

Software: VaxTrax

COVID vaccination tracking software that allows users a quick, easy, and secure way to provide verified confirmation of COVID vaccination for the purposes of entering bars, restaurants, concerts, sports events, airports, etc.



Advisors:

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www.vaxtrax.ca

Company Summary

The app provides a secure verification of COVID vaccination, and date/time-stamped record of the attendee ID, that is easy for security personal managing admission to events and public spaces to verify in seconds and keep lines moving quickly as well as automate contact tracing in the event of a COVID exposure.

Executive Summary

Management

- CEO - Damon Surzyshyn, Senior digital marketing executive and professional race car driver.
- CIO – Heather Surzyshyn BA, Dipl. IST Senior healthcare IT professional.
- General Manager/CMO – Cal Harrison BA, MBA, CMC Senior sales and marketing and start-up executive.
- Other - TBD

Customer Problem

- Currently there is no quick, easy, and secure way for individuals to provide verification of vaccination, nor is there a quick, easy, and secure way for security personnel to verify vaccination upon entry to a public event or place
- Delays or failures of verification can result in security issues, long line-ups, lost revenue, or public health risks.

Product/Services

- Cloud software, including web dashboards for event and public space managers
- Mobile web solution or possibly app solution for individuals

Target Market

- Independent Retail: Independent event locations such as bars, restaurants, theatres, schools, etc.
- Corporate Enterprise: Larger event/traffic locations such as arenas, stadiums, airlines, hotels.

Business Model

- Free app for attendees
- Monthly \$100 fee for Independent Retail market market, custom pricing for Corporate Enterprise.

Customers/Users

- The customers are the event organizers

- The end-users are the attendees

Sales and Marketing Strategy

- Direct personal selling through industry associations
- Social media/web to drive direct sales to customers and use by attendees
- Brand building using social media, website, and earned trade media

Competitors

- www.canimmunize.ca
- Government portals

Competitive Advantage

- Focused exclusively on COVID vaccinations and not just a general vaccination record app
- Designed specifically to facilitate rapid entry into events and automated contact tracing if required
- Could be launched initially as an automated contact tracing solution for bars and restaurants
- Simple and intuitive to use, does not require training

Financials / Forecasts

| | <u>Year 1</u> | <u>Year 2</u> | <u>Year 3</u> | <u>Year 4</u> | <u>Year 5</u> |
|-----------------------|---------------|---------------|---------------|---------------|---------------|
| Total Revenue | \$ - | \$ - | \$ 630,000 | \$ 1,845,000 | \$ 4,680,000 |
| Tech Dev | \$ 72,500 | \$ 92,500 | \$ 92,500 | \$ 92,500 | \$ 92,500 |
| Bus Dev | \$ 45,000 | \$ 25,000 | \$ 473,368 | \$ 865,107 | \$ 915,107 |
| OpX | \$ 6,500 | \$ 6,500 | \$ 65,500 | \$ 75,500 | \$ 75,500 |
| Total Expenses | \$ 124,000 | \$ 124,000 | \$ 631,368 | \$ 1,033,107 | \$ 1,083,107 |
| Investment | \$ 250,000 | \$ - | \$ - | \$ - | \$ - |
| Net Cash Flow | \$ 126,000 | \$ 2,000 | \$ 633 | \$ 812,526 | \$ 4,409,419 |

The goal is approximately 3,500 retail customers users at \$1,200 annually by year 5. Note that as a very early stage opportunity financials are projections only. Note that license fees required will vary depending upon number of licensees.

Licensed Technology/Product

- Cloud software/Mobile App

Technology/Product – Current Status

- TRL Level 2: Technology concept and/or application formulated
- Invention begins. Once basic principles are observed, practical applications can be invented. Activities are limited to analytic studies.