



Track Metrix Incorporated

Company Overview: Keeping track of the location of items, the environment they are in and where they have been is critical in business, warfare and public safety. Inventory management, knowing the position of soldiers and their equipment, safely transporting hazardous materials, assuring that ships and containers have not been diverted or tampered with, and homeland security require the best possible, continuous, real-time knowledge of the present and past location and condition of assets. This is the Business of Track Metrix.

Problem: Many methods are currently used to track items and monitor environments. Continuous real time tracking and monitoring of very large numbers of objects worldwide is severely restrained by power, cost and communications bandwidth limitations.

Solution: The Track Metrix solution solves these problems by providing a system that includes Hierarchical Integrated Management Software (HIMS), flexible electronic modules and Motion to Energy generators, which provide for ample and reliable internal power. This system allows continuous, seamless and autonomous global tracking and monitoring of vast numbers of assets and sensors in near real time using a minimum amount of communications bandwidth.

Business Model: Track Metrix plans to develop and market systems that utilize the advantages that our technology provides to RFID and machine to machine platforms that will greatly enhance applications in the areas of tracking, manufacturing, homeland security and military uses.

Marketing Opportunity: According to IDTechEx research, by 2011 the spending in the RFID market will exceed \$11 billion annually. The machine to machine device, software, network and service market may exceed \$300 billion in annual revenue by 2010. Track Metrix provides a paradigm shift in technology, which positions Track Metrix to rapidly gain a significant share of the current market.

Competitive Advantage

- Low bandwidth requirements
- Flexible business rules
- Motion to Energy power source with power miser electronics
- Broad functionality
- Sensor integration and data collection
- Hierarchical software solution

Management Team: Don Lindsey (CEO), founder of two successful high tech companies, over 15 years with major corporations including Varian Associates, National Semiconductor, Eaton Corporation and an additional 15 years experience with companies he founded, Core Systems Inc. and Orion Equipment Inc; Dale Christiansen (VP technology), over 24 years of experience with Bechtel Petroleum, McDonnell Douglas, Thiokol, Halliburton, and the Idaho National Laboratory.

Funding Request: \$2 million



DON LINDSEY

Investors: Founders

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In Attendance:

*Don Lindsey
Carrie Francia*

Revenue Forecast:

<i>2009:</i>	<i>\$ 0</i>
<i>2010:</i>	<i>\$ 3.5M</i>
<i>2011:</i>	<i>\$ 12M</i>
<i>2012:</i>	<i>\$ 27M</i>
<i>2013:</i>	<i>\$ 56M</i>