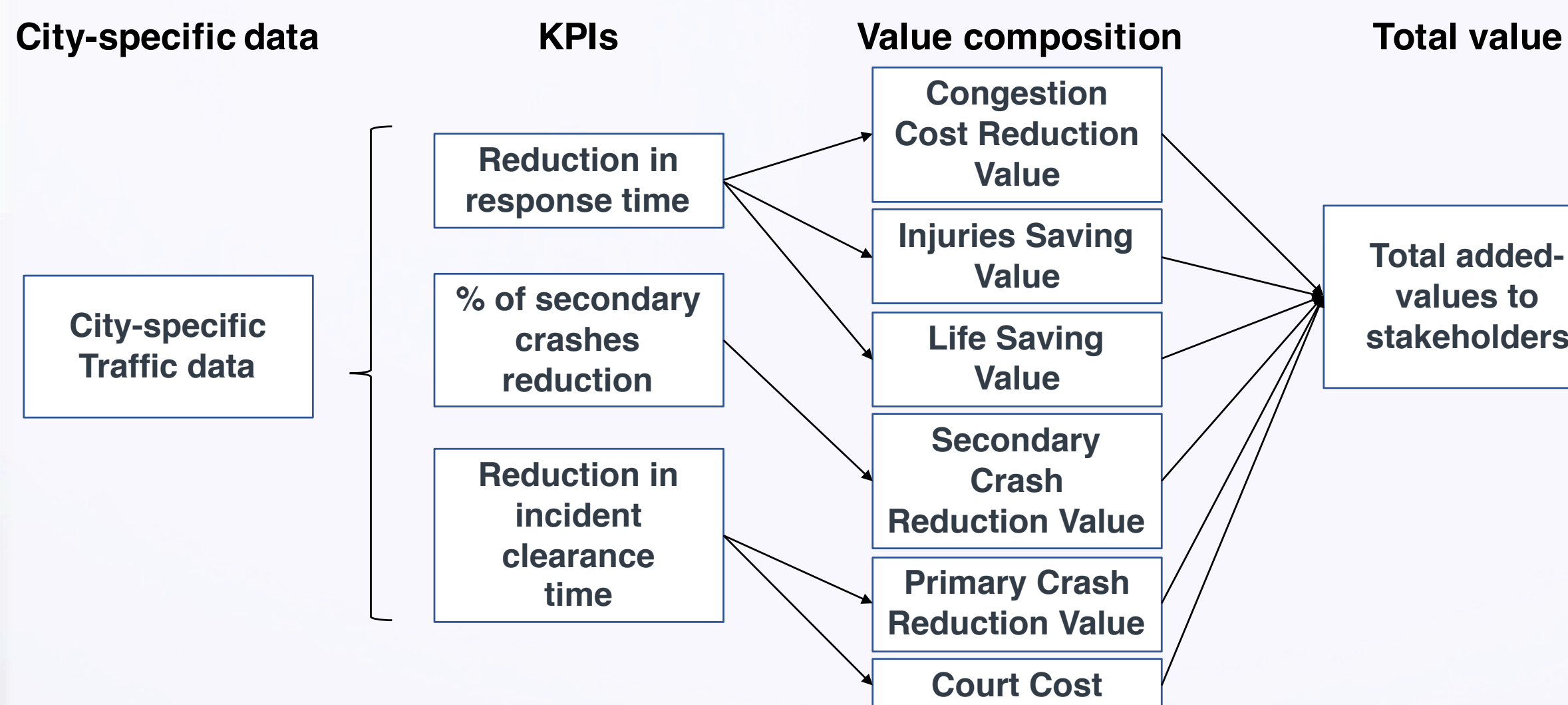
## Project 2 –Pricing Strategy

### ❖ Problem Statement (Project Goal)

- Waycare wants to price its system.
- We build up a general pricing model that fit in all target cities

### ❖ Methodology

- We identify Key Performance Indicators, quantify values or cost savings to the stakeholders from the KPIs, and charge a price commensurate with the value delivered.



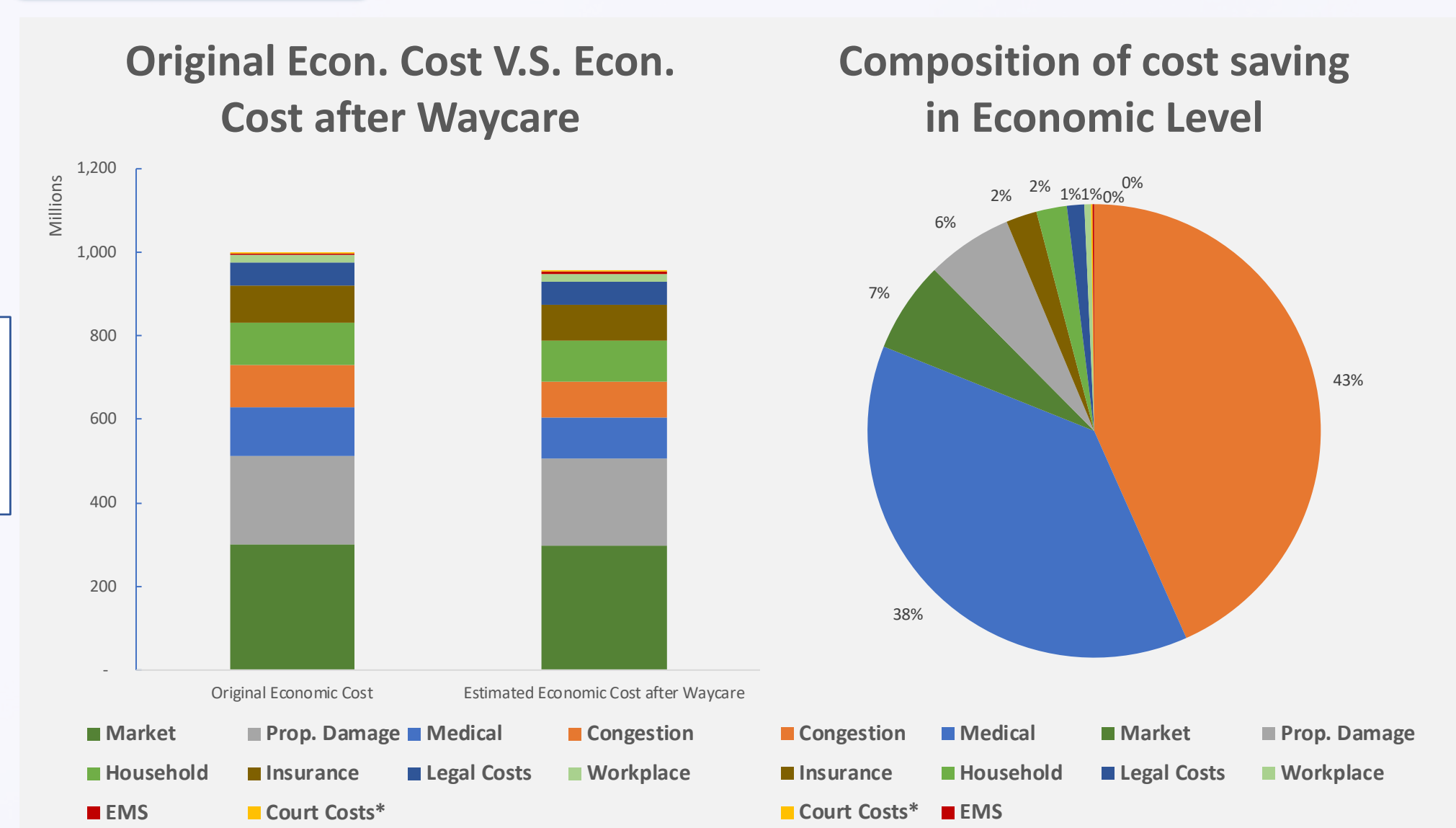
### ❖ Analysis results

#### Economic Level

- Total Economic Cost Savings \$45M USD/year
- About 4.5% of original cost

#### Government Level

- Total Government Cost Savings \$6M USD/year
- About 6.4% of original cost

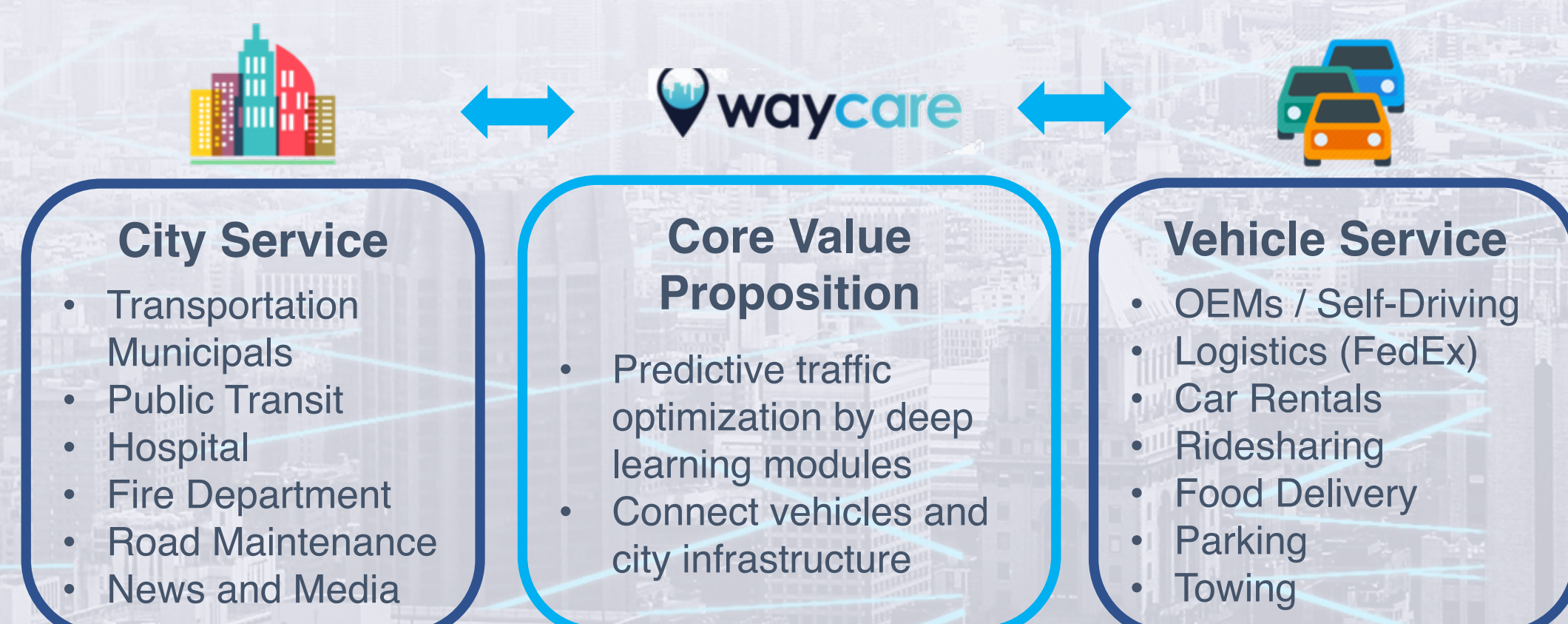


## Project 3 – Growth Strategy

### ❖ Problem Statement (Project Goal)

- Waycare wants to explore new market verticals to scale up and achieve growth in different market segment.
- We provide strategies on how to scale up and achieve growth, analyze new and complementary revenue streams that Waycare can leverage on with their product and look at potential partnerships with other stakeholders.

### ❖ Methodology Research and Selection Rational



### ❖ Proposals

#### 1. PlowCare

- A software that monitors plows, track road treatment progress, communicates with plows and motorists about potential hazards.

#### 2. ParkCare

- An efficient event parking navigation based on real-time and predictive traffic condition and parking utilization

#### 3. DriveCare

- A traffic-safety solution for OEMs and their first tier suppliers to integrate into a connected car's advanced driver-assistance system (ADAS).