



ClearPath

The Best Path, All the Time

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Time and energy are the most important commodities of the 21st century – and traffic congestion wastes both. Our mission is to help drivers find the fastest possible path to a destination and avoid unnecessary delays and expenses.

Problem

Car navigation devices, online maps and consumer car navigation devices, online maps and consumer Smartphone applications don't satisfy the needs of the common motorist and business operations that are dependent upon efficient surface travel. The existing solutions often navigate people into horrible traffic with estimated arrival times that rarely are accurate costing users time and money.

Solution

ClearPath has developed a Smartphone application that identifies the best route to a destination in time, not distance, ensuring the fastest arrival. The secret is a patent-pending path-planning algorithm that uses historical traffic patterns to predict how traffic will change during the course of a commute to ensure a driver had picked the best route from the start.

Market Opportunity

The Apple and Android platforms have 90 million users in the United States. Of these Smartphone owners, 14 percent report using a map application frequently though no clear winning solution has emerged on either platform. However, due to the recent sensor instrumentations of road networks in major cities, for the first time a large volume of real-time traffic data at very high spatial and temporal resolutions has become available. The most popular utilization of this data goldmine is still to simply visualize and utilize the "current" real-time traffic congestion. Therefore, none of the current solutions accurately compute the least congested path at a given time for the duration of an entire trip.

Target Audience

Our customer is among the 90 million Apple and Android users in the United States. Currently nearly 100 million commuters in the United States travel more than five miles one-way each day and can benefit from a more efficient path. Additionally, any business venture that depends on efficient surface travel to conduct its activities can deploy our technology to materially improve efficiency and operational expenses.

Revenue Model

ClearPath offers a free Application download to be used for a short period of time. The user will then be prompted to pay a minimal monthly subscription of a few dollars (less than a gallon of gas) for our service. Alternatively, users can use the application on a pay-per use basis for a fee of a few pennies for each path. Additional revenue will be derived through geo-targeted Ads, digital coupon delivery, licensing fees and partnership with logistics service providers.

Overview

- Exploit data for smarter paths
- 10 years of research in route planning and transportation data analysis
- Founded in 2012
- 3 Patents: 2 pending, 1 prov.
- Initial R&D funded by LA-Metro, NSF, Microsoft, HP and Stevens Institute

Management Team

- **Hamid Heidary**, CEO. 20 Yrs experience in data networking and telecommunications. Former CTO of Insight Communications and COO of Iesy Hessen GmbH.
- **Ugur Demiryurek**, Ph.D., CTO. Inventor on ClearPath patents. Ph.D. in R&D in route planning. 4 Yrs. work experience in Oracle.
- **Cyrus Shahabi**, Ph.D., Chief Scientist. Tenured Full Professor of Computer Science and Electrical Engineering at USC. US Presidential Early Career award. Co-Founder, Geosemble Technologies, 2004, acquired in 2012.
- **Chris O'Connell**, MBA Candidate 2013, VP Business Development and Marketing. 11 Yrs Marketing and Business Development. 5 Yrs Mobile application start-up and agency experience.