

**NavStar
 Technologies,
 Inc.**

**Protect & Monitor
 High Value Assets**

www.navstarinc.com

Industry: Telcom/GPS
 Products and Services

Management:
 N. Douglas Pritt
 Chairman & CEO

Jason Shin
 President & CTO

Patrick Bannister
 CFO

Board of Advisors:
 James Canton

Revenues:
 2010 Projected \$5.4M
 2011 Projected \$11.2M
 2012 Projected \$22.6M

Current Debt:
 Founders: \$400K
 Line Of Credit: \$100K

Previous Investment:
 Founders \$4.0M
 F&F seed \$1,2M

Financing Sought:
 \$2.5 Million Open to
 financing structure

Use of Proceeds:
 Manufacturing and
 Sales Support

Business Opportunity:

Keeping a watchful eye on the World's "At Risk" High Value Cargo is one of the most difficult and challenging issues faced by transportation companies, small governments, and trade businesses across the globe. NavStar is a rapidly growing provider of asset tracking products and services in the US and in emerging countries around the world. With 20,000 units in service we provide an affordable solution to "Protect and Monitor High Value Assets and Cargo"

Unique Value Proposition:

NavStar will direct its sales efforts on addressing the unique demands of the trucking, delivery and services industries. More specifically, the Company will target these markets in regions where competition is thin or non-existent and where risky environments create the greatest need (i.e. Central and South America, Asia, etc.) for asset tracking solutions. US trials are also underway in the trucking industry and the Scooter/Motocross and AVL/UVL industry.

Key Success Factors:

- Today only 10% of the fleet vehicles in the US have Vehicle/Asset tracking device installed. In countries outside the US the penetration rate is 5% to 8%. Vehicle/Asset tracking is a \$3.0B business worldwide at today's meager penetration rates. By 2011 it is expected to grow to \$5.0B.
- In the US competition is very fragmented with many small companies and is ripe for acquisitions where a company is focused on a vertical market (Homeland Security). NavStar's Vehicle/Asset Tracker (VAT) is superior to competitor products in functionality, quality and price. Our ability to customize data collection for individual customers is far superior to any competitor.
- NavStar Technologies, Inc. is backed by an exceptional management team entrenched in the telecommunications and wireless industries:
 N. Douglas Pritt – *Chairman & Chief Executive Officer* has senior level executive experience with Lucent Technologies, Sprint PCS and OnFiber Communications and has experience in all facets of managing a company.
 Jason Shin – *President & Chief Technology Officer* has been the CEO of Argo Navigation and Axion Navigation and has manage GPS product development projects at Interstate Electronic and has 20+ years in GPS product development
- Immediate Revenue Opportunities with Vehicle/Asset Tracker (VAT), NavStar's flagship product and two newly commercialized products the Portable Asset Tracker (PAT) and the Person/Pet Tracker (PPT).



VAT



PAT



PPT



For more information:
 Contact LAUNCHfn
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Key Risk Factors

- Increased Competition: Long term players in the GPS marketplace could develop or acquire technology to compete with NavStar’s innovative products.
- Economic Climate: A continued recession may cause companies to delay large asset allocation purchases viewing it as an expense rather than an investment.
- Status Quo: Companies may not appreciate the value proposition and decide to not change the manual way that they track assets currently.
- Stock market does not rebound and Navstar’s newly offered public stock can’t gain sufficient trading volume to move to the stock market price up to actual market valuation.

Status: NavStar has been selected as the provider of products and services by the government of Ecuador for 30,000 units over two years (5.4M in revenue) and has successfully negotiated a three- year 50,000 unit sales and distribution agreement for Mexico (\$9M in revenue). A distribution and sales agreement is completed for Canada, a joint venture is being formed to sell and distribute products and services in Japan and Korea. With insurance in these countries unobtainable or too expensive to justify, many operators in “at risk” countries have elected to harness the power of wireless, location-based technology to better monitor their valuable assets and high-value cargo while improving efficiencies and increasing the likelihood of asset recovery when faced with potential loss. **We have an affordable solution.**

Funding structure preferred: Open to ideas

Exit Strategy: Already a public company. Become an acquisition target in 2 to 3 years

Documents Available: Private Placement Memorandum, Power Point, Articles, business plan

Revenue & Forecast	YTD	2010	2011	2013
With Funding	4.6M	5.4	11.2	22.6
EBITDA		1.0	2.7	7.1

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