

Company Business Summary

Universal Media Flow, Inc. is developing the next generation infotainment system for use in your car. The product combines simplicity and easy of use with convenient features and integration into native applications, technology built simple, yet powerful, and one to use safely as you commute in your car.

Customer Problem and Market

The current auto market is flooded by proprietary infotainment systems, built as a hard link between the car hardware controls and the infotainment software embedded by the automaker. These controls stay static for as long as you own your car, and change only when you change cars. The information that matters to you is difficult to synchronize and be always available when you most needed it - on your daily commute to work. The market for our solution is all drivers who will benefit from an affordable upgrade for their current infotainment system - an upgrade that continuously improves as the drivers' needs grow.

Business Value and Competition

With our solution our users won't have to learn yet another system, and new controls to navigate the congested and unfriendly user interface that the automaker implemented in that specific model. Our solution is always up to date, consistent and familiar. It uses the information stored on your smart phone that you carry all the time with you, and is already your communication door to family, friends and coworkers, and it also contains the media entertainment of your choice. Our competitors are working towards embedding their systems into new, modern and luxury cars, in contrast we want to make a solution that will work in any car, for everyone. They also narrow down the system to their own ecosystem and lack flexibility and consistency, which is essential in order to build the perfect infotainment system. That's where we come in, as we believe we can do this better than them.

Business Model

We are actively developing an initial version of the iOS application, for distribution via the Apple store to the 100M+ drivers with iPhones in the U.S. The initial version of the product is free download and provides all the functionality deemed necessary. The second revenue generating stage will be to unlock a paid version of the application, which will provide advanced features and customizations. One such feature will be to use the larger display of a tablet, securely mounted on your dashboard, as a remote control and display of your smartphone application functions - experience a Tesla infotainment system feel in any car. Another will be ability to customize user interface (e.g. fonts, layout, display).

The tablet version of the application will be marketed as luxury product, and will be priced accordingly.

Current Status and Plans

We have developed the design and technical requirements, and working on the initial version of the application to be published on the Apple store as a free download. Our plan is to hire developers to complete the first stage of the application, and support any further additions and development as needed. Once we reach the second stage of the product we will need additional investment and marketing effort to develop and promote the tablet version of the product and start collecting revenue.



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