



Dear Sir/Madam,

We would like to introduce LOCATERA (www.locatera.strikingly.com)— our MIT award-winning school transport management mobile app solution aimed at helping schools manage their transport in the most efficient and 'smart' way.

Below are the main features of LOCATERA:

- **No Hardware:** Works even on the cheapest smart phone on the planet!
- **Easy Setup:** Download the app & get started with your existing phones right away!
- **Most Accurate:** Uses both GPS and network in an intelligent way!
- **Most Affordable:** Monthly fee (per child)!

LOCATERA offers the following benefits to schools:

- Easily manage bus attendance: Manually or using QR Code or NFC powered ID cards
- Efficiently manage bus fleet: Track & locate any bus or student in real-time, communicate with any bus or parent
- Quickly schedule bus routes: Add or remove buses (routes) on the fly, Re-schedule bus routes without any hassle
- Easily maintain bus reports: Keep record of students' bus attendance and activity details



Below are the benefits that LOCATERA offers to parents:

- Locate the school bus on a map (using smart phones) to plan time to drop off or pick up the child
- Receive alerts on boarding and un-boarding of the child into/from the school bus
- Check to confirm if the child is present in the school bus
- Check the distance of the school bus from his/her place and the time the bus would take to reach home

Parents using normal phones (without the app or Internet facility) can just make a 'missed call' to receive an automated SMS message that carries the location details of the bus and the attendance of their child

Below are the links to the (quick) YouTube videos to know how Locatera works:

- How the Locatera Tri-App Solution Works: <https://youtu.be/0nFLCw3a3PQ>
- How the Locatera Parent App Works: https://youtu.be/6hUYyhA_U1E

Here are some of the major awards LOCATERA won so far:

- Winner of the Massachusetts Institute of Technology (MIT)'s 'App of the Month (Best Design)' award in October 2015
- Winner of the 'Google India Code to Learn Contest 2015'
- Winner of the Massachusetts Institute of Technology (MIT)'s 'App Inventor App Contest' 2012
- Finalist in the 'mBillionth Award South Asia 2013' conducted by Digital Empowerment Foundation (DEF)

It's our dream to see this simplest, the most flexible and cost effective technology solution implemented in your esteemed institution, and herewith request an appointment to demonstrate this solution to you and the team at the school.

Eagerly look forward to hear from you at your earliest convenience.

Wishing you a great day ahead!

Regards,