

# signal

## Personalised Performance Tracker

Software using **behavioural economics** and **data science** to cut operational waste and improve job satisfaction.



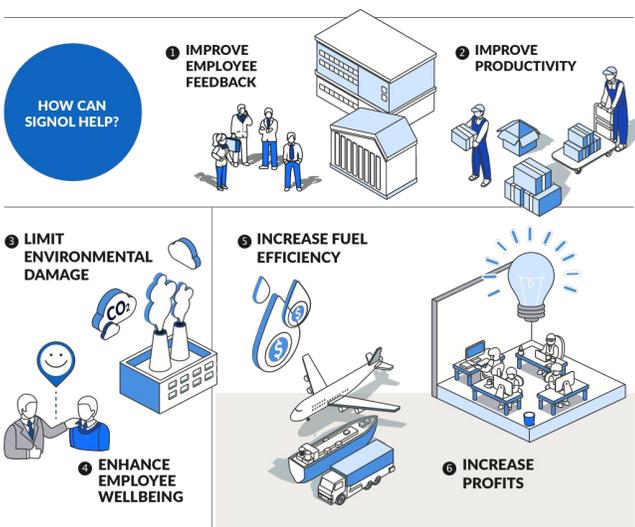
Signal's unique algorithms determine what behaviors to change, from airline fuel data, to best improve carbon reduction.

Then our team receives airline data regularly, analyzes it, and pushes out personalized messages designed specifically for each recipient.



Messages are focussed and targeted to individual goals to measurably improve these behaviors-saving fuel. We also donate money to chosen charities upon achieving goals.

Signal can save 1% of an airline's fuel annually



**Introduction:** Signal is a new scalable software which uses smarter employee feedback to cut fuel waste and greenhouse gas emissions whilst improving job satisfaction. Signal builds upon our world-class behavioral science research where we saved Virgin Atlantic Airways \$5.5m in 8 months and demonstrated the lowest ever abatement cost for carbon.

**The Problem:** For our first vertical, aviation contributes more greenhouse gas emissions than Germany. Fuel represents 30-40% of an airline's operating costs. Airlines need a low cost, low friction solution to greenhouse gas emissions and fuel wastage. Now.

**Our Solution:** Signal is a customizable software solution that 'nudges' employees to make more fuel-efficient decisions, for instance, captains turning off one engine when taxiing. Our solution requires no hardware or equipment and is low disruption. All we need is data and captains!

**The Market:** In our first vertical, civil aviation, fuel's global outlay reached \$188 billion in 2018. Signal can also improve fuel efficiency and reduce emissions in many other multi-billion dollar markets, such as maritime and trucking.

**Competition:** Signal, patent pending, is the only software in aviation that can measurably improve employees' fuel-efficient decisions. Our competitors - enterprise resource planning systems - specialize in back-end fuel data processing, but lack the behavior change expertise that we apply when designing every front-end feature.

**Sales Plan:** We will deliver a customer-focused solution to 5 first mover airlines via direct sales. To accelerate sales in future years, we are establishing partnerships with trusted intermediaries in each sector, who will license our service.

**Revenue Model:** To access the market, we will charge 5 first movers discounted, fixed prices, e.g. \$270,000/customer annually. This is a limited offer. For our next 10 early adopters, we will use a per user subscription model, e.g. \$570,000/customer annually. For the remainder, we will charge subscription fees and 10% of our fuel savings, e.g. \$3.2m/customer annually.

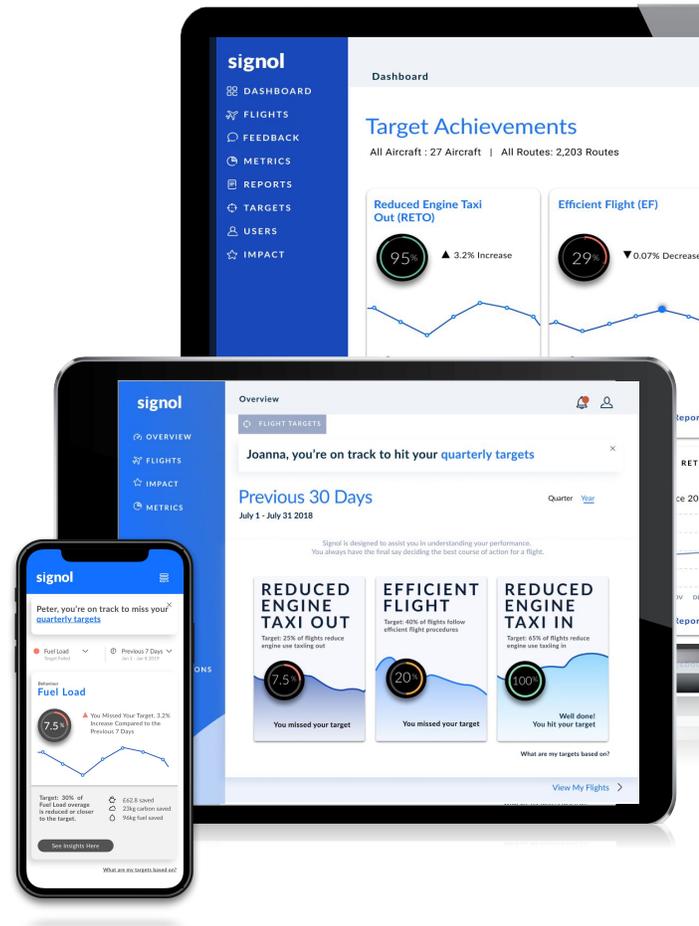
**Financials:** We project becoming profitable from 2021 and by 2023, growing to revenues of \$19m and profits of \$12m.

**Management:** Our founders have 50+ years of behavioral science experience combined and have already founded The Behavioralist—a successful USA/UK based consultancy that uses behavioral economics to solve diverse social and environmental problems.

**Environmental Impact:** Right now, Signal is the only solution that can help industries, such as aviation, hit the carbon savings they need to, while other solutions (e.g. electric craft, biofuels) will only be developed at scale in the coming years. For instance, for one airline, we've projected saving up to 99,255 tonnes of CO<sub>2</sub> annually across their 65,000 flights.

**Exit:** Potential buyers stem from multiple sectors, including engineering companies in the transportation sector, large airlines, and software companies.

**The Offer:** We are raising a \$1 million seed round at a \$5 million valuation, with 20% of the round committed. With this funding, we will expand the team by 8 to deliver 3 contracts, with total revenue of \$760,000 in 2019.



*“Virgin Atlantic just used behavioral science to ‘nudge’ its pilots into using less fuel. It worked.”*

**Washington Post**

**Innovate UK**

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