



# GoCarma

*Fully Automated  
Vehicle Occupancy Verification*

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# Company Background



## Product Leadership

*1st Mobile HOV Verification App*

We have pioneered mobile HOV verification technology since launching the first rideshare smartphone app in 2008.



## Public Private Partnerships

*12+ Years of Government Contracts in 8 Countries*

Including 6 FHWA grants for rideshare, ADS, transit and tolling. DFW project includes 3 public and 3 private firms.



## Broad Patent Protection

*10 US Patents with 2007 Priority Date*

Leading patent portfolio for app-based occupancy verification; ride-hailing; and mobility-as-a-service.

# DFW Deployment



**15,000 Daily Transactions**  
330,000 HOV toll discounts enabled in first 45 days



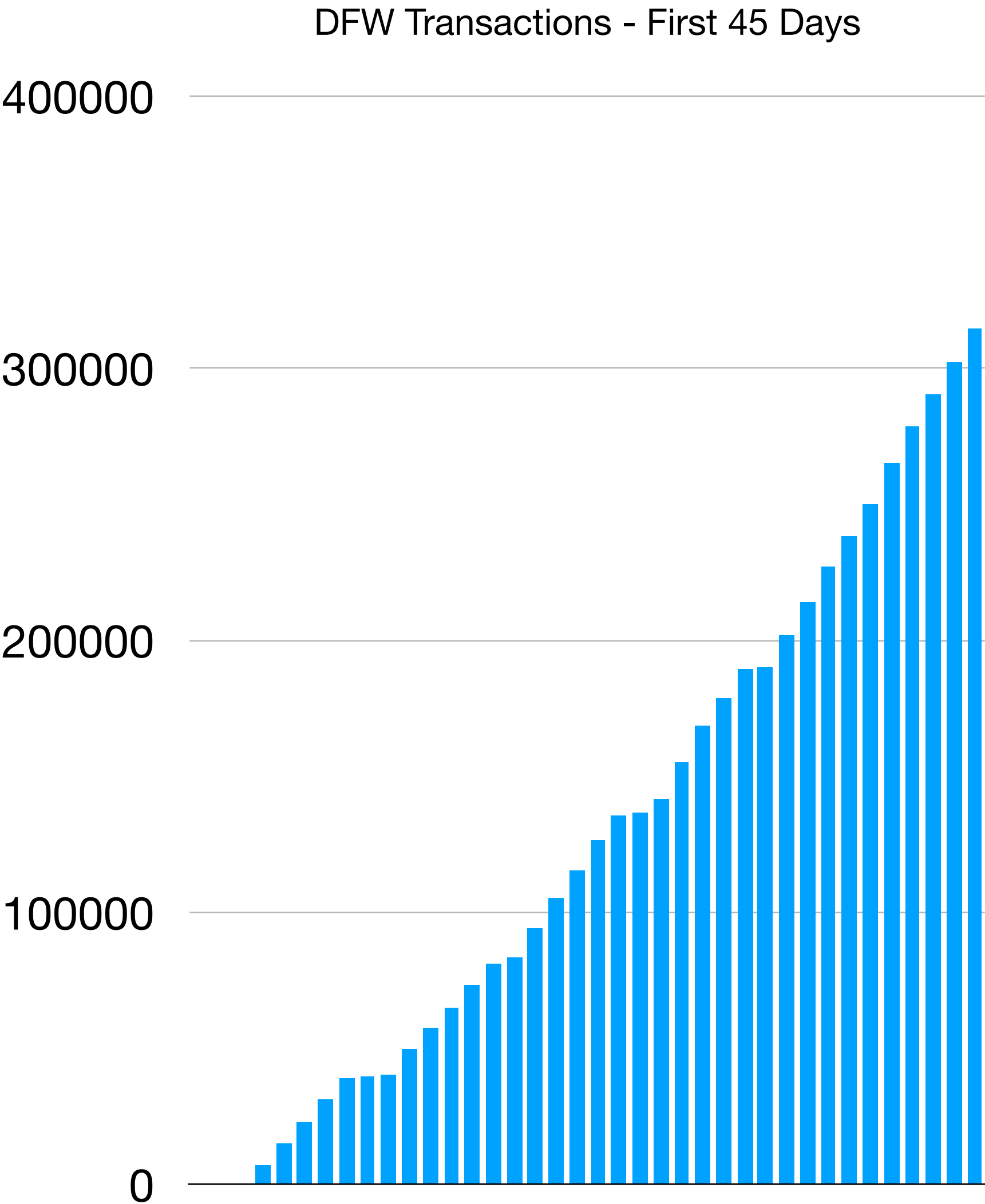
**30,000 Active Users**  
And 25,000 active vehicles



**\$600,000 in HOV savings**  
About \$50 monthly saving per active vehicle



**10-Year TxDOT Purchasing Agreement**  
1st Deployment in DFW metroplex (NCTCOG)





# GoCarma Product



## Occupancy Detection

*Using Bluetooth / GPS*

The GoCarma app verifies the coordinated proximity of occupants in a vehicle at toll gantry locations. Each person has the app or carries an *Occupant Pass*.



## Fully Automated

*No Driver Distraction*

A user can *set it and forget it* - the app runs entirely in the background, with no interaction required. Toll discounts appear on their toll statement.



## Privacy Protection

*No Imaging Required*

Data is only collected at toll locations and expires soon after. GoCarma shares an occupancy count with toll operators via an API.



**Thank you!**

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