

VIX

Vehicle Infotainment eXperience

Dashboard software for any phone, in any car.

PRE-SEED — \$750K SAFE

Universal eXperience Ventures LLC • May 2026

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THE PROBLEM

Distracted driving is still killing 9 Americans a day.

3,208

deaths from distraction-affected crashes in 2024 (NHTSA)

315K

injuries in distracted-driving crashes in 2024

12.8 yr

average age of US vehicles, a record (S&P Global Mobility, 2025)

200M+

US vehicles too old for CarPlay Ultra or Android Automotive

The drivers in those 200 million vehicles still need to navigate, call, and play music — but they do it on a phone wedged in a cupholder.

The result: 88% of smartphone owners check their phone while driving, and using a phone behind the wheel increases the risk of a high-risk event by 400% (WHO). One person is killed every 2.5 hours; 18 are injured every half hour.

Sources: NHTSA 2024; NSC Injury Facts; WHO; S&P Global Mobility, May 2025

Apple and Google walked away from the legacy fleet.

1

Apple CarPlay Ultra

Launched May 2025 (Aston Martin first). 14 OEMs committed — Audi, Honda, Ford, Mercedes-Benz, Porsche, Volvo, others. New cars only. Older cars never get it.

2

GM exits CarPlay & Android Auto

October 2025: GM removes Apple CarPlay & Android Auto from every vehicle, switching to its own Android Automotive build. ~15% of US new-vehicle market now closed to phone projection.

3

Fleet aging accelerates

Average US vehicle age hit 12.8 years in 2025 (S&P Global Mobility). 289M light vehicles on the road. Only 4.5% scrappage rate means legacy fleet shrinks slowly.

THE OPENING

VIX is the brand- and device-agnostic dashboard layer.

One UX, on any iPhone, in any car, regardless of model year, OEM, or platform politics. We sit between the user and the chaos.

Simple. Safe. Secure. — the 3S Formula.

1

Simple

One-touch access to the five things drivers actually do behind the wheel: call, navigate, listen, get notified, drive. No menu trees. No pinching. Sized for a glance, not a session.

2

Safe

Patent-pending preemptive safety alerts: full-screen, full-audio warnings when a motorcyclist or emergency vehicle is closing in. Driver does nothing. No buttons. No screens to read.

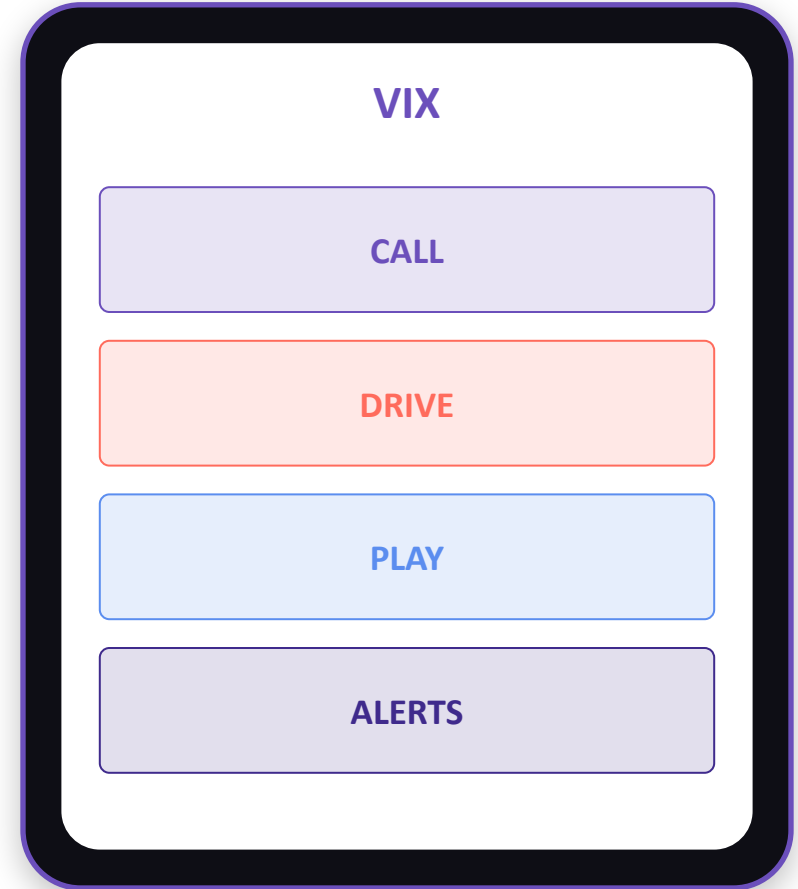
3

Secure

Do-Not-Disturb during drive. Parental mode for young drivers. Crash detection and incident notification. Encrypted location handling. Built for the way people actually drive.

Five modules. Glance-and-go interactions.

- 1 Home**
Adaptive cover-flow with live status cards
- 2 Call**
Speed-dial, recent, one-touch text with ETA
- 3 Drive**
Turn-by-turn nav, saved places, food & gas
- 4 Play**
Music, audiobooks, radio, streaming
- 5 Safety**
Patent-pending preemptive alerts



December 2026: iOS only. Q3 2027: Android. Q4 2027: tablet & CarPlay overlay.

Patent-pending preemptive safety alerts.

Waze, Google Maps, and Apple Maps wait until something has gone wrong, then ask another human to tap it in. VIX moves the warning forward in time — and removes the human from the loop.

Today: Waze, Google Maps, Apple Maps

- Driver must spot the hazard.
- Driver must tap a screen to report it.
- Other drivers see it on a tiny map pin.
- Optimizes for time-to-destination, not safety.

VIX: preemptive, automatic, full-screen

- Automatic GPS tracking — no user input required.
- Server-side rules engine warns drivers ahead.
- Full-screen + audio interrupt; impossible to miss.
- Optimizes for accident prevention.

Two converging billion-dollar pools.

IN-VEHICLE INFOTAINMENT (B2C)

\$22B → \$36B

Global IVI market 2025 → 2030, ~9% CAGR. EV-specific IVI growing at 17% CAGR. (Mordor, Grand View, Oliver Wyman)

USAGE-BASED INSURANCE (B2B)

\$13B → \$14.4B

US usage-based insurance market 2025 → 2026, 20.5% CAGR. North America = 35% of \$33B global UBI pool. (Cognitive Market Research, Straits)

VIX TAM / SAM / SOM (US, conservative)

TAM — 289M US light vehicles × 1 driver

\$3.5B at \$12 ARPU

SAM — 200M legacy vehicles (12+ yrs) — no native CarPlay Ultra / AAOS

\$2.4B

SOM (3 yrs) — 1.2M paid + B2B pilots

\$8M cumulative

Two revenue lines, one product.

B2C — Freemium app

Free download. Premium \$7.99/mo or \$59/yr. Positioned below Life360 Gold (\$14.99) for accessibility.

Tier	Monthly	Annual
Free	—	—
Premium	\$7.99	\$59

Premium unlocks: parental mode, advanced safety analytics, multi-streaming, iCloud sync, ad-free.

Target conversion: 4% Yr 1 → 6% Yr 2 → 8% Yr 3. Blended ARPU ~\$67/yr.

B2B — Per-seat data feed

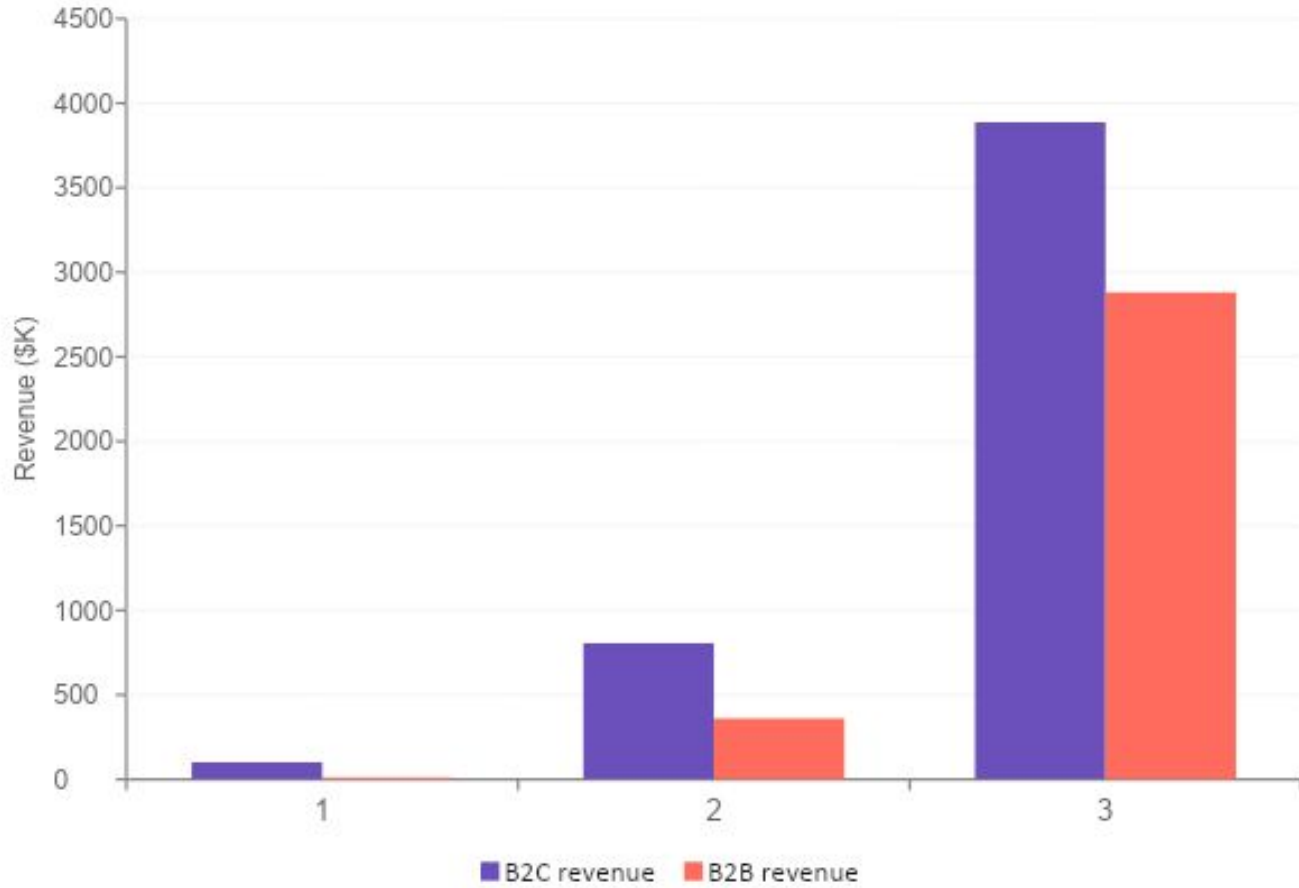
Insurance carriers + fleet operators license VIX as a white-label experience or anonymized data feed.

Segment	Price
Insurance UBI white-label	\$4 / seat / mo
Commercial fleet SaaS	\$4 / seat / mo

Sub-CMT pricing. Real-time driving-behavior telemetry, crash detection, parental view, all from one SDK.

Target: 1 paid pilot Yr 1 → 15 customers Yr 3.

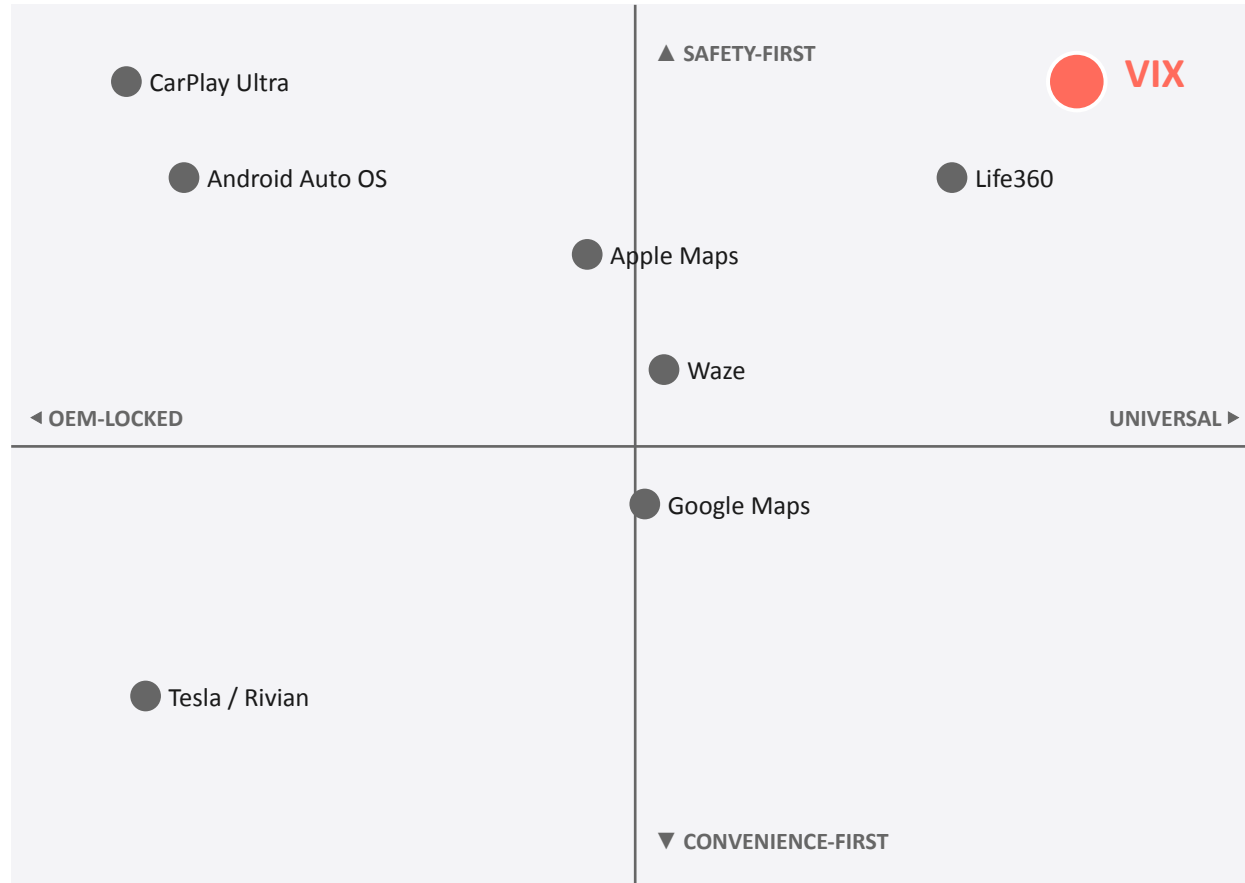
Conservative bottom-up build.



Cumulative installs (Yr 3)	1.2M
Paid B2C subscribers (Yr 3)	58,000
B2B customers (Yr 3)	15
Y3 revenue	\$6.77M
3-yr cumulative revenue	\$8.04M
Breakeven	Q3–Q4 2029

Assumes iOS Dec 2026 launch, Android Q3 2027 post-Seed. Costs scale 5 → 12 → 20 FTE.

We sit where the big players can't go.



VIX is the only safety-first, universal layer.

Apple and Google's solutions are locked to specific phones, specific cars, or specific OEMs that haven't dropped them yet. Navigation incumbents (Waze, Google Maps, Apple Maps) optimize for time, not safety.

Life360 owns the family/safety category but isn't built for behind-the-wheel UX. Tesla and Rivian build excellent infotainment, but locked to their own vehicles and out of reach for the legacy fleet.

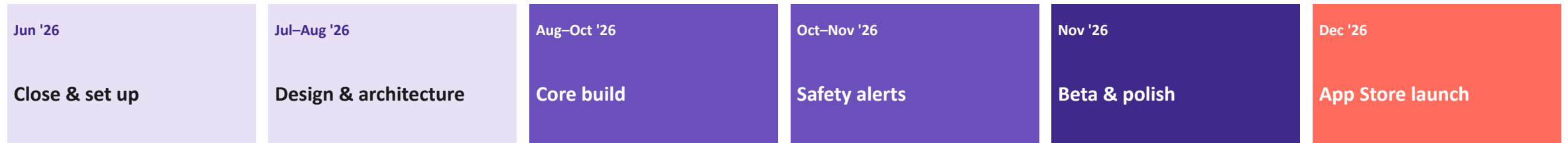
VIX is the layer for everyone the others left behind.

Where we are. Where the \$750K takes us.

COMPLETED

Provisional patent filed (Nov 2022) • iOS app at ~25% functional completion (pre-production) • iPhone & iPad demos • Brand, product spec, MVP requirements • Founder team in place (Cisco, Rivian, VideoEngager, UCLA)

STAGE 1 — \$750K • Jun 2026 → Mar 2027



Q1 2027 • TRACTION + SEED ROUND

25K downloads • 3% paid conversion measured • First B2B pilot signed • Non-provisional patent filed • \$3–5M Seed round closes

TEAM

Three founders. Three advisors. All operators.

MANAGEMENT



Ivo Georgiev

CEO & Founder

25 years software dev → Enterprise Technology Architect & Network Engineer. Product vision; led MVP requirements and patent.



Vesco Zlatev

CTO & VPE & Cofounder

Former VP Engineering @ Cisco. 30 years from startup-first-hire to Fortune-500 engineering leadership; team quality & security.



George Emilov

CPO & BD & Cofounder

Former Product Manager @ Cisco. 30 years CTO experience (WebMessenger, CallWave/FuzeBox). Product discipline and BD pipeline.

ADVISORS



Omo Velev

Advisor — Rivian

Senior Dev Engineer at Rivian. 37 years R&D in alternative energy / battery & fuel-cell automotive systems.



Valeri Nenov

Advisor — UCLA (ret.)

Adjunct Professor, Neurosurgery (UCLA). PhDs CS + Neuroscience. AI / ASR / clinical info systems. Founder of three companies.



Val Babadjov

Lead Investor & Advisor

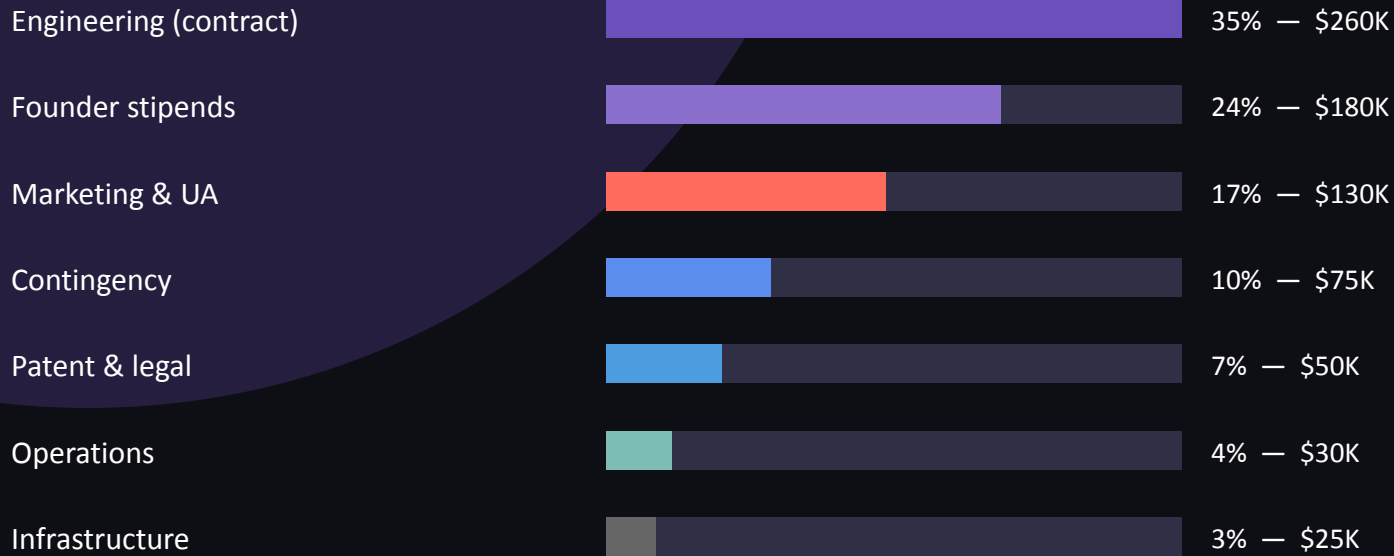
Serial entrepreneur / VC, 35+ years. Lead investor & chairman, VideoEngager / LeadSecure. Multi-angel network.

THE ASK

\$750K pre-seed SAFE.

Post-money cap \$10–12M. 10 months to MVP launch + 3 months traction.

USE OF FUNDS



UNLOCKS

5 milestone gates

- iOS MVP shipped (Dec 2026)
- 25K downloads in 90 days
- 3% free-to-paid conversion
- 1 paid B2B pilot signed
- Non-provisional patent filed



Make driving a safer place, and protect people on the road.

EXIT PATHS

Big tech / mobility plays

Amazon · Microsoft · BlackBerry · Uber · Meta (Facebook)

Insurance carriers

Progressive · State Farm · Allstate · Root

Auto tier-1 suppliers

Harman / Samsung · LG · Aptiv · Visteon

Mobility / telematics

Verra Mobility · Cambridge Mobile Telematics