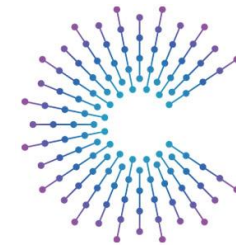# Commerce for Connected Vehicles
A Paradigm Shift - Creating Fintech
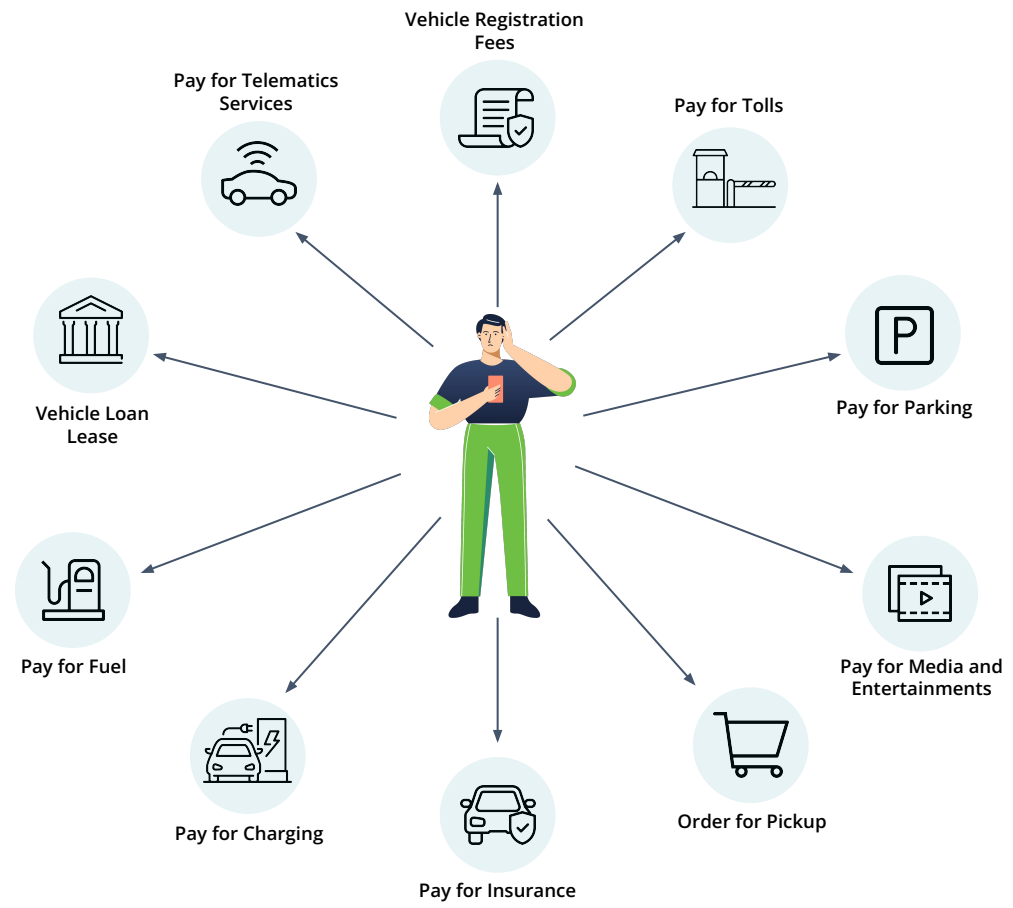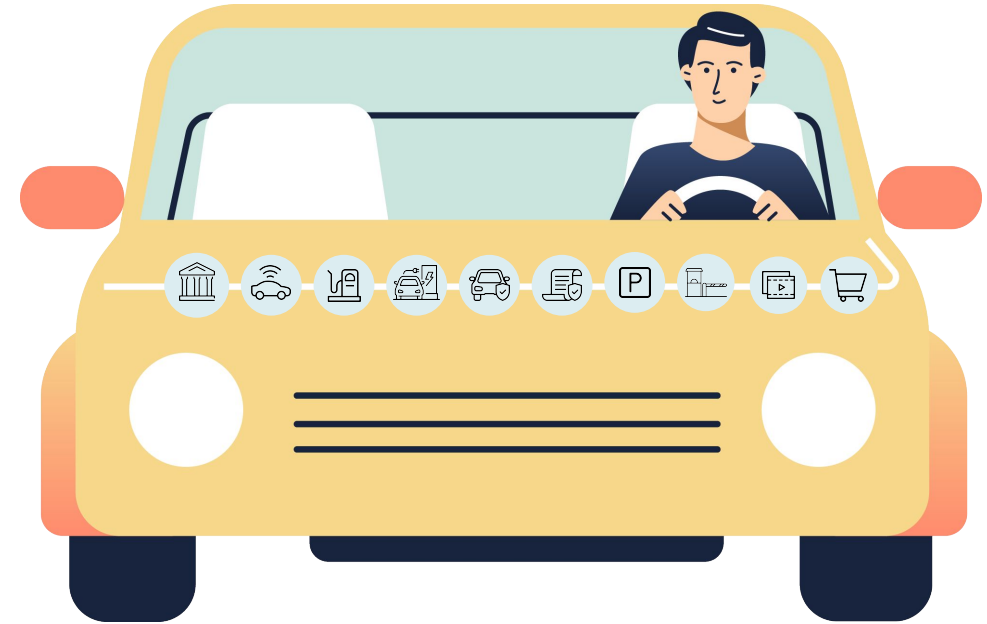# Revenue Stream

ALL MEMBER MEETING

APRIL 26-28, 2022

COVESA
Accelerating the future of connected vehicles

Today Services & Payments Associated with Vehicles are happening outside of Vehicle

Vehicle Registration Fees

Pay for Telematics Services

Pay for Tolls

Vehicle Loan Lease

Pay for Parking

Pay for Fuel

Pay for Media and Entertainments

Pay for Charging

Order for Pickup

Pay for Insurance

Connected Vehicle:
Bringing Services & Payments In-Vehicle

In-Vehicle Payment Challenges

Security

Fraud

Regulations

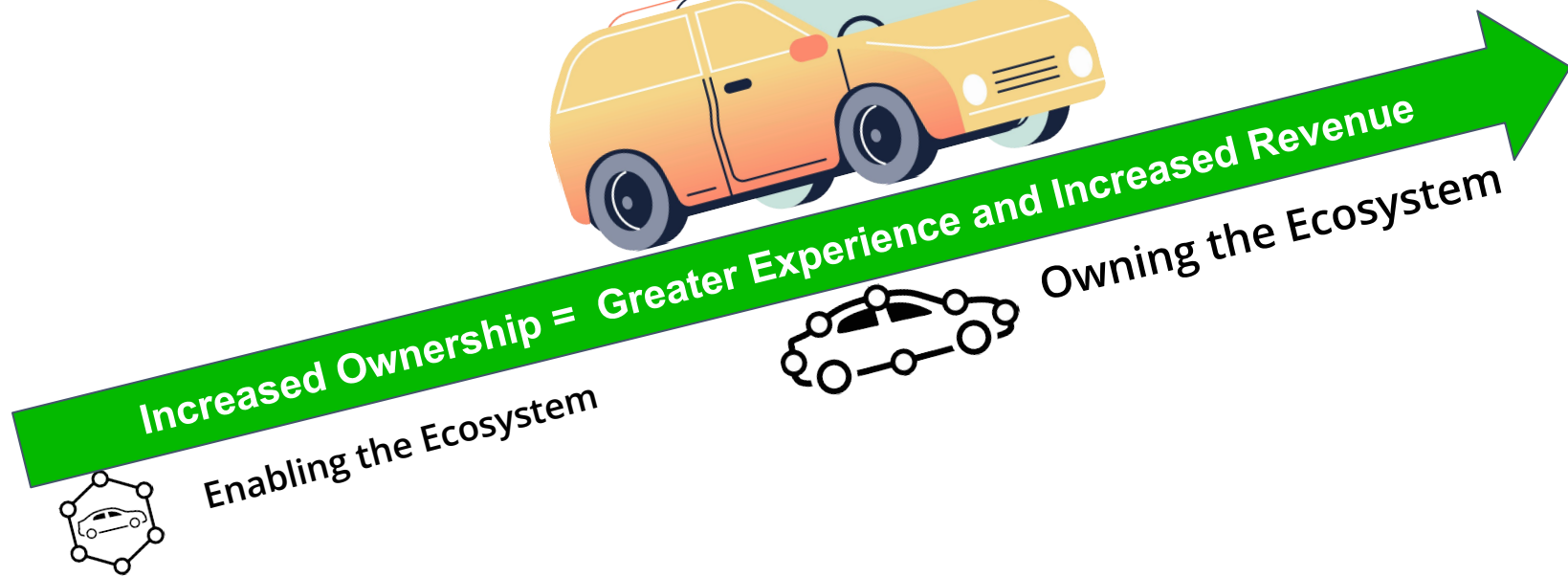Technology Integration

Driver Safety

Merchant Integration

Payments Ecosystem: Partner VS Vendor

The Paradigm Shift - Increase Fintech Revenue Stream By Owning the Driver Experience

Increased Ownership = Greater Experience and Increased Revenue

Enabling the Ecosystem

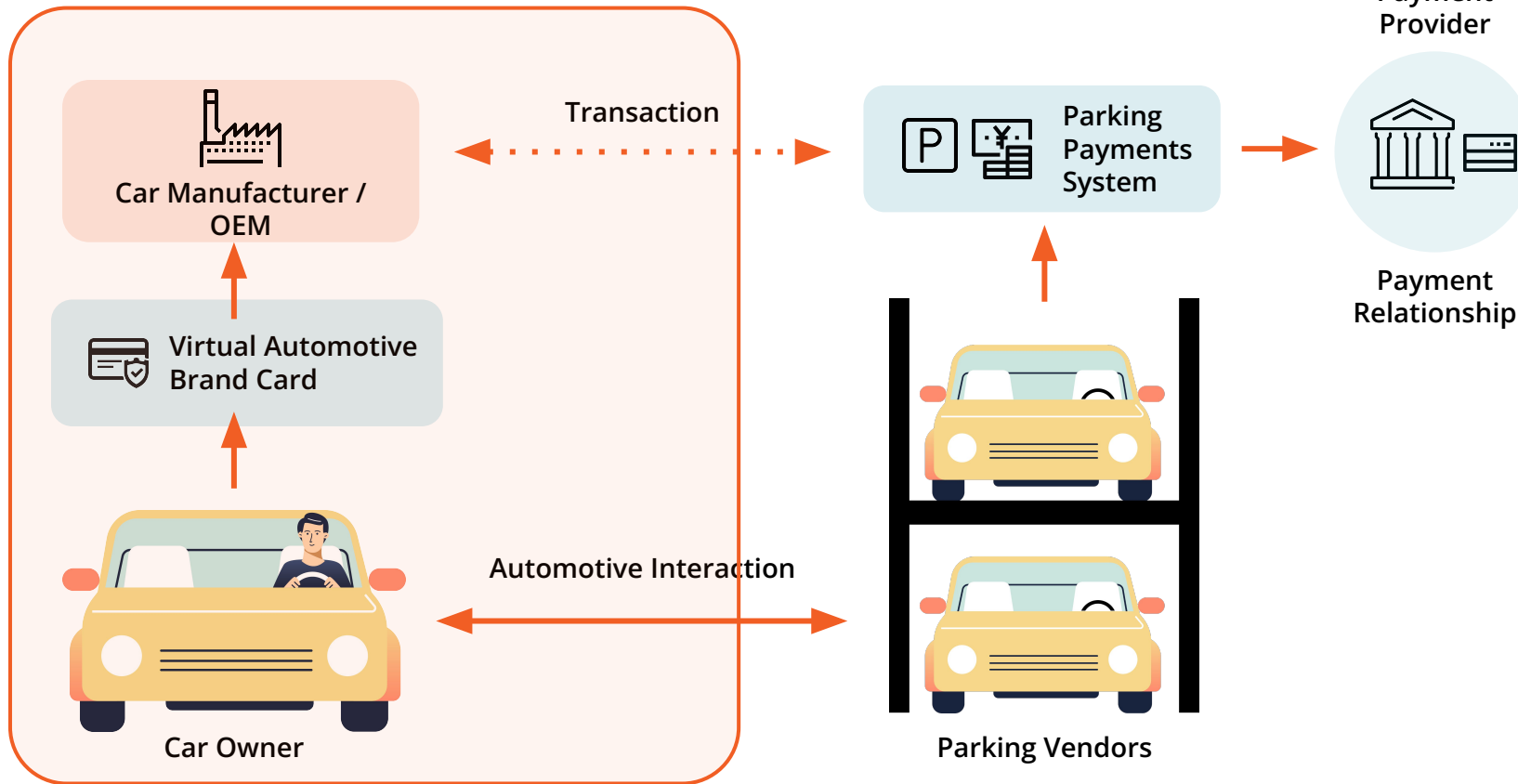Owning the Ecosystem

Enabling = The Current Approach

▶ **Drivers interface with Commerce Vendors (parking decks etc), and their Payment Providers as part of the experience**

OWN the commerce ecosystem

▶ **OEM and Driver Experience fully aligned**

▶ **FAR Better Driver Experience**

▶ **Lionshare of Revenue**

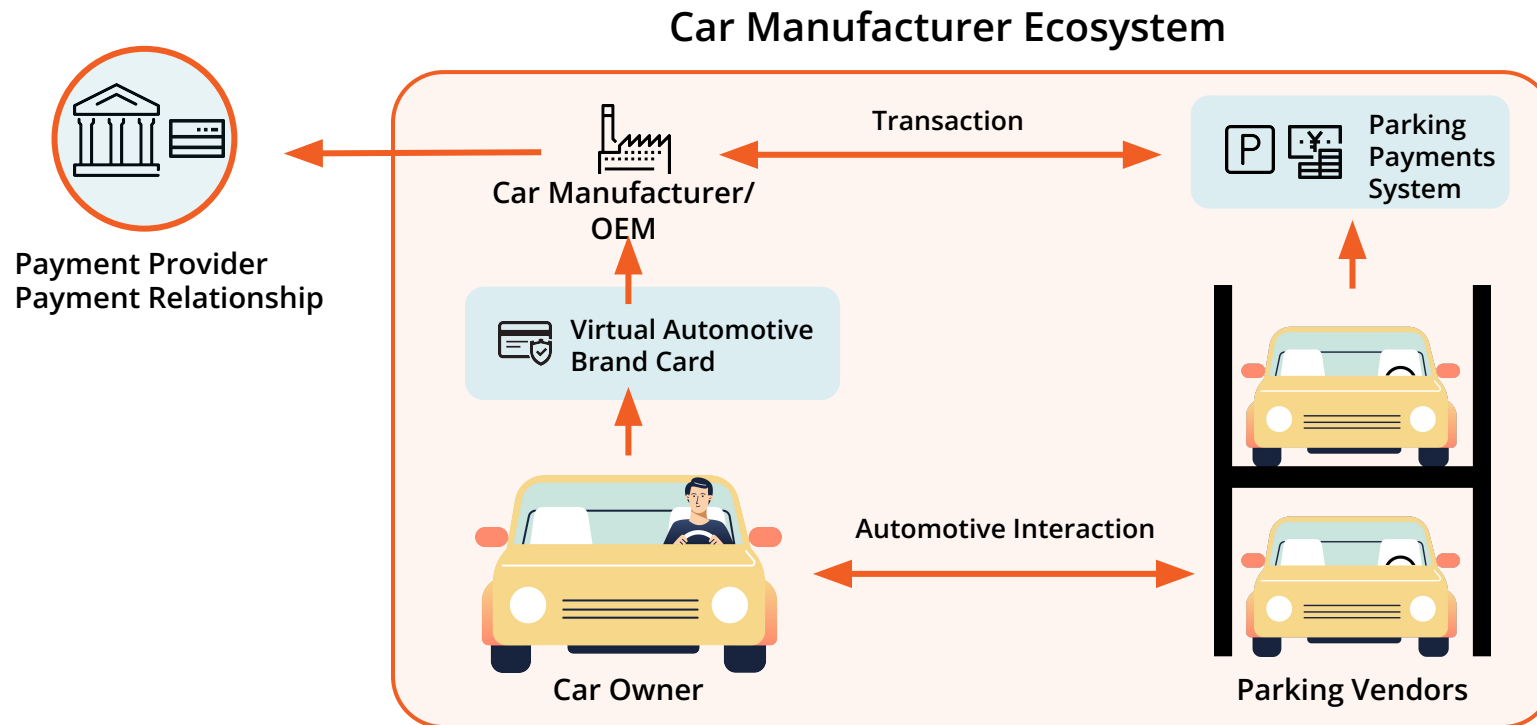▶ **Better Experience = Better Driver Relationship**

Enabling the Ecosystem

Car Manufacturer Ecosystem

Car Manufacturer / OEM

Virtual Automotive Brand Card

Car Owner

Transaction

Automotive Interaction

Parking Payments System

Parking Vendors

Payment Provider

Payment Relationship

- ▶ **OEM enables part of consumer experience (Car / Vendor / Payments company)**

- ▶ **Payments are experienced outside the vehicle ecosystem and out of scope of the OEM control**

- ▶ **Driver is experience is convoluted - *'who you gonna call ??? !!!'***

- ▶ **Lionshare of payment revenue goes to PSP**

- ▶ **Vendors & Processors Control the Driver Commerce Experience**

- ▶ **OEM has minimal commerce experience insight**

Owning the Ecosystem

Car Manufacturer Ecosystem

Payment Provider
Payment Relationship

Transaction

Parking Payments System

Car Manufacturer/ OEM

Virtual Automotive Brand Card

Automotive Interaction

Car Owner

Parking Vendors

OWNING = Full Driver Engagement

Embedded Payments BY the OEM

▶ **OEM OWNS the Driver's commerce experience**

▶ **Provides the BEST Driver Experience**

▶ **Requires same level of effort**

▶ **Results in LIONSHARE of the Revenue**

▶ **Best in Class Commerce Security**

▶ **Better Commerce Experience = Better Driver Relationship**

Advertisers spent $111B in 2019 to incent 282m US Drivers to drive and buy over $2T in consumer retail products from brick & mortar retailers.
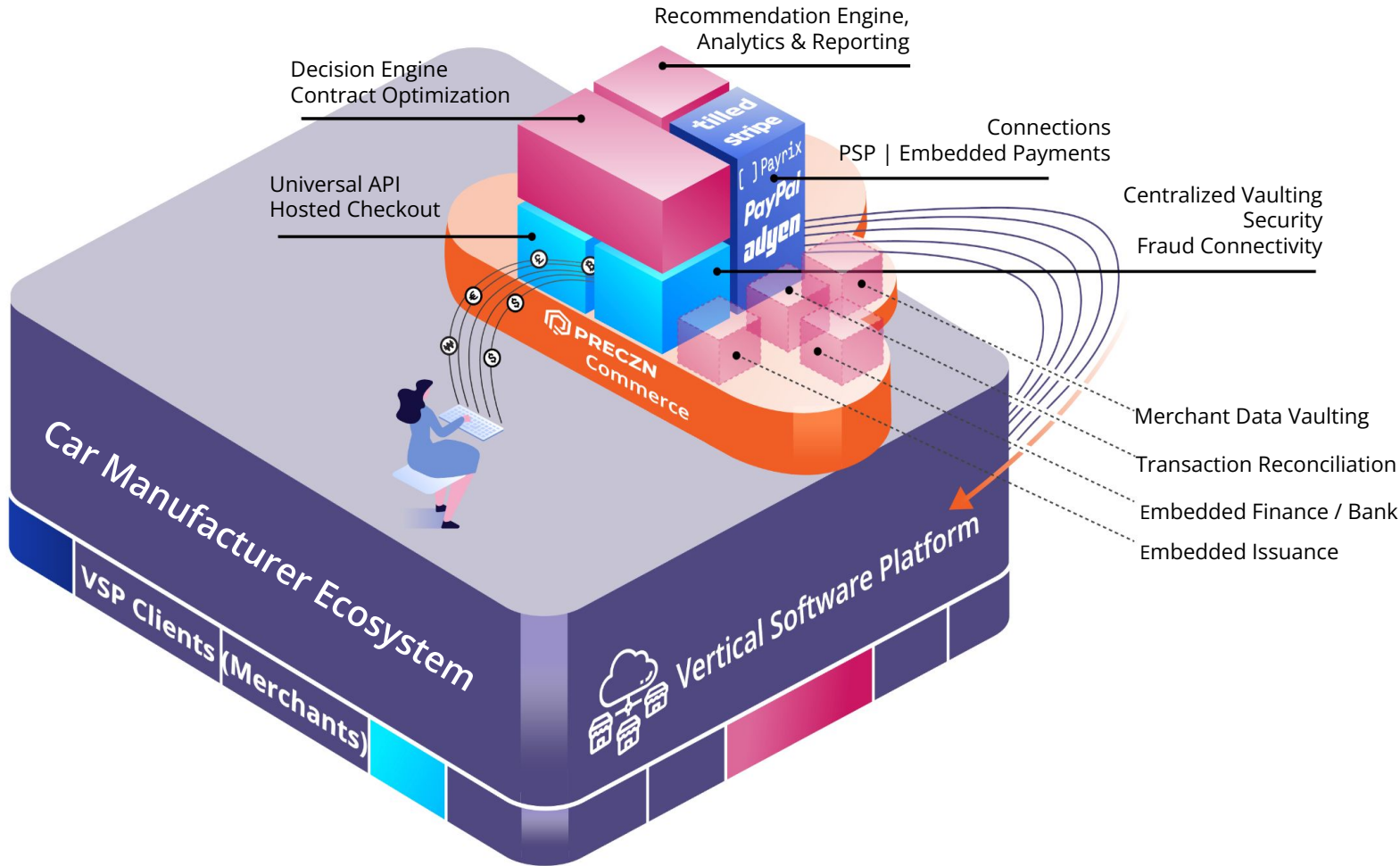
|	Approx Serviceable Market	Current Revenue Trajectory	Payment Revenue Trajectory : Rev Share (~ 5Bps)	Payment Revenue Trajectory : Fintech (~300 Bps/3%)
Total	**$629 B**	**$0**	**$314 M**	**$18.87 B**
Fuel Payments	$370 B	$0	$185 M	$11.1 B
Auto Insurance	$228 B	$0	$114 M	$6.84 B
Tolls	$15 B	$0	$7.5 M	$450 M
Parking Industry	$10 B	$0	$5 M	$300 M
Billboards	$6 B	$0	$3 M	$180 M
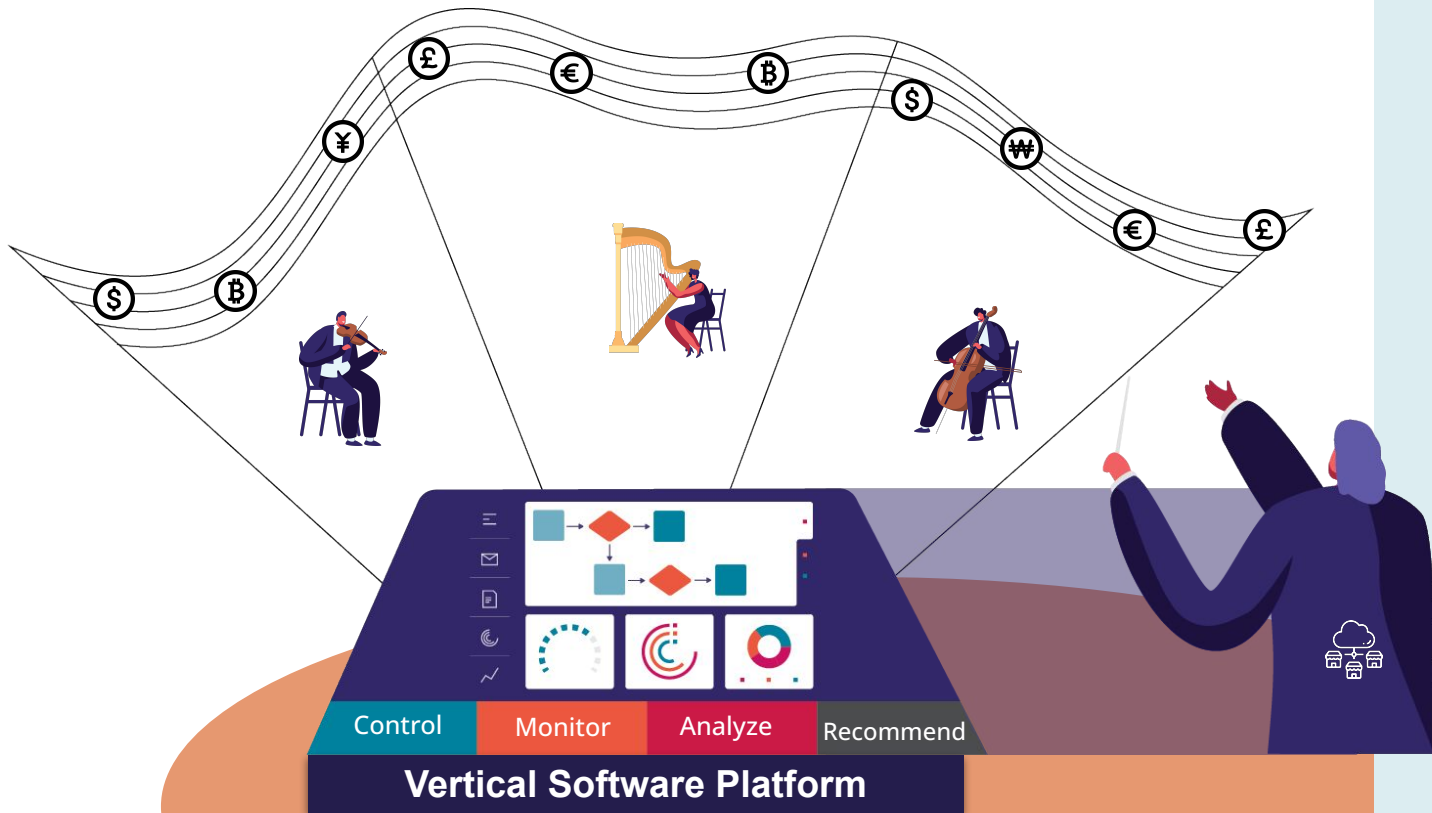
Preczn is a real-time automation platform for **Business Users** that simplifies, orchestrates and optimizes commerce.

Preczn arms Vertical Platforms with **Choice, Control and Leverage** across diverse providers.

Preczn enables Choice, Control and Leverage

Recommendation Engine, Analytics & Reporting

Decision Engine Contract Optimization

Universal API Hosted Checkout

Connections PSP | Embedded Payments

Centralized Vaulting Security Fraud Connectivity

PRECZN Commerce

Merchant Data Vaulting

Transaction Reconciliation

Embedded Finance / Bank

Embedded Issuance

Car Manufacturer Ecosystem

VSP Clients (Merchants)

Vertical Software Platform

▶ **Operational Harmony**

▶ **Accelerate embedded payments transition**

▶ **Technical abstraction; VSP maintains vendor relationships**

▶ **Single VSP Interface, reducing operational overhead**

▶ **Transparent business insight**
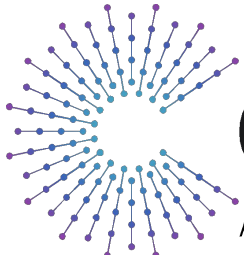
COVESA
Accelerating the future of connected vehicles

Thank you

For more information:

info@preczn.com

PRECZN
Harmonizing Commerce