



## INVEST IN DOOFUS CORPORATION

# Our Roguehog APP introduces a new level of risk assessment for auto insurers

### LEAD INVESTOR



#### Partha Debnath

There are quite a few reasons which attracted me to become Lead Investor for Doofus Corporation. To mention briefly, Excellent Product quality, Huge Global market size, Enormous Growth Potential, Led by Competent Team with Past Track records. In addition, there will be reward for every good nature driver by paying less insurance premium which will touch every one of us driving our own vehicle. My interaction with Jacques, Founder and President of Doofus Corporation has been extremely encouraging. He is a true Business Leader in every aspect. The company has clear vision, robust business plan and revenue projection which are benchmarks for any investor looking for investment opportunities. I have no hesitation to become Lead investor for Doofus Corporation as I am confident of decent ROI in near future because early birds are likely to be more successful than the Night Owls.

Invested \$1,000 this round & \$2,500 previously

# Highlights

- 1 Innovative product with excellent prospects.
- 2 First to market for third-party behavioral data on individual drivers and vehicles.
- 3 Significant market size and potential.
- 4 Our Roguehog APP could replace existing risk assessment models and methods, at a lower cost.
- 5 Experienced and competent management team.
- 6 \$105,500 in pre-seed funding already raised.

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## Our Team



**Jacques Fourie** President and Chief Executive Officer

Jacques has extensive knowledge and experience in finance, technology and trends, and general business management.

Too many drivers get away with irresponsible and dangerous behavior on our road. The best way to reduce this behavior is to hold individual drivers responsible and to penalize them financially or otherwise for their unsafe behavior on the road.



**David Nguyen** Chief Operating Officer

David is a seasoned Chief Technical Officer and Product Manager, having worked with a



David is a seasoned Chief Technical Officer and Product Manager, having worked with a range of tech companies over the last 26 years.



**Dominic Wardall** Vice President of Sales and Marketing

Dominic is a communications, marketing and sales professional, with twenty-plus years' experience.

## Pitch



### Problem



Vehicles have become more



Traditional risk assessment



Even telematics, the most

sophisticated and expensive to repair, resulting in mounting underwriting losses for auto insurers

tools are discriminatory, generalized, and backward-looking

recent development, is unable to provide information on pain points such as reckless, dangerous and distracted driving, and fraudulent accident claims

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## Solution



Crowdsourced collection of the actual observable, real-time driving behaviors of all drivers and vehicles on the road



AI-generated reports identifying vehicles driven recklessly, while distracted, or committing traffic violations

Discoverable records of vehicle accidents would help settle accident claims



Replace outdated statistical models, claims histories and GPS trackers with smart, data-driven analytics of individualized driving behaviors

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## Roguehog APP



Our Roguehog insurtech APP collects and processes user-specific data, from multiple sources, on traffic violations, reckless, dangerous and distracted driving, and vehicle accidents



Auto insurers can purchase our data on their current and prospective clients to improve the accuracy and effectiveness of their risk assessments

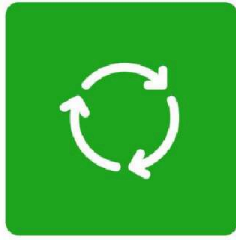


Auto insurers will have the ability to purchase evidence pertaining to accidents from us to better assess claims

# Core Features

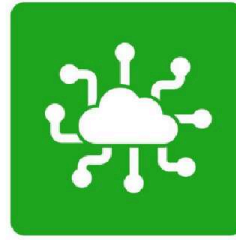


Complements existing risk assessment models and methods, at a **substantially lower cost**



Processed data is sold to auto insurers, providing **recurring income streams**

Financial **rewards** paid to independent data providers

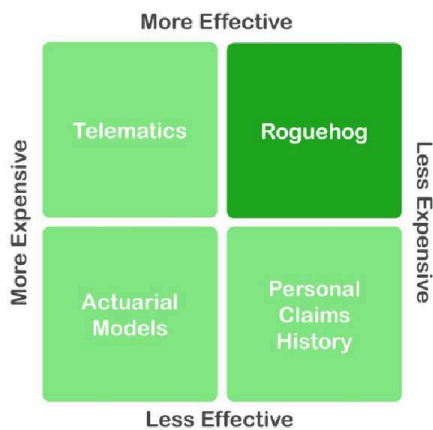


**Leverages** internet of things, web3, and peer-to-peer networks

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# Competition and Competitive Advantages



**First to market** for comprehensive and personalized behavioral data on drivers and vehicles

**Continuous** data updates

**Pay-as-you-use** model

**Easy to use** with no prohibitive implementation or training costs for users

**Incentives** paid to data providers

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# Market Validation



Auto insurers use telematics and other resources to collect as much data as possible on



Auto insurers use social media to try and connect the dots between clients and risk, and



Untapped user-generated data which is growing at an exponential rate and filling data

## Market Size



Our **Total Available Market or TAM** is calculated on the total number of insurable vehicles globally, multiplied by our data rates based on expected pricing power

Our **Serviceable Available Market or SAM** is calculated on the total number of insurable vehicles in the US alone, multiplied by our data rates based on expected pricing power

Our **Serviceable Obtainable Market or SOM** is calculated on 30 percent of our SAM

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## Business Model

**120**  
million reports

We aim to sell **120 million reports** to US auto insurers in 2031

**\$10**  
fee / report

We charge auto insurers **\$10 per data report**

**\$1,2**  
billion revenue

We project revenue of **\$1,2 billion** in 2031

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## Upside Potential



Data collection could be automated and provided by partners at a continually reducing cost



Additional revenue streams include other risk insurers, traffic and planning authorities and fleet operators



Our Roguehog APP can be scaled internationally at a low cost

## Traction



Beta version launched in March 2022, laying the foundation for the latest APP parameters



Partnership discussions with auto insurers initiated



A strong and experienced team in place

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## Go-to-Market Strategy



Build solid partnerships with auto insurers and data providers to establish and secure a dominant market



Official launch, public roll-out of Roguehog APP, and mass data generation drive



Expand our sales and marketing team to efficiently grow and manage customer relationships

# Our Team



**Jacques Fourie**  
Founder, Chief Executive Officer

Jacques has extensive knowledge and experience in finance, technology and trends, and general business management



**David Nguyen**  
Chief Operating Officer

David is a seasoned Chief Technical Officer and Product Manager, having worked with a range of tech companies over the last 26 years

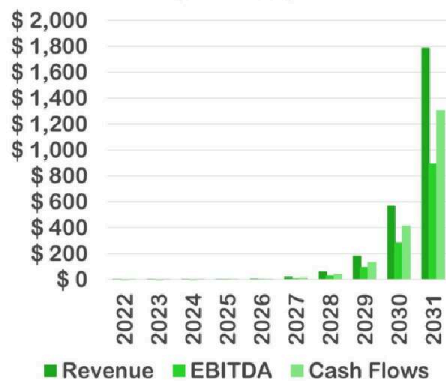


**Dominic Wardall**  
VP of Sales and Marketing

Dominic is a communications, marketing and sales professional, with twenty-plus years' experience

# Financials

**Projected Financials**  
(in millions)



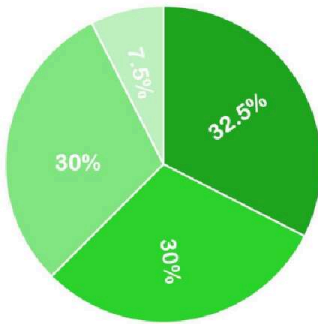
Our projected financials are based on the following assumptions:

- a successful **funding round** in 2022/2023
- successful **subsequent funding rounds** beyond 2023 if required
- a **10 percent month-on-month revenue growth** from July 2022 to achieve our SOM in 2031

# Fundraising



### Use of Funds



- Administration
- Engineering
- Marketing
- Fundraising

We are looking to raise \$100,000 to \$250,000 in funding for 6 to 12 months' runway to:

- build a **talented** technology team
- launch our **fully-fledged** APP
- build a **motivated** sales team
- build **partnerships** with auto insurers and data providers

At a pre-money valuation of \$5.28 million we are offering **10 to 25 million shares** or 1.89% to 4.74% equity at \$0.01 per share



## Contact Details

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