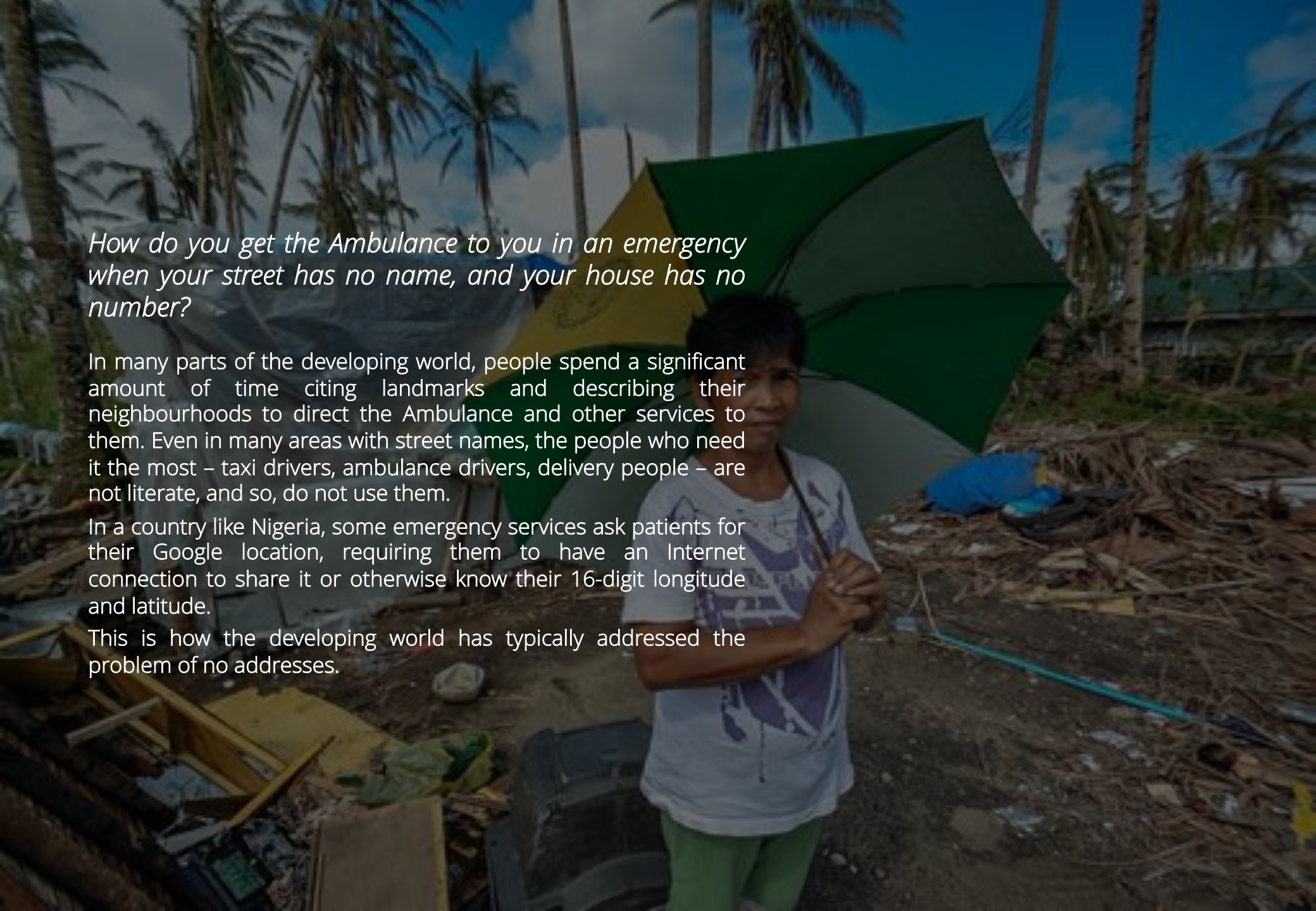


SnooCODE

An Address for Every Man, Woman & Child



A woman with short dark hair, wearing a white t-shirt with a purple graphic and green pants, stands in the center of the frame. She is holding a large, open umbrella with green and yellow panels. The background is a scene of destruction, with numerous palm trees, some leaning or broken, and a ground covered in debris, including wooden planks, plastic, and other trash. The sky is blue with some clouds. The overall lighting is somewhat dim, suggesting an overcast day or late afternoon.

How do you get the Ambulance to you in an emergency when your street has no name, and your house has no number?

In many parts of the developing world, people spend a significant amount of time citing landmarks and describing their neighbourhoods to direct the Ambulance and other services to them. Even in many areas with street names, the people who need it the most – taxi drivers, ambulance drivers, delivery people – are not literate, and so, do not use them.

In a country like Nigeria, some emergency services ask patients for their Google location, requiring them to have an Internet connection to share it or otherwise know their 16-digit longitude and latitude.

This is how the developing world has typically addressed the problem of no addresses.

The Solution: SnooCODE

SnooCODE is the digital addressing system for every man, woman and child. It provides the following capabilities anywhere in the world – Location; Optimisation; Verification; Integration into contemporary technologies like driverless cars and drones – **99% offline**.

A SnooCODE = a private, unique and memorable alphanumeric code; allows quick and accurate address/location saving, sharing and navigation. - 430 times more precise than the average UK postcode. In the UK, you need a postcode, street name and house number to identify a house; With SnooCODE, all you need to know to communicate any location is **your ABCs and 123s**.

Any child can stay safe by easily learning the SnooCODE for Home.



Value Proposition: Innovation



LOCATION

Our addressing system is ultra-specific, easy to use and socially inclusive. With the offline SnooCODE, in an emergency, pandemic or disaster, all people are guaranteed equal access to relief, including refugees, tourists, women and children.



ROUTE OPTIMISATION

SnooCODE optimises routes at the touch of a button to show the quickest way to visit all locations or cover all assigned territory in the shortest possible time, such that community health workers can vaccinate all patients on schedule.



VERIFICATION

SnooCODE can prove that a **relief package was diverted to the black market**. Our verification technology was described by the World Bank's CGAP as a sister technology to Blockchain – chances of falsifying data on it are **1 in 60.7 trillion**.



EMERGING & FUTURE TECHNOLOGIES

Technologies like drones are becoming more and more valuable in Asia-Pacific today, particularly for making medical deliveries. With SnooCODE, anybody can fly a drone – just enter the SnooCODE of the required location(s), and the drone flies there & back.

Market



National Addressing



Emergency Services



Postal & Delivery Services



Logistics & Transportation



e-Commerce



Banking & Finance



Drones & Driverless cars

	By GDP	By Land Area	By Population	Average
Total Addressable Market (Africa & Asia)	\$11+ B	\$9+ B	\$6+ B	\$6+ B
SnooCODE Share (10% of Available Market)	\$1+ B	\$900+ M	\$600+ M	\$600+ M

Source: World Bank national accounts data and Worldometer national accounts data.

Competition

	SnooCODE	Competitors
Location	✓	✓
Works Offline	✓	X
Works Online	✓	✓
Routing	✓	✓
Route Optimisation	✓	X
Secure Verification	✓	X
Easy to Integrate with contemporary technologies like drones	✓	X

Road map

\$840K

SEED FUNDING

≈ 100K

PUBLIC USERS

> \$75K

GRANTS & AWARDS



Hover around the middle of each logo & click to learn more

2014

- tinyDAVID Ghana founded
- SnooCODE launched on Android app store

2015

- SnooCODE RED launched in partnership with Vodafone Ghana Foundation across Greater Accra
- 10K downloads

2016

- SnooCODE RED expanded across Ashanti region
- Partnership with Oxford University on "Portable toolbox for 1st-response emergency medicine"

2017

- Royal Academy of Engineering "Africa Prize for Engineering Innovation" nomination
- SnooCODE launched on iOS

2018

- SnooCODE optimised for Middle East & 70% of Asia

2019

- Partnership with Emergency Medicine Kenya Foundation

2020

- Partnership with Embassy of Switzerland in Ghana to integrate hospital acuity levels into SnooCODE RED.

Next
5
years

- >1 million active users
- Medical drone deliveries
- Land valuation
- Database Management & Analytics
- NAS deals with at least 3 other countries

Social & Environmental Impact

Social

- Access to emergency services (and Banking and eCommerce) for every man, woman and child
- Lower mortality and morbidity from improved emergency services
- Generation of decent jobs in the logistics and delivery space
- Enhanced mobility

Environmental

- Optimisation ensures more efficient logistics, lessening carbon footprint
- SnooCODE does not have centralized storage of personal location data, i.e. no contribution to huge footprint from Cloud data centres.



Financials

We are seeking to raise USD3 million to USD5 million in series A funding to drive the next 3 years of customer acquisition, typically national governments.

	2020	2021	2022	2023	Cumulative
	USD (\$)	USD (\$)	USD (\$)	USD (\$)	USD (\$)
Revenue	86,200.00	400,000.00	1,800,000.00	12,000,000.00	14,286,200.00
Expenses	187,880.00	360,000.00	1,462,200.00	4,837,200.00	6,847,280.00
Profit/(Loss)	(113,680)	40,000.00	337,800.00	7,162,800.00	7,438,920.00