Stephen Roulac Investing Strategy

Parknav Business Rationale White Paper

Stephen Roulac portfolio companies are selected because they model and monetize the

implications of his award-winning research concerning how value is created – *IDEAS* are most

important – and the seven TICMELM technologies that transform society and commerce.

The TICMELM acronym refers to seven technologies that have extraordinary impacts on

changing society, business, and investing. These seven technologies are:

* Transportation
* Information
* Communications
* Making
* Energy
* Learning
* Money

These TICMELM technologies enable and respond to the phenomenon of place choice, which

emerged in the 18th century. Place choice has been the defining differentiator between society

before and after the late Renaissance and early Industrialization. The findings of this research

concerning place choice and TICMELM technologies reveal strategies and business models that

can create extraordinary value.

Applying this research, Stephen Roulac has assembled a portfolio of some 25 early stage

companies. Parknav is one of six of his portfolio companies that are on a path to prospective

billion-dollar valuations. 21 reasons why Stephen Roulac is backing Parknav on the Wefunder crowd-funding platform (wefunder.com/parknav):

1. **BIG IDEA**
2. **PROPRIETARY PATENTED AI TECHNOLOGY**
3. **MEETS PRESSING NEEDS**
4. **POWERFUL BUSINESS MODEL**
5. **BIG DATA PLAY**
6. **COMPELLING VALUE PROPOSITION**
7. **STRONG GROWTH MOMENTUM**
8. **BIG OPPORTUNITY IN MASSIVE, RAPIDLY GROWING MARKET**
9. **MARQUIS CUSTOMERS**
10. **PROMINENT BACKERS**
11. **DISTINGUISHED/HIGH PROFILE INVESTORS**
12. **RARE OPPORTUNITY TO INVEST – PRE-IPO – ALONGSIDE EXTRAORDINARY SUCCESSFUL ENTREPRENEURS**
13. **MARKET LEADERSHIP**
14. **EYAL AMIR IS BRILLIANT, HIGHLY ACCOMPLISHED CEO**
15. **STELLAR MANAGEMENT TEAM**
16. **HIGHLY CAPITAL EFFICIENT**
17. **EMPLOYS PROGRESSIVE FINTECH CAPITAL ACCESS STRATEGY**
18. **TECHNOLOGY SOPHISTICATION ENABLES SUBSTANTIAL COST ADVANTAGES OVER COMPETITORS**
19. **PARKNAV IS CASH FLOW POSITIVE AND ALREADY PROFITABLE**
20. **VALUATION PATH**
21. **EYAL AMIR EXEMPLIFIES ATTRIBUTES OF MOST SUCCESSFUL NEW VENTURE CEOS**

In this whitepaper background statement, Stephen Roulac – strategy adviser, to and the company’s largest shareholder after the founders – explains the Parknav business and the reasons he is backing Parknav in this capital round. His perspective concerning the Parknav market opportunity, the company’s business, future value growth (Parknav is on a path to a $1 billion valuation in five years, $5 billion valuation in 2028, and $10 billion by the end of the decade), and the Parknav enterprise itself, is informed by his role over the last seven years as a strategy advisor to and lead investor in Parknav.

Prior to investing in Parknav in 2014, Stephen Roulac invested in Wefunder at a $20M

valuation. Wefunder recently raised capital at a $350M valuation. Parknav shall soon be raising

capital on the Wefunder crowd-funding platform (wefunder.com/parknav). Parknav raised

capital on the Wefunder platform in 2016 at a $20M valuation. This raise is at $50M valuation.

Parknav and Wefunder are among the six of Stephen Roulac’s 25 portfolio companies that have

strong prospects to reach value of more than a billion dollars.

Stephen Roulac Bio highlights:

* **Entrepreneur** – Founded/opened businesses in 20 Metros on three continents.

Created/built/led the property advisory and valuation practices of the two largest CPA

firms.

* **Strategy analyst** – Advising globally re: business/investing/property decisions: clients

include *Fortune 10* major corporations such as Apple; leading Wall Street investment

banks and law firms; entrepreneurs; substantial investors such as CALPERS;

government agencies such as SEC, IRS, FHFA, DOL, HUD, etc.

* **Investor** – Led team that delivered 30% ROI – ranked within the top 1% globally –

investing in the best public property companies in the best places in the world.

* **Scholar** – 500 published articles – research rated 1/2/3/4 in the world. Forbes

columnist. Teaching at leading universities. Only individual to hold graduate degrees –

PHD/MBA/JD (strategy/finance) plus faculty positions at 3 of the world’s 4 top-ranked

leading universities: Stanford/Harvard/UC Berkeley.

* **Athlete** – National class distance runner. World class master cyclist.

As the lead investor and strategy adviser to Parknav – the leading *smart city data* company, providing *live information* about everything that happens in and around the street in *real time,* thereby *making cities* smart and *people smarter* in their interactions with streets/neighborhoods/urban places, *learn about Parknav* – telling you here why I am backing the company.

In 2016 – when Parknav had a successful raise on Wefunder at a $20 million valuation – the company covered 40 metros, and five prime cities — and had a $2M sales funnel. Now, Parknav covers 1,000+ metros, and 200+ prime cities — and the sales funnel is $108M. The Parknav valuation on Wefunder of $50 million is 2.5X the $20 million five years ago valuation – yet these crucial *metro and sales funnel metrics* are up 50X since the 2016 raise. Parknav projects strong, substantial continuing growth momentum in metros, prime cities, sales funnel.

21 reasons Stephen Roulac invested $50,000 in Parknav – beyond the $520,000 he previously invested – in the current raise include:

1. **BIG IDEA –** Parknav founder/CEO Eyal Amir’s vision is“*to be to information about places: what Google is to search.”*To this end: providing information about places – metros/neighborhoods/streets – similar to what Google provides for search – supports the intangible information infrastructure. This intangible information infrastructure is so essential for places to function competently/safely/equitably in the wired, connected 21st century world. Yet, implementing this necessary intangible information infrastructure still lags far behind the need. With advances in technology – most especially artificial intelligence – more information than ever before is available about streets, neighborhoods, cities: what you can see but perhaps even more importantly, what you can’t see. These new technologies accelerate the capacity to create data-driven intelligence to enable individuals, businesses, governments to be smart about places – to catch up with and even exceed the advances in ubiquitous smart home technology innovations. Smart city technology advances are transforming how people experience places, engage in commerce, and manage places.
2. **PROPRIETARY PATENTED AI TECHNOLOGY –** Proprietary patented Ai (Artificial Intelligence) is the foundation for pragmatic, highly innovative award-winning applications of research and technology innovations – predictive analytics, machine learning, Big Data, IoT (Internet of Things). Parknav tech builds on/extends /applies discoveries from Dr. Amir’s Stanford computer science Ph.D. dissertation – recognized as the best computer science thesis produced at Stanford.Masayoshi Son – Softbank’s highly successful CEO and one of world’s leading technology innovators/investors – proclaimed in recent briefing in Tokyo: *“Structurally, we’re at the beginning of the AI (artificial intelligence) revolution, just as* *we were at the beginning of the Internet revolution in 2000.”* Parknav CEO Eyal Amir is one of the preeminent Ai authorities.
3. **MEETS PRESSING NEEDS –** Finding parking – “*Just drive, let us find parking for you*” –anywhere and everywhere, plus many other *be smart* applications.
4. **POWERFUL BUSINESS MODEL –** Combines powerful strategy and economics concepts — scale economy & power/freemium/network/Pareto optimality/SaaS/ learning curve effects — leading to high margins, which margins grow as market coverage expands.Parknav exemplifies the platform business model leveraged by network effects in that the company supports/integrates/harnesses the complementary motivations and objectives of several parties interacting around the desire to have more insights into, and information about what is happening in and between places: streets/neighborhoods/metros. More smart place users in any one place increase the value in that place, and more places make all places more valuable.
5. **BIG DATA PLAY –** At its core, Parknav may be thought of as an extraordinary data play: promising to bring substantial value beyond the evident/visible/first order customer experiences to encompass select advanced/sophisticated/innovative applications that promise to contribute extraordinary revenues, profits, and value.
6. **COMPELLING VALUE PROPOSITION –** Parknav makes streets/neighborhoods cities/public & private places come alive in real time by marrying local insights with global intelligence in providing personalized/customized/information/guidance/data to enable smart place experiences/commerce/mobility for individuals/enterprises/ governments.Parknav provides real time information for places – streets, neighborhoods andmetros – about everything that happens in the streets and neighborhoods that enable cities– plus all individuals/entrepreneurs which live/experience/interact with them – to besmarter, more informed/effective/efficient/safe/ prosperous in their place experiences.
7. **STRONG GROWTH MOMENTUM –** Parknav is realizing algorithmic growth – 10X in metro coverage and sales funnels – the two most important metrics driving revenues profitability, and company value – every two years.. Metro coverage has increased from 40 in 2016 to 1000+ in 2020 and is on pace to reach 10,000 metros in 2022 – the twomost important metrics driving revenues, profitability and company value. This strong growth momentum – historic and projected – is reflected in two charts on the following pages:

**Parknav Then vs NOW: From Market Entry to Established Market Dominance**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **2015** | **2016** | **2018** | **2020** |
| **Product** | Parking Prediction | Parking Prediction | Parking Prediction, Curb Data | **API for the street, AI tools, city management API tools, predictive traffic, Parking Prediction, Curb Data, IoT sensors, optimization** |
| **Markets** | Automotive | Automotive | Automotive,  telecom | **Automotive, telecom, oil, smart city, IoT, construction, real estate** |
| **Metro Coverage** | 4 Cities | 40 cities | 120 cities | **1000+ cities** |
| **Metro Growth increment from 2015** |  | 10X | 30X | **250X** |
| **Metro Growth Game** |  | $1,500,000 | $10,000,000 | **$96,000,000** |
| **Prediction Precision** | 50% | 60% | 80% | **90-95%** |
| **Funnel size** | $500,000 | $2,000,000 | $12,000,000 | **$108,000,000** |
| **Funnel Growth Increment from 2015** |  | 4 X | 24 X | **216X** |

**Parknav NOW vs Future: Building on, Extending, Monetizing Market Dominance**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **2020** | **2022** | **2025** | **2030** |
| **Products** | API for the street, AI tools, city management  API and tools,  Parking Prediction, Curb Data, IoT sensors, sensor optimization, predictive traffic | API for the street, AI tools, city management  API and tools,  Parking Prediction, Curb Data, IoT sensors, sensor optimization, predictive traffic, IoT Platform, Inventory prediction | API for the street, AI tools, city management  API and tools,  Parking Prediction, Curb Data, IoT sensors, sensor optimization, predictive traffic, SMEs platform | **API for the street, AI tools, city management, API and tools,**  **Parking Prediction, Curb Data, IoT sensors, sensor optimization, predictive traffic, SMEs platform**  **API of Knowledge Bricks, AI**  **tools platform, Prediction**  **platform, IoT Platform,**  **Consumer-Apps platform** |
| **Markets** | Automotive, telecom, oil, smart city, IoT,  construction, real estate | Automotive, telecom, oil, smart city, IoT,  construction, real estate  Mobility Enterprises,  Smart-City Enterprises | Automotive, telecom, oil, smart city, IoT,  construction, real estate Large-Cap Enterprises,  Small-and-Medium  Enterprises | **Automotive, telecom, oil, smart city, IoT, construction, real estate Large-Cap Enterprises,**  **Small-and-Medium**  **Enterprises**  **All consumers, governments,**  **enterprises** |
| **Market Coverage** | 1000+ cities | 10,000+ cities | 100,000+ cities | **All cities Globally** |
| **Metro Growth Increment from 2015** | 250X | 750X | 2500X | **10,000+X** |
| **Prediction Precision** | 90-95%% | 95-98% | 98-99% | **99+%** |
| **Funnel size** | $108,000,000 | $1,000,000,000 | $10,000,000,000 | **$100,000,000,000** |
| **Funnel Growth Increment from 2015** | 216X | 2,000X | 20,000X | **200,000X** |

1. **BIG OPPORTUNITY IN MASSIVE, RAPIDLY GROWING MARKET –** The now $1 trillion *Smart City/Mobility* Market that Parknav serves is growing at accelerating rates and shall exceed $3 trillion by2026.
2. **MARQUIS CUSTOMERS –** BMW/Deutsche Telekom (T-Mobile parent)/Siemens = and many more
3. **PROMINENT BACKERS –** Microsoft Ventures Accelerator/SAP/Plug&Play/Volkswagen/ Startupbootcamp Berlin.
4. **DISTINGUISHED/HIGH PROFILE INVESTORS:** Village Global Venture Capital is Parknav’s lead venture investor, whose LPs include the world’s savviest, brightest most successful tech entrepreneurs: Jeff Bezos (Amazon)/Bill Gates (Microsoft)/Mark Zuckerberg (Facebook)/Bob Iger (Disney)/Eric Schmidt (Google)/etc., etc., etc. Collectively these brilliant technology innovators/entrepreneurs have founded/built/lead companies whose cumulative market value is nearly $7 trillion.
5. **RARE OPPORTUNITY TO INVEST – PRE-IPO – ALONGSIDE EXTRAORDINARY SUCCESSFUL ENTREPRENEURS –** Click on *Parknav* to invest alongside 23 individuals whose companies are worth $1 Billion or more. Their 23 companies collectively are worth nearly $7 Trillion.
6. **MARKET LEADERSHIP –** First mover advantage; strong moat; recognized by Gartner as ‘cool company’.
7. **EYAL AMIR IS BRILLIANT, HIGHLY ACCOMPLISHED CEO –** Regarded as one of the world’s leading AI (Artificial Intelligence) experts, his brilliance is evidenced by his Stanford PhD thesis being recognized as the best computer science dissertation at the university known for producing legendary world-changing computer science innovation: Google founders Larry Page and Sergey Brin were his Stanford doctoral classmates. Eyal Amir excels in competitive situations – at age 20, was Israel national rifle shooing champion and Olympic team member plus subsequently earned martial arts black belt.
8. **STELLAR MANAGEMENT TEAM –** Deep experience plus much success in pertinent mobility/sophisticated data products/SaaS models/smart city verticals with multiple highly profitable exits. Parknav’s stellar management team has records of substantial successes *–* explosive revenue growth numbers *–* strong value accelerations leading to successful exits.
9. **HIGHLY CAPITAL EFFICIENT –** Economical business platform and advanced digital-delivery systems plus prudent/responsible financial management benefit investors: more profits, less dilution, higher ROI.
10. **EMPLOYS PROGRESSIVE FINTECH CAPITAL ACCESS STRATEGY –** Facilitates controlling financial destiny. This new capital access model features more balanced power relationship — proactive not reactive — resulting in better terms and outcomes for investors.
11. **TECHNOLOGY SOPHISTICATION ENABLES SUBSTANTIAL COST ADVANTAGES OVER COMPETITORS –** As case in point: Parknav can introduce new metro/customer application for $10K that costs competitors millions of $ $ $ to match. Cost advantages lead to market share gains, higher profitability, higher company valuation.
12. **PARKNAV IS CASH FLOW POSITIVE AND ALREADY PROFITABLE –** Over $1 million profit in 2019: highly unusual for early stage growth company.
13. **VALUATION PATH –** Parknav financial plan targets $1B valuation in 2026: 20X current $50M valuation in five years; $5B in 2028: 100X in seven years; $10B in 2030: 200X in nine years. The reasonableness and achievability of valuation objective are substantiated by property data companies commanding very significant market valuations. The real estate data company CoStar has a market capitalization of ~$35 billion, up several fold in the last couple of years.
14. **EYAL AMIR EXEMPLIFIES ATTRIBUTES OF MOST SUCCESSFUL NEW VENTURE CEOS –** Beyond his extraordinary brilliance and significant accomplishments, Eyal Amir, is distinguished in his CEO role in several significant ways: (A) Big Vision – *to be to information about places what Google is to search*; (B) Large Ambition – at dinner the other night, we talked about the plan to build a $100B company; (C) *Do It, Prove It, Improve It* – Dr. Amir personally designed/developed/sold the products that generated over a million dollars in profits in 2019; (D) Mirrors the teaching embodied in the title of my friend Adam Grant's *New York Times* best-selling book *THINK AGAIN,* and exemplifies the style of the value — creating scientists/entrepreneurs leading new growth/start-up companies: research shows their companies' revenues are 50X those of companies led by data-innocent, hard-driving, CEOs/founders relying on 'gut feel' to make decisions; (E) Models Personal Growth – While no small number of CEOs are developmentally static — verging on a one-trick-pony style — Eyal Amir is reflective, self-assessing, continually re-calibrating/redirecting/refocusing his energies to improve his personal effectiveness and, therefore, the company’s performance.

**YOU CAN LEARN MORE ABOUT PARKNAV AT:** wefunder.com/parknav