



The Product

TOPCART is the first ever cart that smoothly folds in to your trunk with its load, in a single push. It's super versatile – shopping, professionals, heavy duty and more.

Grocery shopping is exhausting, time consuming and inconvenient experience.



TOPCART Benefits

- **Consumer:** Convenience, Efficiency, lifestyle product - versatile, Smart Cart - User experience. For professionals/heavy duty day2day work – best mobile solution for efficiency
- **Retailers** – Customer loyalty, Customer value, Differentiation, TCO reduction (carts costs & maintenance), Complementary Product, Single Data source across stores
- **Environmental:** Green- reduces number of plastic bags, Saves millions of trees and oil barrels

Super Versatile & Innovating design

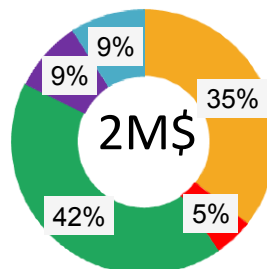


Investment

 - TOPCART is looking to raise \$2M

- (i) Final prototype, 3 development rounds, TOPCART digitation – self checkout, smart navigation, Price compare etc. Marketing (9 months)
- (ii) Tooling, manufacture of 2k parts for pilots, marketing. (3 months)
- (iii) Mass production, Marketing (3 months)

- Fix assets
- Opex
- Work force
- Marketing
- Unexpected



Strategic Partnerships

Retailers (Walmart, Costco) subsidise to regular customers, **Power tools manufactures, Car manufactures** as Companion-Product, **Carts manufacturers, Smart Solutions**

The Market

- 95% of all shoppers use a vehicle to drive to the supermarket
- 60% of all vehicles in the U.S. have flat trunks
- 20 million U.S. households can benefit from TOPCART

Status

- ✓ **POC** – the company has a functional prototype
- ✓ **Provisional** filed on Sep '15. **PCT** – Aug 16. **National phase** US/EU, Feb 18
- ✓ Raising Capital for last development stage, Marketing, Pilot Production

Team

Mr. Yuval Geffen – Founder, CEO
B.Sc in Mechanical Engineering, Ben-Gurion University. MBA, Ramat-Gan College;

Mr. Oded Schmeltzer
Founder, Product Manager
B.Sc in Electrical Engineering Technion;

Mr. Samir Genayam – CTO

Projections

US, Consumer only

Assumptions: 70\$ cogs, 45% distributors cut, 220\$ retail price. 20M market size in US.

Profitable from 3rd year. 6th year net profit 21M\$ (2.6% market share)

* Professional/heavy duty segment – 20M\$ on 6th year.