

VIX EXECUTIVE SUMMARY

PROBLEM

Older vehicles lack a safe in-dash experience. In 2024, **3,208 Americans were killed** and **315,000 injured** in distracted-driving crashes (NHTSA). 88% of smartphone owners use their phones while driving, raising high-risk-event probability by 400% (WHO).

SOLUTION

VIX — Dashboard software for any phone, in any car. The 3S Formula:

SIMPLE

- Friendly UI
- Personalized experience
- Glance-and-go interactions

SAFE

- Patent-pending safety alerts
- Parental mode
- Driving-habit monitoring
- Crash detection

SECURE

- Navigate
- Communicate
- Entertain
- Strategic-partner integrations

MARKET

200M+ US vehicles too old for CarPlay Ultra or Android Automotive — a structurally underserved market. Global in-vehicle infotainment: **\$22B → \$36B by 2030** (~9% CAGR). US usage-based insurance (B2B revenue lever): **\$13B → \$14.4B in 2026** (20.5% CAGR).

TEAM

Three full-time founders with deep enterprise-engineering pedigrees



Ivo Georgiev

CEO & Founder

25 yrs Enterprise Tech Architect; lead inventor on the patent.



Vesco Zlatev

CTO & VPE & Cofounder

Former VP Engineering @ Cisco; 30 yrs startup to Fortune 500.



George Emilov

CPO & BD & Cofounder

Former Product Manager @ Cisco; 30 yrs CTO experience.

VIX EXECUTIVE SUMMARY — The Deal

DEAL

RAISE

\$750K pre-seed SAFE

Post-money cap \$10–12M

INVESTOR ROI

~25%

Modeled over 5 years

BREAKEVEN

Q3–Q4 2029

Year 3 post-MVP launch

BURN & RAMP

10 MONTHS — \$750K

35% Engineering (contract)
24% Founder stipends
17% Marketing & UA
10% Contingency · 7% Patent & legal · 4% Ops · 3% Infrastructure

ROADMAP

Dec 2026 — iOS MVP App Store launch
Q1 2027 — 25K downloads, 3% paid conversion, first B2B pilot
Q2 2027 — \$3–5M Seed round closes
Q4 2027 — Android launch + tablet premium

FEATURED TECH

iOS application at ~25% functional completion (pre-production). Patent-pending preemptive safety alerts (motorcyclist & emergency-vehicle proximity) are the headline differentiator.

PATENT

Provisional filed Nov 2022 (McKinney Phillips LLC). Non-provisional conversion is a funded line-item in this raise.

ANCHOR CUSTOMERS

B2C — Subscription user base

- Parents of young drivers
- Owners of pre-CarPlay-Ultra vehicles
- Elderly drivers / accessibility users

B2B — White-label data feed

- Insurance carriers (UBI segment)
- Commercial fleets / contractor SMBs
- Active outreach — no committed contacts yet

ADVISORS



Val Babadjov

Lead Investor — VideoEngager



Omo Velev

Senior Dev Engineer — Rivian



Valeri Nenov

Adjunct Prof. (ret.) — UCLA