



Executive Summary – Wildland Firefighting System

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| <p>Contact Information Rod Goossen Founder & CEO (410) 245-1544 r.goossen@RoGoFire.com</p> <p>Industry Wildland Fire Fighting Mining Oil & Gas</p> <p>Development Stage Startup</p> <p>Founded February 2018</p> <p>Team Rod Goossen – CEO Ken Chez – COO Derek Goossen – CSO</p> <p>Funding \$0</p> <p>Current Monthly Burn Rate \$0</p> <p>Current Monthly Revenue \$0</p> <p>Current Investors N/A</p> <p>Accelerator N/A</p> | <p>COMPANY DESCRIPTION RoGo is a developer of advanced satellite communication technology and devices designed to improve communication and tracking of resources in remote geographic locations where cellular service is not available. Our mission is to deliver a communication system that will save lives, ensure a productive deployment of emergency responders and a more effective hazard response execution.</p> <p>PROBLEM / OPPORTUNITY On today's large wild land fires, there is a lack of current and consistent communication technology to support the firefighting personnel - resulting in communications inaccuracies, no communication at all and limited timely updates. This is primarily due to the constant hand-off of information between parties (think the telephone game), no VHF or cellular service in remote areas, use of two way radios and the large distances between parties in a remote emergency scene.</p> <p>SOLUTION/PRODUCT RoGo has developed a patented integrated satellite communications system incorporating GPS-enabled satellite enabled tablets/phones, transceivers and portable GPS receivers/transmitters (Dropballs) to enable firefighters to communicate with the incident commanders and emergency response operations in real time and share up to the minute vital scene information, like the status & location of firefighters, weather changes, resource GPS position, maps, photos and changes in assignment.</p> <p>TARGET MARKET Initially, we are targeting firefighting and emergency responders who are in desperate need of newer communication technology. All types of hazard response teams could utilize this system. Secondary markets in consideration are remote mining, oil & gas industries, logging companies, utility companies and more.</p> <p>REVENUE MODEL Sell or Rent the devices and software solution directly to emergency response teams. We plan to partner with Incident Management Solutions providers as well.</p> <p>COMPETITION Satellite phones have been around for decades. However, many satellite phones offer data but few offer Internet access and most have very limited bandwidth. The most popular are Iridium, Immarsat, Globalstar.</p> <p>COMPETITIVE ADVANTAGE The secret sauce of the RoGo System is based on our patented 3-part system that incorporates a 1GB+ data stream; our data bandwidth is a significant differentiator. This is a completely integrated system, including software, with the following capabilities: 1GB Data speeds, Internet access, texting and GPS tracking built into every communication device; GPS-enabled satellite-based communications transceiver(s) to track all deployed equipment and personnel; and a GPS Dropball that includes vector positioning - a portable field deployable GPS receiver / transmitter to pinpoint locations alongside a heading vector for helicopter and slurry tanker aircraft to locate their targets accurately.</p> <p>EXIT STRATEGY Acquisition by manufacturing companies in the satellite device market.</p> |
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