



## ButterFLi Technologies, Inc.

ButterFLi created an on-demand model and improved scheduled-assisted transportation for anyone with a barrier to mobility through the use of our technology platform and exceptional customer service.

**Business Summary:** ButterFLi creates an exceptional customer service environment for both consumers and enterprise clients through a network of transportation companies whose drivers are certified and specially trained to provide the right type of service to passengers. Our technology platform is designed to bring on-demand & scheduled mobility options to individuals requiring assisted transportation. ButterFLi is changing the way existing transportation services are delivered to persons with disabilities, seniors, anyone with a barrier to mobility, and those entities that serve them.

ButterFLi is distinguished from our competitors in the market by our unique focus and aggregation of existing transportation companies as our transportation partners (TP's) in the NEMT (Non-Emergency Medical Transportation) Limousine, and Taxi industries. We are bridging the gap in terms of stabilizing pricing and bringing uniformity and dependability to the fragmented NEMT industry. All drivers are employed by our TP's and certified with their respective regulatory agencies, and local municipalities. Our TP's are also required to provide driver background information and certification that conform with local and federal law. This ensures the safety and security of our customers.

Assisted and specialized transportation is our primary focus, from curb-to-curb, door-to-door, and uniquely, door-through-door. Importantly, we are ADA compliant.

Currently, we operate throughout California and can quickly scale into other markets through our technology platform and also because of our partnerships with local transportation providers serving specific geographic regions.

**Stage of Company Development:** ButterFLi was established in 2016, and our first enterprise client was AAA of Southern California. Since then, we have signed contracts in healthcare, municipal, and government markets.

**Company Mission:** *ButterFLi: FLi--"Freedom Leading to Independence."* We change lives by providing safe and affordable transportation to those individuals whose access to mobility options has been severely limited or non-existent.

**Customer Profile:** Our primary B2B focus is in the Healthcare Industry, improving the overall patient experience, and lowering operating costs. Simultaneously, we secure contracts with customers in Government/Municipal markets, and any entity serving persons needing assisted mobility. We are experiencing organic growth in the direct-to-consumer market as a result of those Enterprise clients.

**Technology overview:** Software development of the administrative, TP & enterprise portals are complete and are in use by clients. The iOS driver app & the Android driver app are in final testing phases. The direct to consumer app will be launched in 2020.

**Service/Product/Technology:** Enterprise clients can easily book rides directly by using the technology portal. Our team of logistics coordinators are also available to provide customer service 24/7.

We created an on-demand model that focuses on improving business for our enterprise clients and better serving the needs of persons with disabilities. We have successfully changed the way TP's think and conduct business in the NEMT industry.

**Industry Designations:** We are an endorsed partner of the Hospital Association of Southern CA (HASC) and Hospital Council of Northern California with access to its 439 member hospitals and their affiliations. We are vendorized with the State of California Regional Centers (5 of 21).

### Contact:

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**Position:** CEO  
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### Company Snapshot:

**Industry:** Technology, Paratransit, medical transportation, specialized transportation  
**Number of Employees:** 8  
**Founded:** June 2016

**Strategic Partnerships:** Hospital Association of Southern California (HASC), moovel/ReachNow (Daimler AG & BMW), Lyft and other private verticals creating ADA compliance for these entities.

### Market:

**46** million individuals over the age of 65, with 10,000 plus individuals turning 65 everyday for the next 15 years  
**64** million individuals on the disability spectrum/3.6 million US wheelchair users  
**150** Billion \$ Healthcare Industry

### Marketing:

Sales Strategy: Current B2B, B2C development in 2020

### Executive & Management Team:

**Delilah Lanoix, CEO/Co-founder**  
20+ years in the specialized transportation industry. Co-founder of SMS Transportation, that has grown by 16% YOY  
**John Harris, COB/Co-founder**  
20+ years in the specialized transportation industry/Attorney.  
**Lee Sailor, CFO**  
CFO, CEO, VP in various industries for 20+ years

### **Airon Roy, VP of Business Development & Marketing**

Sales & Marketing expertise with major companies including Coca-Cola Beverages  
**Ade Amos, Technology Director**  
Knowledge & use of Agile development solutions. Development versatility across apps for many devices & uses. Multiple projects in UI & UX. Degree in Electrical Engineering

**Gene Chuang, Advisor, CTO** for multiple startups and Yahoo  
**John Kraft, Advisor,** Co-Founder of Pandora  
**Albert Lee, Esq,** Legal Counsel  
**Sunil Joshi, Advisor/Board member** Healthcare Professional  
**Moaz Hamid, Advisor**  
13-year general partner at Google and Chairman of Advisory Board, SoftBank