

TRU TOUCH

TECHNOLOGIES

TruTouch Technologies, Inc.

Company Overview: TruTouch Technologies has developed, manufactured and sold the first device capable of accurately measuring blood alcohol content (BAC) noninvasively. Its devices use reflected light rather than bodily fluids, making routine sobriety testing practical for the first time. TruTouch's prototype won a TIME Magazine Invention of the Year award in 2006. Testing on TruTouch's second-generation device is as simple as pressing a button; it requires only the touch of a finger.

Problem: Inebriated people cause 576,000 deaths each year through drunk driving and similar destructive acts. That's nearly two-hundred times the number who perished in the 9/11 attacks. The White House places the U.S. economic burden of alcohol abuse at \$232 billion.

Solution: Analogous to a hairdryer fuse preventing electrocution or an elevator-door sensor saving limbs, TruTouch safety systems can guard against the hazards of drinking. By integrating intoxication sensing devices into everyday devices, dangerous combinations can be avoided, saving limbs, lives and lawsuits.

Business Model: TruTouch sold its first-generation systems directly to industries ranging from construction and criminal justice to manufacturing and mining. In order to efficiently leverage the even broader array of opportunities opened up by its second-generation systems, TruTouch will license to leading manufacturing companies while focusing its efforts on further technological advances. TruTouch is currently negotiating such collaborations with major players in several industries.

Marketing Opportunity: Targeted applications have large markets. Medical diagnostics includes the 2.2 million BACs per year that currently take 90 minutes for results against TruTouch's 15 seconds. Workplace and highway safety intoxication sensors target the 1 in 8 Americans who abuse alcohol costing employers millions of dollars and many lives of the road. The vehicle and equipment safety systems advocates include the same coalition that put air-bags in cars (a \$10 billion market). The National Highway Transportation Safety Administration has identified TruTouch's technology as "the most promising" for this application.

Competitive Advantage:

- Uses light rather than a bodily fluid
- Fully automated; no technician or training required
- Fast, accurate, simple and foolproof
- Very cost competitive
- Protected by 58 patents

Management Team: Tim Tigner (CMO), senior executive at FoxHollow Technologies, J&J, Roche; Jim McNally (co-founder, COO), senior executive at InLight Solutions, SVS, USAF; Trent Ridder, Ph.D. (co-founder & CTO), lead scientist and key inventor at InLight Solutions; Ben VerSteeg (co-founder, VP engineering), program manager at InLight Solutions.

Funding Request: \$6.5 million



TIM TIGNER

Investors: Verge Fund,
FlyWheel Ventures

TRUTOUCH
800 Bradbury Drive SE,
Albuquerque, NM 87106
505-272-7050
tim.tigner@trutouchtech.com

In Attendance:
Tim Tigner, CMO

Revenue Forecast:

| | |
|-------|----------|
| 2009: | \$.6M |
| 2010: | \$ 1.6M |
| 2011: | \$ 10.6M |
| 2012: | \$ 26.7M |
| 2013: | \$ 59.2M |