

A large billboard is mounted over a busy city street at night, likely Times Square. The billboard has a white background and displays the word 'FURE' in large, bold, purple letters. The letter 'U' is replaced by a red exclamation mark. Below the word, the phrase 'RIDE. WATCH. SHARE.' is written in red, all-caps, sans-serif font. At the bottom right of the billboard, the words 'BUSINESS PITCH DECK' are written in a smaller, grey, all-caps, sans-serif font. The background of the billboard is a blurred image of a city street at night, with tall buildings, lights, and moving vehicles (cars and taxis) visible. The overall scene is vibrant and urban.

FURE

RIDE. WATCH. SHARE.

BUSINESS PITCH DECK

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The statements contained herein may contain certain forward-looking statements relating to the Company (known as “FURE Technologies”) that are based on the beliefs of the Company’s management as well as assumptions made by and information currently available to the Company’s management. Certain information set forth in this presentation contains “forward-looking information”, including “future-oriented financial information” and “financial outlook”, under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, the information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of the Company; (ii) completion of, and the use of proceeds from, the sale of the shares being offered hereunder; (iii) the expected development of the Company’s business, projects, and joint ventures; (iv) execution of the Company’s vision and growth strategy, including with respect to future M&A activity and global growth; (v) sources and availability of third-party financing for the Company’s projects; (vi) completion of the Company’s projects that are currently underway, in development or otherwise under consideration; (vi) renewal of the Company’s current customer, supplier and other material agreements; and (vii) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential investors the opportunity to understand management’s beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.

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CONT. - IMPORTANT INFORMATION:

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Accordingly, you should not place reliance on any forward-looking information or statements. All forward-looking statements herein are qualified by reference to the cautionary statements set forth in this document.

If you are unsure on this investment, we do not want you to invest. The Company is accepting investors who see the future and vision of what the Company's management has laid out in this presentation, and other documents it has presented and on its website. You can contact the CEO directly – rudy@fure.cab for more information or questions or meet with us in Easton PA May 24th at 9AM.

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Investment Opportunity

We invite investors to be part of **FURE's first-to-market advertising rideshare revolution.**

With a scalable first-to-market **FREE rideshare model** and **AI-powered advertising platform.**

FURE will *redefine* transportation and digital marketing.

Table of Contents

Page No.

Legal Disclaimer	2 & 3
Investment Opportunity Statement	4
1. Executive Summary – Company Overview	6
How We Operate	7
How BIG is the Market Opportunity	8
Our Key Financial Highlights	9
2. Company Description – Quick Company Background	10
Mission Statement	11
Our Competitive Advantage Moat	12
3. Market Analysis – Explosive Industry Overview	13
Market Segmentation – What The Market Wants But Doesn't Have	14
Competitive Landscape – What's Happening In The Market Now	15
Our Market Growth Potential	16
4. Business Model & Revenue Streams – How Our Sources Generate Revenue	17
How It works	18
4. Advertising Strategy & AI Capabilities – What We Provide To Advertisers	19
5. Go-To-Market Strategy – How We Flash Bang The Market	20
6. Operations & Technology – How It Works	21
7. Financial Plan & Projections – How Much We Bank	22
How We'll Use The Funds	23
Crowdfunding Investment Timeline	24
9. Risk Analysis & Mitigation Strategies – How Our Growth & Adoption Makes Scaling Easy	25
10. Conclusion & Call To Action	26
Meet Us & Contact Us	27
App in Action Images	28-34

1. Executive Summary

Company Overview

FURE is an innovative **advertising marketplace** that leverages rideshare as a platform to provide **targeted AI-driven advertising services**.

Unlike traditional rideshare models, **FURE funds rides through advertising revenue**, enabling riders to travel for **free** while brands ***gain direct consumer engagement***.

How We Operate

FURE operates at the intersection of **rideshare, digital advertising, and AI-driven marketing**.

Advertisers pay for highly targeted, hyperlocal ad placements that appear within the FURE platform.

In return, these advertising dollars subsidize the cost of rides, creating a **win-win ecosystem** for riders, drivers, & businesses.

How BIG is the Market Opportunity

Global Rideshare industry is valued at **\$85+ Billion** and is projected to reach **\$350+ Billion by 2030**.

Global Digital Advertising industry is valued at **\$600+ Billion**, specifically, ***AI-powered hyperlocal advertising***, is projected to reach an additional **\$107+ Billion by 2028**

Presenting **FURE** with an **unparalleled opportunity** to disrupt both markets especially for our hyperlocal advertising platform.

Our Key Financial Highlights

- Initial Funding Goal: **\$5M** (Crowdfunding Campaign)
- Year 1 Projected Revenue: **\$50M+** (1st 5 Markets)
- Year 3 Projected Revenue: **\$300M+**
- Year 5 Projected Revenue: **\$900M+** (50 Cities/ Not 50 States)
- Gross Profit Margin: **55%+**
- Exit Strategy: **Merger or Acquisition or IPO 7-9 years**

2. Company Description

Quick Company Background

Founded by **Rudy Ferraz** (CEO), FURE was built to solve the **financial burden of transportation** while creating a **new revenue model for the rideshare industry**.

The traditional rideshare model is failing both drivers and riders, including public stockholders due to **high fares, commissions, fees, and lack of innovation** in revenue generation.



Mission Statement

"To revolutionize rideshare by creating an ad-driven ecosystem that provides free transportation while delivering cutting-edge marketing opportunities to advertisers."

- Rudy Ferraz



Our Competitive Advantage Moat

- First-to-market free rideshare advertising model
- AI-powered ad targeting with real-time insights
- Scalable revenue model beyond traditional rideshare
- Free rides create high user engagement & retention
- Drivers earn more & keep more of their earnings

3. Market Analysis

Explosive Industry Overview

- Global rideshare market: **Expected to grow to \$350B by 2030**
- Digital advertising market: **\$600B+, growing at 10% annually**
- AI in marketing: ***Projected to reach \$107B+ by 2028***

Market Segmentation

What The Market Wants But Doesn't Have

- **Riders:** People seeking affordable or free transportation.
- **Advertisers:** Businesses looking for hyperlocal, captivating, AI-driven marketing data solutions.
- **Drivers:** Those who want to earn more in fares, while paying fewer commissions & fees.

Competitive Landscape

What's Happening In The Market Now

- Uber & Lyft: Charge riders high fares, take 40-60% commissions & fees from drivers, and have barely **any** alternative revenue sources. (Source: Uber/Lyft S1 yearly filings)
- FURE: Offers free rides, take zero commissions from drivers, and proven multiple revenue sources.
- In the end, drivers earn more income vs. what the competition offers, riders ride free, and advertisers learn about us, in-turn offer a better products & services. Win=Win.

Our Market Growth Potential

- **90%** of riders surveyed (5k*) **prefer *free* or *subsidized* rides** over paid options (surge/non-surge pricing).
- Businesses spend **\$130B+ on digital ads annually** but struggle with engagement or turnover.
- **Hyperlocal targeting increases** ad conversion rates by **60%**

*Surveys performed during an 8-month period while driving Uber/Lyft riders to final drop off locations (NY/NJ/PA/DE), Q&A riders on the FURE service vs what the competition provides.

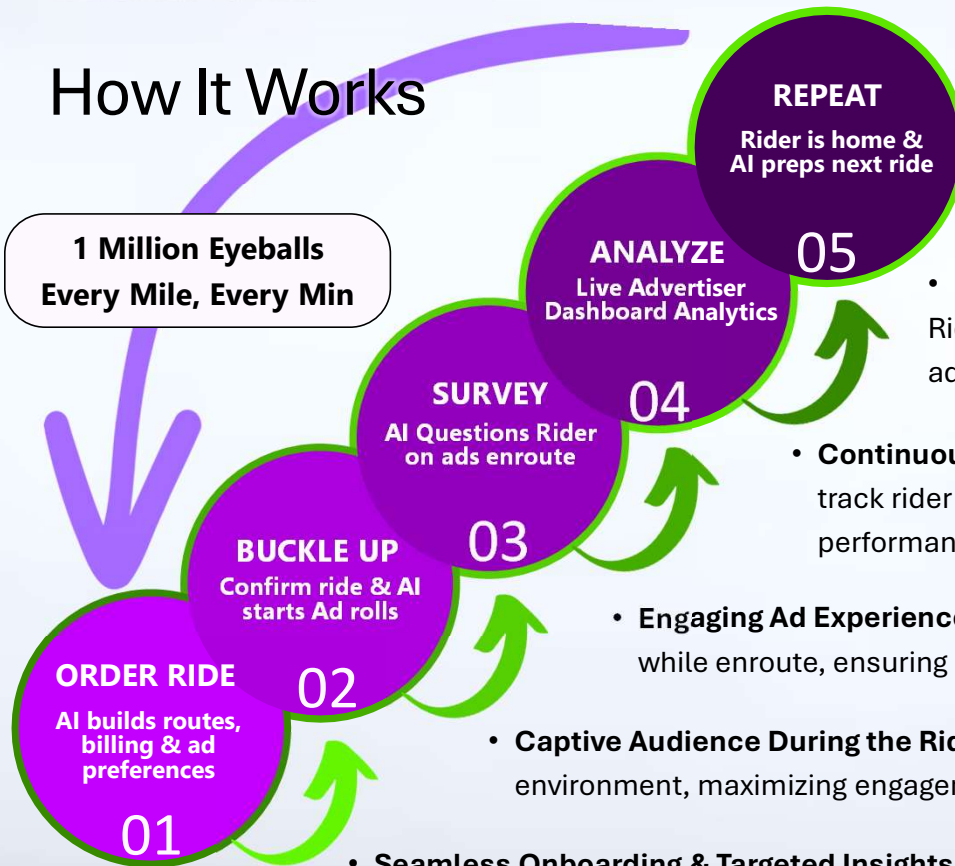
4. Business Model & Revenue Streams

How Our Sources Generate Revenue

1. **Ad Revenue:** Businesses pay for ad placements within the FURE ecosystem & platform for brand exposure.
2. **AI Data & Analytics:** Providing advertisers with **real-time** consumer data, intelligence, targeting, measurement, modeling and **optimization**.
3. **Gamification:** Brands reward riders for engagement with special & unique incentives.
4. **Interaction:** Providing “One click” shopping, to increase brand measurement and engagement in real-time.
5. **Rolling Vehicle Ads:** Providing advertisers with on-vehicle adverts for special events, “Target Rides”, etc..

How It Works

1 Million Eyeballs
Every Mile, Every Min



5 STEPS of **FURE** Rides

- **Post-Ride Feedback & Retargeting** – Riders rate ads and provide insights, allowing advertisers to refine campaigns & increase ROI.
- **Continuous Data Optimization** – AI-powered analytics track rider behavior, giving advertisers real-time performance metrics to enhance future campaigns.
- **Engaging Ad Experience** – Riders interact with personalized ads while enroute, ensuring brand exposure at a high-intent moment.
- **Captive Audience During the Ride** – Ads are watched in an uninterrupted environment, maximizing engagement and recall for advertisers.
- **Seamless Onboarding & Targeted Insights** – Riders sign up, providing key demographic/ behavioral data that enable hyper-targeted ad placements.

5. Advertising Strategy & AI Capabilities

What We Provide To Advertisers

- **AI-Powered Hyperlocal Targeting:** Ads are shown based on real-time user location and interests.
- **Crowdsourced Ad Testing:** Riders interact with ads, providing valuable engagement data.
- **Dynamic Pricing for Ad Placement:** Businesses bid for prime ad spots based on demand.
- **Custom Brand Experiences:** Sponsored rides, branded vehicles, and interactive ads.

6. Go-To-Market Strategy

How We Flash Bang The Market

- **Initial launch cities:** Philly, LA, Chicago, Miami, and Austin.
- **Partnerships:** Targeting **local businesses, national brands, advertisers and DSPs.**
- **User Acquisition:** Digital marketing, influencer collaborations, and referral programs.

7. Operations

Technology

- **FURE App:**
Intuitive user experience for riders, drivers, and advertisers.
- **AI Algorithms:**
Personalized ad recommendations & data analytics.
- **Data Security & Compliance:**
Fully compliant with privacy, data regulations + **GDPR & CCPA.**

8. Financial Plan & Projections

How Much We Bank

YEAR	REVENUE	PROFIT MARGIN	RIDER GROWTH	CITIES	AD PLACEMENTS
1	\$50M+	25%	1M+	1-5	9M+
3	\$300M+	45%	10M+	7	560M+
5	\$900M+	55%	30M+	20	7.2B+

Break-Even Analysis

- Projected break-even point: **Year 2**
- Revenue goal to profitability: **\$100M+ ARR - Year 2**
- EBITDA by Year 7: **\$1.2B+ in 50 cities**, not in all 50 states - yet.

How We'll Use The Funds

The \$5 million raised from the crowdfunding campaign will be strategically allocated to ensure **rapid growth, scalability, and market penetration**.

Below are the Five key areas where the funds will be used:

- **35% - Technology & Platform Development** – Enhancing the FURE app with **AI-powered ad targeting, real-time analytics, and seamless rider-driver interactions** to support scalability.
- **25% - Marketing & User Acquisition** – Launching **nationwide digital and influencer marketing campaigns** to attract riders, advertisers, and drivers.
- **20% - Driver Incentives & Fleet Expansion** – Recruiting and retaining drivers with **better pay structures, incentives, and vehicle partnership programs**.
- **15% - Operational Growth & Talent Acquisition** – Hiring **engineers, AI specialists, sales teams, and customer support staff** to strengthen company infrastructure.
- **5% - Regulatory Compliance & Legal** – Ensuring FURE meets **rideshare industry regulations, advertising standards, and data privacy laws** across operating regions.

Crowdfunding Investment Timeline

PHASE	MILESTONE	TIMELINE (Months)	FUND ALLOCATION (%)
1	2 nd Stage Platform & AI Development*	1-3	35
2	Marketing & User Growth Campaigns	4-6	25
3	Driver Onboarding & Fleet Expansion	5-9	20
4	Talent Acquisition & Operations Scaling	10-12	15
5	Legal, Compliance, & Final Adjustments	12-24	5
6	Launch 5 US Cities	12-14	Revenue
7	Launch 7 US Cities	14-16	Revenue
8	Launch 10 US Cities	16-18	Revenue
9	Launch 20 US Cities	18-20	Revenue
10	State Spread Launch	19-24	Revenue

*1st Stage of the app & platform has been developed for small scale testing. 2nd stage is for growth/development.

9. Risk Analysis & Mitigation Strategies

How Our Growth & Adoption Makes Scaling Easy

- **Market Competition:**

FURE's unique model disrupts **traditional rideshare services**.

- **Regulatory Compliance:**

Ensuring adherence to **rideshare, advertising, privacy laws**.

- **User Adoption:**

High demand for **free rides ensures rapid market penetration**.

10. Conclusion & Call to Action

- **FURE is redefining rideshare by integrating AI-powered advertising to provide free rides to 6+ Billion travelers.**
- Our **first-to-market approach** disrupts the industry while delivering unmatched **value to riders, drivers, & advertisers.**

Investment Opportunity

- **\$5M crowdfunding round** open to qualified investors
- **High-growth potential** with a scalable revenue model
- Be part of the **next major rideshare revolution**

Meet Us & Contact Us

Meet us in Easton PA on June 22nd, 2025 @ 9am - 1pm

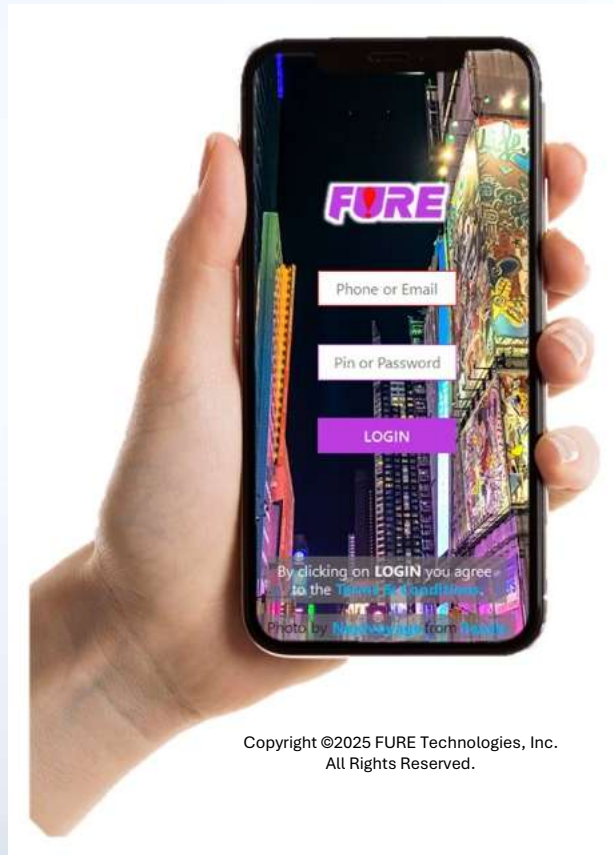
More info soon on the website and our Twitter account @furecab

Meet the founder, see the app, and learn the 411 on **FURE**.

Founder & CEO - rudu@fure.cab

Investor Info - investors@fure.cab

Press Info - press@fure.cab



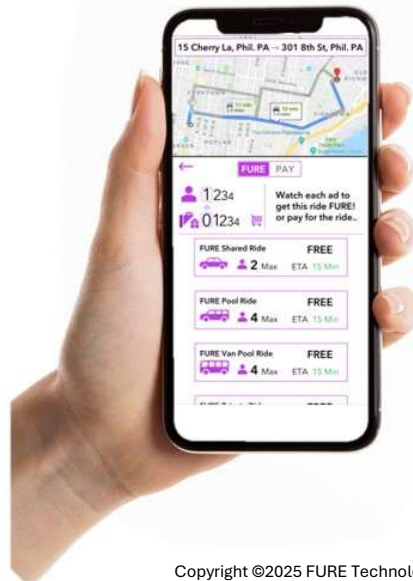
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Main Login Screen

Type in credentials or
Bio (Face ID or Finger ID)

-Background image changes and
uploads from Pexels.com members

FURE: Riders App – Free-to-ride Page

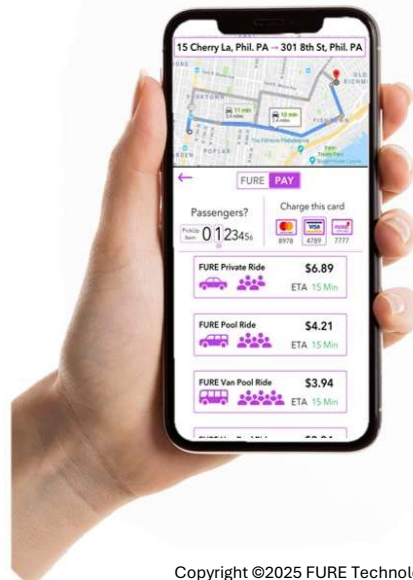


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Free Ride Type/Offer Screen Select ride type

-Riders can select passenger count,
package count for loading..

FURE: Riders App – Pay-to-ride Page



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Pay Ride Type/Offer Screen Select ride type

-Riders can select passenger count,
package count for loading..

FURE: Riders App – Driver Identification Page



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ID Driver/Vehicle Screen Confirm driver & ride type

-Industry **first** – check and locate your chariot among a crowded fleet of vehicles waiting for rides. Riders will never jump into the wrong car again.

FURE: Drivers App – Ride Offer Page



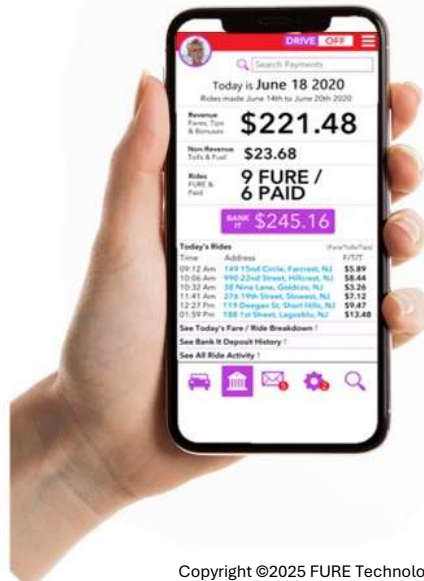
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Driver Accept/Decline Screen

Confirm ride or decline

-Industry **first** – drivers can review ALL information pertaining to the rider, fare/income, traffic flow, milage, etc..

FURE: Drivers App – Cash Out Page



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Driver Cash Out Screen

History of daily activity

-Industry **first** – drivers can review ALL information pertaining to the rides given by hour, day, week, month, year, fare/income, milage, etc..

FURE: Drivers App – Direction Page



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Driver Directions Screen

Smart visual route guidance

-Industry **first** – drivers can review ALL directional information pertaining to the ride, speed, turning points, lane guidance, etc..