רשות החדשנות
Israel Innovation
Authority

ruta^n
MEDELLÍN
CENTRO DE INNOVACIÓN Y NEGOCIOS

Israel – Ruta N Smart Cities Call For Proposals

EXPRESSION OF INTEREST

1. Project Participant

Company name: __LFS_____

Website: __http://www.lfs-inc.com/_____

Year established: __2007_____

Type of company: __R&D __ Research institute __ University _X_ Other

Stage: __ Seed __ R&D __ Initial revenues _X_ Revenue growth

Ownership: __ Public _X_ Private __ Governmental __ Other

Number of employees: _180_

Number of R&D personnel: _5___

Company contact information:

Address: __Carrera 37 # 10 A 58 _____.

Contact person:

Name: __Cristina McEwen_____

Title: __PMO director_____

Phone: __+1(305)9097870 ext 217_____

Mobile: _____

Email: __cmcewen@lfs-inc.com_____

2. Organization Background

General Business Description & Area of Expertise

LFS- Logistics Freight Solutions is a company founded to be a strategic partner, for companies and individuals all over the world who share the need of a complete 3rd party logistics service to accomplish their transportation needs, thus obtaining maximum benefits by streamlining their needs through automation. _____

Technology Description (Main Products/Services) and IP

Cargo transport services using API _____

Targeted Customers

 Freight forwarders _____
_____
_____
_____

Sales (over the last 3 years)- if applicable

Current year: __USD 2,818,967.48_____

i-1 __USD 32,454,044.45_____

i-2 __USD 24,432,297.35_____

3. General Information

Project Title: __Mappex Smart Mobility_____

Technology Sector:
- ☒ Electric Mobility, Autonomous Mobility, Smart Mobility, Vehicle Technology.
- € Digital city
- € Information city
- € Cognitive Smart City
- € Energy, street lighting, smart buildings, distributed energy resources (DER), data analytics, and smart transportation.
- € Environment
- € Public safety

Submission Date: 01/ 30/ 2019

Summary:

 Remote diagnostics of vehicles/fleets regarding operating and maintenance information. _____
 We will be positively impacting assets profitability, driving habits, risk levels, accident rates and
environmental pollution contents. Our services will be covering the following market segments: Fleet of
public and private vehicles, OEM´s, insurance, leasing, government sector, and construction equipment.
 To get useful information when converting conventional vehicles into smart vehicles generating better air quality
_____

Project Start Date: September 2019

Project End Date: March 2021

4. Budget:

Total Project Budget: __$ 400.000 USD_____

Requested IIA grant (% of budget): __67%_____

n Partner Support: __33%_____

5. Project Outline:

Project Description

Remote vehicle management where conventional vehicles will become intelligent, showing customers value information regarding different variables that allow to positively impact the costs/expenses of operation and maintenance, increasing the availability of operational assets, strenghting customers loyalty by our partners to finally influence the ecosystem moving towards intelligent mobility.

Market Potential and Commercialization Plan

There were 12,3 million vehicles in Colombia (cars, vans, trucks, minibuses, buses, etc) including motorcycles (6.9 million). (data from 2017)

Commercialization plan: B2B strategy (business to business). We defined 3 product segments: premium, standard and basic. In the mid term there will be considered B2C (business to consumer)

Expected Outcome of Project

- Manage intelligent mobility/information ("pico y placa" regulation and others)
- Increase asset availability and profitability
- Reduce carbon footprint /air quality
- Lower insurance policy cost
- Reduce infraction costs
- Generate a ¨top of world¨ driving culture

Short Profile of the Key Staff who will be Undertaking the Work

Carlos E Vélez – Bilingual, American MBA, mechanical engineer with more than 20 years of experience.

Juan F Baena - Bilingual, American MBA, mechanical engineer with more than 20 years of experience.

Leopoldo Rodriguez - Information engineer, more than 15 years of experience.