

PopBus AI Navigation & Smart Bus Operations — Beyond GPS

Solving mobility challenges in Africa & Middle East with AI-driven technology



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Zuhdi Bali
Founder of ActPlusTech





Mobility in Africa & Middle East Faces Real Barriers



Unreliable GPS signals

Urban interference, jamming, political restrictions



High-cost traditional Devices

Traditional onboard units are too expensive for many transit operators



No real-time passenger info

Missing arrival data and schedules



Poor route compliance

Difficult service quality monitoring

Market Opportunity in Africa and the Middle East

\$10B

Total Market

Annual transit technology spend across target regions.

15%

Annual Growth

Emerging market transit tech sector expansion rate

150M

Daily Riders

Potential impact in initial target target markets.



A Smarter, Cost-Effective Alternative to Traditional Systems



Offline Navigation

GTFS + HERE maps



Real-time Monitoring

Trip tracking and announcements, SIRD compatible Application



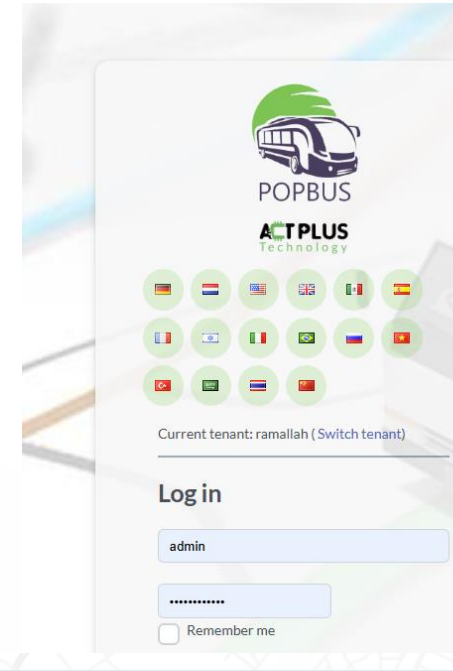
City Integration

Dashboard and SIRI compatible



AI Camera Validation

Visual route verification



CreateTrips ShowTrips ShowMap

#	Actions	The Condition ↑↓	Start Time	End Time	#	Line Number ↑↓	En
1	⋮	nostatus	07:47:00	08:47:00		L29 Ministry Trip	Oma
2	⋮	nostatus	09:47:00	10:47:00		L29 Ministry Trip	Oma
3	⋮	nostatus	10:48:00	11:47:00		L29 Ministry Trip	Oma

عرض 1 - 3 من 3 سجلات



Trip Status D0 S0 | 1

2 / 34

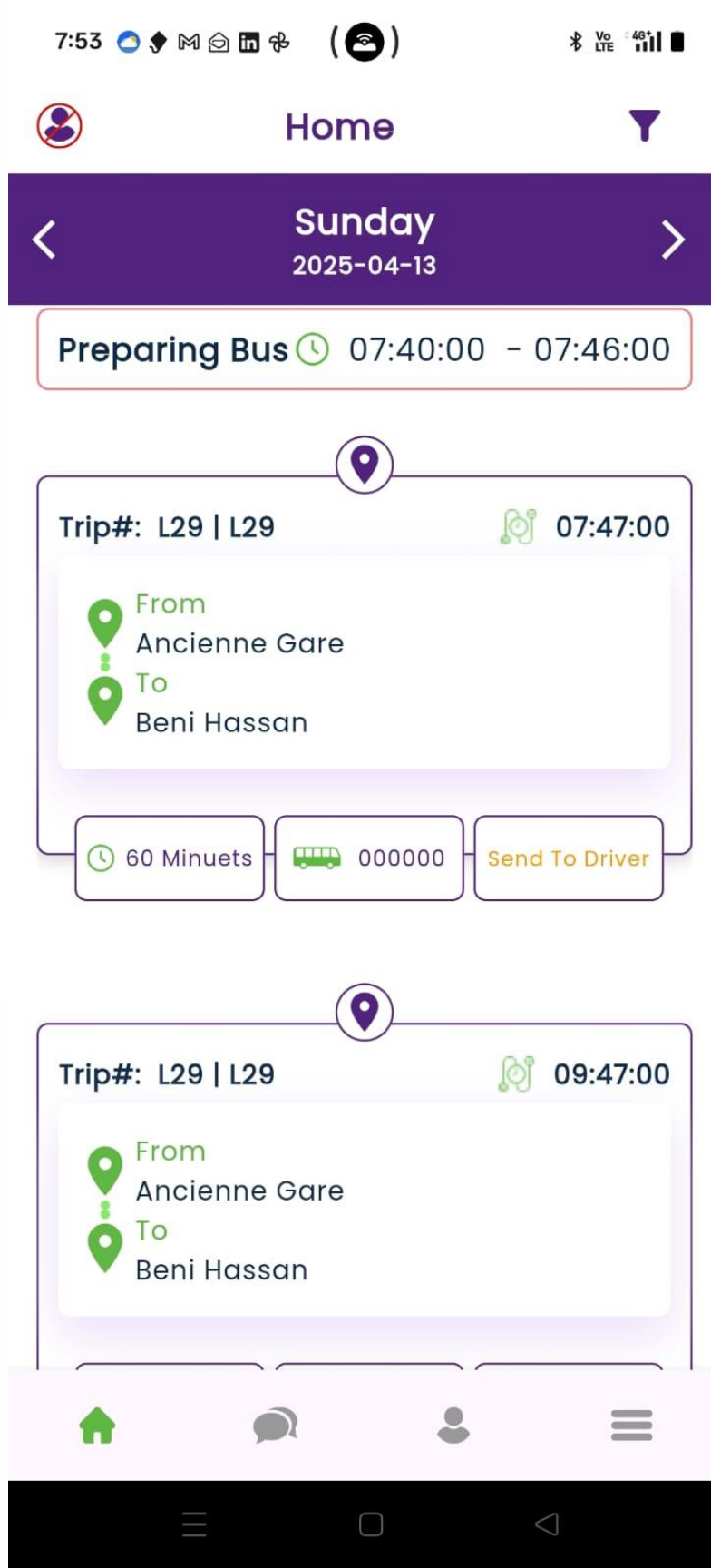
Stations Completed Estimated Arrival

Traffic Conditions 0 min

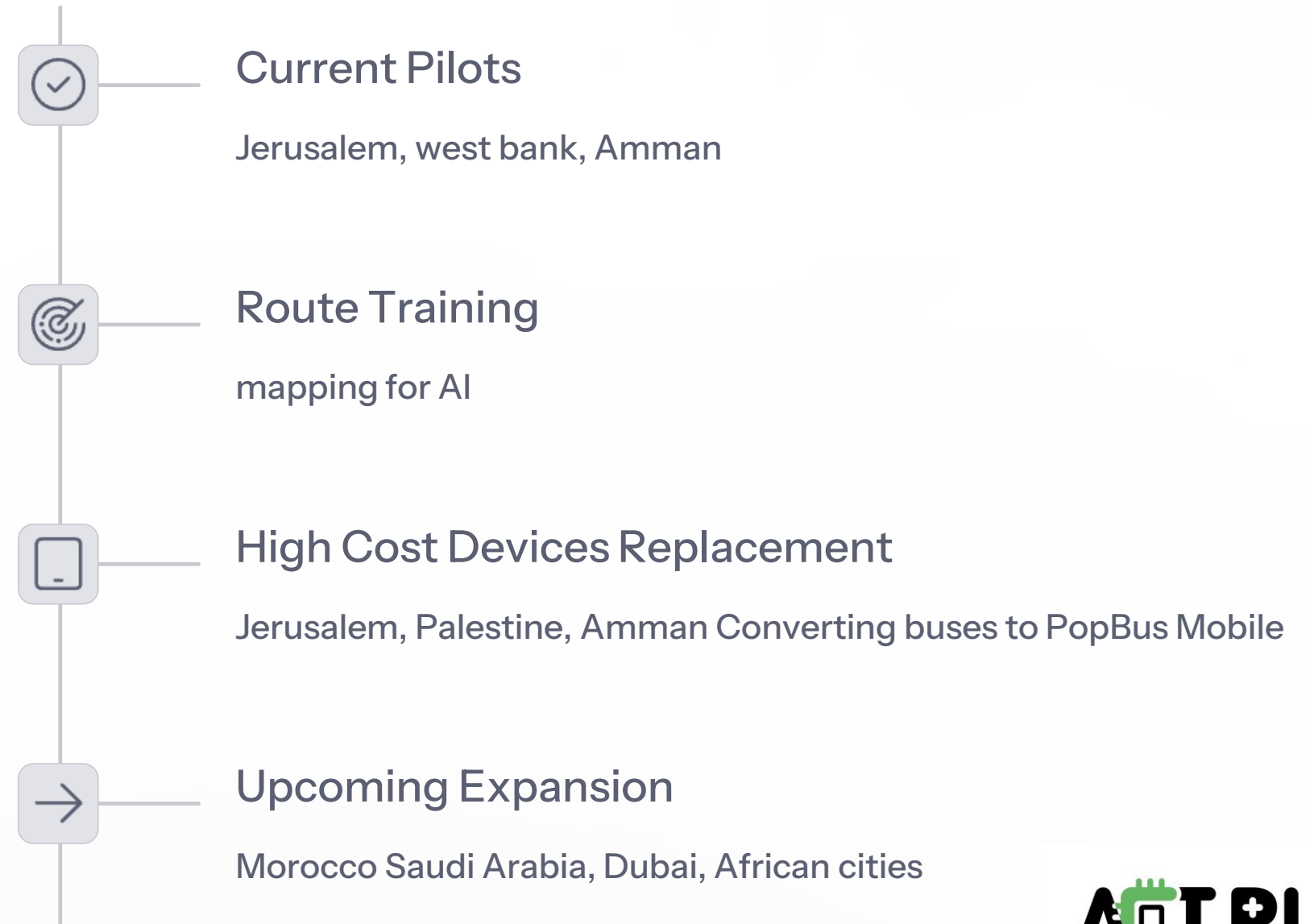
Designed for the Realities of Africa (FIFA World Cup) & Middle East

Challenge (competitors)	PopBus Solution
GPS jamming/unavailability	Visual navigation
Expensive Device hardware	Software-based platform
No real-time passenger data	Integrated GTFS + SIRI reporting + European standard
Fragmented transport systems	Standardized digital operations
Untrained drivers/low-tech fleets	Plug-and-play tablet with local languages
Work for one company	Same driver can work on many companies , bus , taxi, etc
Fleet system or dispatcher	All included





Pilots Already Live — Expanding in the Region



PoPBus Pop- + Pricing Plans



Pay-as-You-Go

Pay-as-You-Go

\$

for pilots and small fleets

Extra 0.5 \$
Optional hardware

20 Trips Free

- Driver navigation app
- In-vehicle tablet display
- Fleet analytics dashboard
- Future AI camera support

Monthly

Pricing

\$ per bus

Growing Private Operators

Optional \$ hardware rental

100 Trips Free

- Driver navigation app
- In-vehicle tablet display
- Fleet analytics dashboard
- Future AI camera support

Core Services

Monthly

Every subscription includes our essential transit tools.

- Driver navigation app
- In-vehicle tablet display
- Fleet analytics dashboard
- Future AI camera support

The Ask: \$500,000 Pre-Seed Investment

We're seeking pre-seed funding to accelerate PopBus deployment and technology development across strategic markets.



Deploy 1,000+ Units

Launch in 2 key cities across Africa & Middle East.
Partner with operators for rapid adoption



Finalize AI Camera Technology

Complete our verification engine for on-route compliance monitoring



Strengthen B2B Sales

Expand go-to-market team in growth regions



Financial Outlook

Breakeven expected in 18–24 months with 60–70% gross margin at scale



Invest in PopBus: Transforming Public Transit

Scalable, Recurring Revenue Model

60-70%

Gross Margin

Highly profitable business model

18-24

Months to Breakeven

Clear path to profitability

1000+

Deployment Target

Initial installation goal

Our subscription pricing creates predictable cash flow. Hardware costs amortize over time, reducing adoption friction. Revenue scales efficiently with each additional bus deployment.

Why Now? The Perfect Market Timing

Under-Digitized Market

Regional transit operators lack modern technology solutions, creating a massive opportunity for first movers.

- 90% of operators still use paper-based systems
- Growing demand for digital transformation
- Untapped \$8B regional market

Future-Proof Technology Stack

Our AI + GTFS + Visual Routing combination creates a sustainable competitive advantage.

- Proprietary verification engine
- Seamless integration with global standards
- Foundation for autonomous capabilities

Compounding Revenue Model

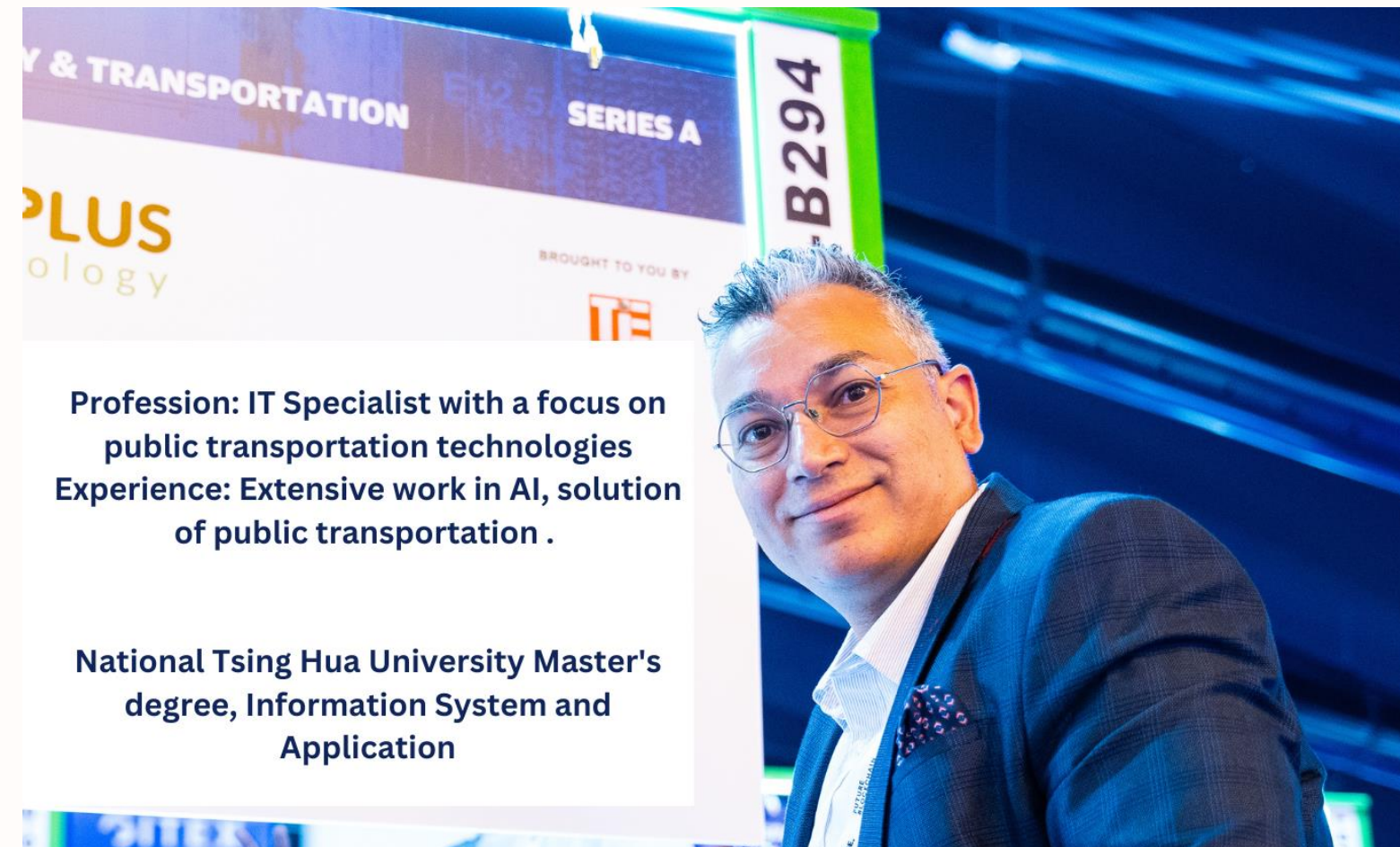
Hardware sales paired with recurring SaaS creates predictable, growing revenue streams.

- Initial hardware deployment
- Monthly subscription fees
- Value-added service upsells

Pioneering the Future of Transportation: Zuhdi Bali

Zuhdi is a visionary who blends **technical mastery** and **cultural intuition** to revolutionize the way we move. His GIS expertise and passion for heritage preservation have culminated in game-changing transportation solutions.

- Bachelor's Degree, Jordan University
- Master's Degree, National Tsing Hua University, Taiwan
- IT & GIS Specialist, Jerusalem's heritage program
- Founder, "Popcorn" community initiative



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