

ITS CONGESTION CHALLENGE

A global competition to identify the best ideas to reduce congestion and mitigate its impact on the economy and environment.

2ND PLACE WINNER



Elevator Pitch

FuelClinic.com provides tools and certified driver training to improve, track, and manage driver performance for increased fuel efficiency, increased driver safety, reduced accident rates.

Executive Summary

FuelClinic is about educating drivers and changing poor driving habits to improve fuel efficiency, save gas money, and increase safety using proven and certified "eco-driving" (including defensive driving) training materials.

Overall, certified eco-driving training creates educated "professional" drivers, attentively driving their vehicles and always considering traffic ahead and around them, attempting to create as little resistance to traffic flow as possible - as often as possible.

Eco-driving removes the incentive for drivers to "jockey" and "compete" with other drivers, instead encouraging them to compete against the gas pump, or their own mileage record. It's a much easier way to drive, reducing stress and anxiety, reducing "road rage", encouraging proper lane spacing, reducing "tail-gating" etc.

Professional eco-driver training courses create opportunities to educate drivers to the benefits of other fuel-saving methods - including ride-sharing (FuelClinic can be integrated with successful ride-sharing systems), efficient route planning, timing journeys to avoid known heavy congestion, and encouraging use of public transportation when available.

Several trucking fleet studies show that the most efficient drivers are regularly among the safest drivers with fewer preventable accidents and citations. Fewer accidents means less "rubbernecking" and fewer delays (not to mention fewer deaths and injuries).

Commercial Applications

FuelClinic products provide certified behind-the-wheel eco-driving training and professional on-line learning modules that teach safe and fuel efficient eco-driving techniques - integrated with optional in-car systems to accurately monitor and evaluate on-going driver performance, tied together in a robust back-end analysis, reporting, and management information system.

The system collects data about real-world performance to continuously measure progress and provide meaningful feedback to further improve efficiency and safety. Fleet managers and drivers can see the results of their eco-driving training in their fuel consumption and safety incident records, identify drivers or equipment that need improvement, and provide continuing education materials to maintain and improve performance over time.

We've established relationships with EcoDrive\$mart Institute, Driving Instructors Association (DIA), the IVV, and Diamond Advanced Drivers, all from the UK. EcoDrive\$mart and the DIA's reputations in the area of driving instruction is truly world-class, holding several international certifications. The DIA's certified professional driving instructors are fully qualified to provide safe and effective driver training at any level. Through this partnership, we immediately jump to the forefront of eco-driving training programs available currently in the United States.

We've also created agreements with quality in-car data logging systems that allow us to track driver performance at a variety of highly-specific levels, including; road & traffic conditions, forward looking and in-cab video, exact engine diagnostics (ECM), GPS location, and a

capability of adding specialized instruments per customer requirement. Our system can be tailored to fit businesses of any size.

Consumers and “Family-Fleets”

FuelClinic.com makes basic eco-driving training and performance monitoring available to the masses. Our consumer website is very simple to use and user friendly – and is geared to encourage a wider up-take by average consumers, not just the highly-motivated eco-minded.

According to our polling, FuelClinic.com appeals to people who want to save money on fuel (57%), reduce oil dependency (22%), or cut greenhouse gas emissions (18%), with only 2% who responded indicating they are generally not interested. (Current poll results are publicly available on our homepage.)

Paving the way to bring our unique idea to millions of consumers in a way they prefer, we've integrated (but not yet announced) FuelClinic with popular social sites Twitter and Facebook.

The consumer-grade system is offered with a “freemium” business model, with a basic free account that can be upgraded to provide a selection of additional functionality found in our professional commercial-grade product.

Proof of Concept – A Success Already in the “Wild”

FuelClinic.com already has over 2,000 members who've logged well over three and a half million miles of real-world data using our free consumer-edition website, helping us focus and debug the application and providing valuable user feedback.

We have also enjoyed some very positive on-line press, including:

- WIRED Magazine - Autopia: <http://www.wired.com...2009/07/fuel-clinic/>
- CNET: http://news.cnet.com..._109-10287548-2.html
- About.com: <http://alternativefu...een/a/FuelClinic.htm>

Conclusion

We have a successful proof-of-concept product already in the market, an ownership team of experts, relationships with leaders in supporting fields, and a social network of supporters who believe in our success.

With proper investment, we are confident that FuelClinic will be important to the consumers and businesses that use it, will help improve on-road safety while helping reduce road congestion, and be profitable to our investors and partners.

Founder(s) Bio(s)

Michael Bragg, Founder/CEO Compendium Software Systems, LLC & FuelClinic.com, is a senior software systems engineer with more than 10 years of experience designing, developing, and implementing custom-built software systems for clients like the Federal Aviation Administration (FAA), National Aeronautics and Space Administration (NASA), and Goodwill International. Michael has a high-level of knowledge and experience with designing and building web based application systems and software architectures.

Michael has joined the Navy twice. The first time, he left college to join the Navy in 1989 and spent two years forward-deployed aboard the USS Orion (AS-18) in Sardinia, Italy. During this time the Orion provided critical submarine support during the run-up and duration of the first Gulf War. In September 2001, Michael re-enlisted in the United States Navy Reserves after an eight

year break in service, and was assigned to Inshore Boat Unit Two Five (IBU25) in Annapolis, Maryland. In 2002 IBU25 was activated and sent to a port in the Persian Gulf, where Michael completed advanced training. In 2004 IBU25 was again activated and deployed to the United Arab Emirates, and completed over 330 successful combat missions to protect US and coalition ships from harm along the Gulf of Oman, earning the unit several awards and commendations for outstanding performance during a high-tempo mission schedule.

Today Michael is building a driver improvement training system called FuelClinic.com that helps drivers and small fleet owners discover and understand their fuel consumption - and provides tools and techniques that allow them to monitor and control of their fuel spending.

No stranger to entrepreneurship, Michael created CompendiumUSA in 1998, providing application development and consulting services to various clients including Beauchamp Tower Corporation, Affiliated Computer Services (ACS), Synetics, Chimney Safety Institute of America, and Webworld Studios, Inc. In this role, Michael developed prototypes and web-based applications; and consulted on usability issues, information design, and emerging software technologies.

Before founding Compendium Software Systems, LLC, Michael was the manager of Specialist Services for Webworld Studios, Inc. where he was instrumental in the creation and implementation of custom Java/CFMX based information management systems for clients like Comdisco in Chicago and National Electrical Manufacturers Association (NEMA) in Washington DC.

Rachel Gaffney Bragg, Marketing Director, FuelClinic.com, Rachel's Detailed Vencorps Profile: <http://vencorps.com/member/rbragg/>

Additional FuelClinic "Team Member" Bios:

- **Steven Garrod is Head of Training and Chief Driving Examiner at the Driving Instructors Association (DIA)** in the UK. He has over 16 years experience and holds some of the highest professional driving certifications in the industry.
- **John Henry is a certified Eco Driving Consultant and Instructor** with professional driver training credentials and experience spanning three decades. He is the Managing Director of EcoDrive\$mart.
- **Michael Kern is principal at MJK Racing**, a consummate "car guy" and technical resource for fuel efficiency monitoring and real-world efficacy testing. Michael has a wide variety of contacts and connections in a variety of national and regional road racing clubs.
- **Kathy Kniss is principal at K2 Public Relations**, a forward-leaning PR firm with variety of eco-friendly clients and a vast network of contacts and connections in all levels of media. Kathy was hired in June 2009 to bring national awareness to the FuelClinic brand.

About FuelClinic.com

FuelClinic is a driver-improvement system that helps create safer, smarter, more efficient drivers. In consumer applications this system helps families save money on fuel, reduce CO2 emissions, find deficiencies in inexperienced or young drivers, and helps motorists become generally safer and more professional drivers.

In fleet applications the system helps business owners and fleet managers train and maintain better driving habits with employees, reduce fuel expenses, track and control CO2 emissions,

improve and reinforce safety initiatives, and help to decrease accident rates, injuries, and insurance expenses.

There is a working prototype of the 1st generation system online (www.fuelclinic.com) where motorists have on-average improved their fuel efficiency 6% and have collectively saved over \$34,000 while cutting more than 227,000 lbs of CO2 emissions.

The 2nd generation system tailored to the needs of professional drivers and fleet managers is currently in development, and incorporates data loggers, comprehensive online reporting, and certified driver training to round-out the entire “Driver Performance Improvement Cycle” concept.

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