

Universal Media Flow (UMF)

Universal, Safe and Personal Infotainment System for Any Car

Company Business Summary

UMF is developing the next generation infotainment system

- * Simplicity
- * Easy to use
- * Convenient features
 - * Integration into native applications
 - * Technology built simple, yet powerful
 - * One to use safely as you commute in your car

Customer Problem and Market

- * Current auto market is flooded by proprietary infotainment systems
- * A hard link between the car hardware controls and the infotainment software
 - * Controls remain static, and differ between cars and models
- * The information that matters to you is difficult to synchronize and be always available when you most need it
- * The market for our solution is all drivers who will benefit from an affordable upgrade for their current infotainment system

Business Value and Competition

- * With our solution you won't have to learn yet another system, and new controls
- * Our solution is always up to date, consistent and familiar across devices and cars
- * It uses the information stored on your smart phone that you carry all the time with you
 - * It is your communication door to family, friends and coworkers
 - * It also contains the media entertainment of your choice
- * Our competitors are embedding their systems into new, modern and luxury cars
 - * In contrast we provide a solution that will work in any car, for everyone.
- * They also narrow down the system to their own ecosystem, lack flexibility and consistency
 - * We believe we can do this better than them

Business Model

- * Actively developing the iOS application, for distribution via the Apple store
 - * Target customers: 220 M+ drivers in the U.S.
- * The first version of the product will be free to use and will provide basic functionality
- * The second revenue generating stage will unlock advanced features and customizations
 - * Ability to customize user interface (e.g. fonts, layout, display)
- * Use the larger display of a tablet, securely mounted on your dashboard, as an extension of your smartphone functions - experience luxury infotainment system in any car
 - * The tablet version of the application will be priced accordingly

Current Status and Plans

- * We have the design and technical requirements
 - * We have a development team ready to execute our vision
 - * We have a strong management team to make this a reality
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- * Once we reach the second stage, we will need additional investment and marketing to develop and promote the tablet version of the product

The Team

These are the people who are passionate about our endeavor and dedicate time to make an impact.



Ivo Georgiev

Founder & CEO



Ognyan Uzunov

Advisor



Zlatko Petrov

Advisor



George Emilov

Advisor