

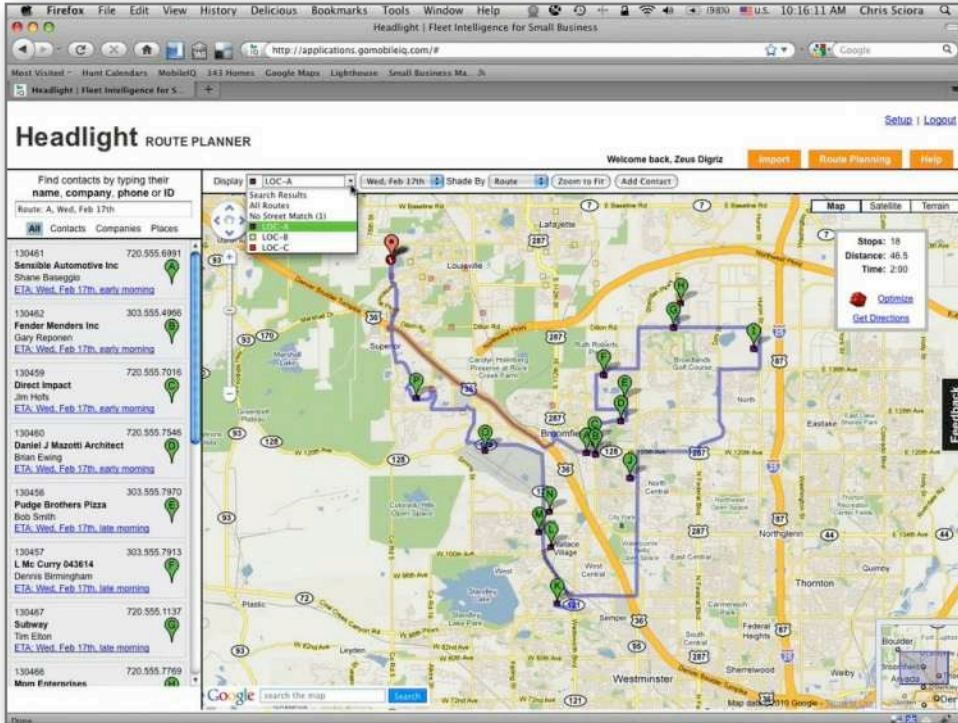


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Headlight Route Planner™

Headlight combines online mapping, routing, email and customer notifications into a single online application. It's a smarter way to quickly plan efficient routes, manage drivers and reduce fleet expenses.

For the past twelve months, MobileIQ has been successfully selling the Headlight Route Planner. It's a web based solution that takes advantage of several converging trends in the technology world from the past three years - mobile mapping, smart phones and cloud computing - to provide effective route planning for the 1 out of 5 small businesses with local delivery fleets. Customers have seen typical fleet savings of 20% fewer vehicles, 30% fewer hours and 40% fewer miles after implementation.

We offer a 100% no-risk guarantee and affordable monthly subscription plans for independent sales reps and small business owners. There are no long-term contracts or signup fees.

Monthly plans start at only \$97 / month

Headlight Features

- Plan delivery and service routes
- Make life easier for customer service
- Online maps are continuously updated
- Route new customers and specials in seconds
- Focus on specific routes and delivery dates
- Amazing map detail with satellite images
- Interactive driving directions
- Communicate with customers using shared email
- Web page calendar and delivery reminders



Headlight Subscribers

Headlight users are typically the Owner, Service Manager or Customer Service Rep. Their typical work day revolves around handling interruptions and addressing problems. There is minimal “quiet” time for planning, training or learning new technology. This market segment requires immediate, tangible benefits with little learning curve.

Unlike larger companies, small business owners don't have the time, expertise or financial means to implement a comprehensive route planning solution. That means rapidly shrinking profits year after year for almost five million local businesses relying on delivery and service vehicles.

The vast majority of these companies schedule deliveries and routes manually – not just by hand - but without any modern tools.



CHRIS SCIORA, PRESIDENT & FOUNDER

has two decades of experience in providing route planning solutions to companies in numerous industries. His last two companies provided the experience and technology needed to launch the Headlight concept.



Consumer Benefits

Americans last year wasted more than 2.75 billion hours waiting for some type of in-home service or appointment — a utility hookup, for example, or the delivery of furniture — the equivalent of 1.3 million people out of work for a year, according to a new survey of consumer attitudes.

For one of the most hated activities — waiting for someone to come by the house — the people surveyed spent an average of five hours waiting for an appointment to arrive. That's because generally service appointments have a three- hour window (9 a.m. to noon, for example) and consumers waited two hours beyond that, according to the TOA Technologies survey of 1,009 Americans who waited for a service call.

And the amount of money lost for waiting around easily tallies into the billions of dollars in the form of missed work, blown vacation and misused sick time, the survey found.

**1 out of 5
companies**



Investment Opportunity

MobileIQ is a cashflow positive, early stage technology company with paying subscribers and robust technology moving quickly into a wide open market.

Every large company first started as small company. And almost universally, they achieved early success by raising money from friends and family. MobileIQ has specifically designed its offering for that unique type of investor.

You're not required to be an angel investor, have a certain net worth or even be an accredited investor. Instead, you simply need \$15,000 (the minimum investment) and an interest in taking action to make money.

Learn more at the live presentation or register online for the full investor presentation:

**<http://www.gomobileiq.com/invest>
password: snoopy**

