



# Fighting Forest Fires with Intelligence

**Rod Goossen**

Chief Executive Officer / CO-Founder

**Derek Goossen**

Chief Strategic Officer / CO-Founder



RoGO Fire is part of:





# Yarnell Fire

## Granite Mountain Hotshots



# How could this tragedy happen?



Paper Maps



Compasses



2-Way Radios

**NO CELLULAR COVERAGE >90% OF THE TIME!**

# THE RoGO SOLUTION



ROGO DROP BLOCK



IRIDIUM GATEWAY



INTERNET/  
CLOUD



The RoGO solution works with any SaaS-based Software Platform



RoGO has Legislative Support: the John Dingell act of 2019



# RoGO DropBlock

## FEATURES & FUNCTIONS

Reports data to anywhere, from anywhere

- Tracks Equipment GPS Location
- DropBlocks send local weather and wind info
- Enables P2P communications
- Device powered from Battery, USB or Solar



# We SATELLITE-ENABLE your Tablets & Smartphones

Enables any SaaS IM platform,  
anywhere



## FEATURES & FUNCTIONS

- Instant deployment
- GPS tracking
- Current & Predicted Fire Weather
- Point-to-Point messaging

# RoGO is a SaaS Company with a Hardware Component:

- First Company to make Iridium “Parsing Software”
- First Company to use Special Satellite Data Transmission Format
  - Up to 700 Kbps Communications & Data Anywhere

## What’s next for RoGO:

- DropBlock Miniaturization, Hardening
- Multi-Modal Communications Engineering
- Building a Cache of Devices for Immediate Deployment
  - Predictive Data Analytics Software



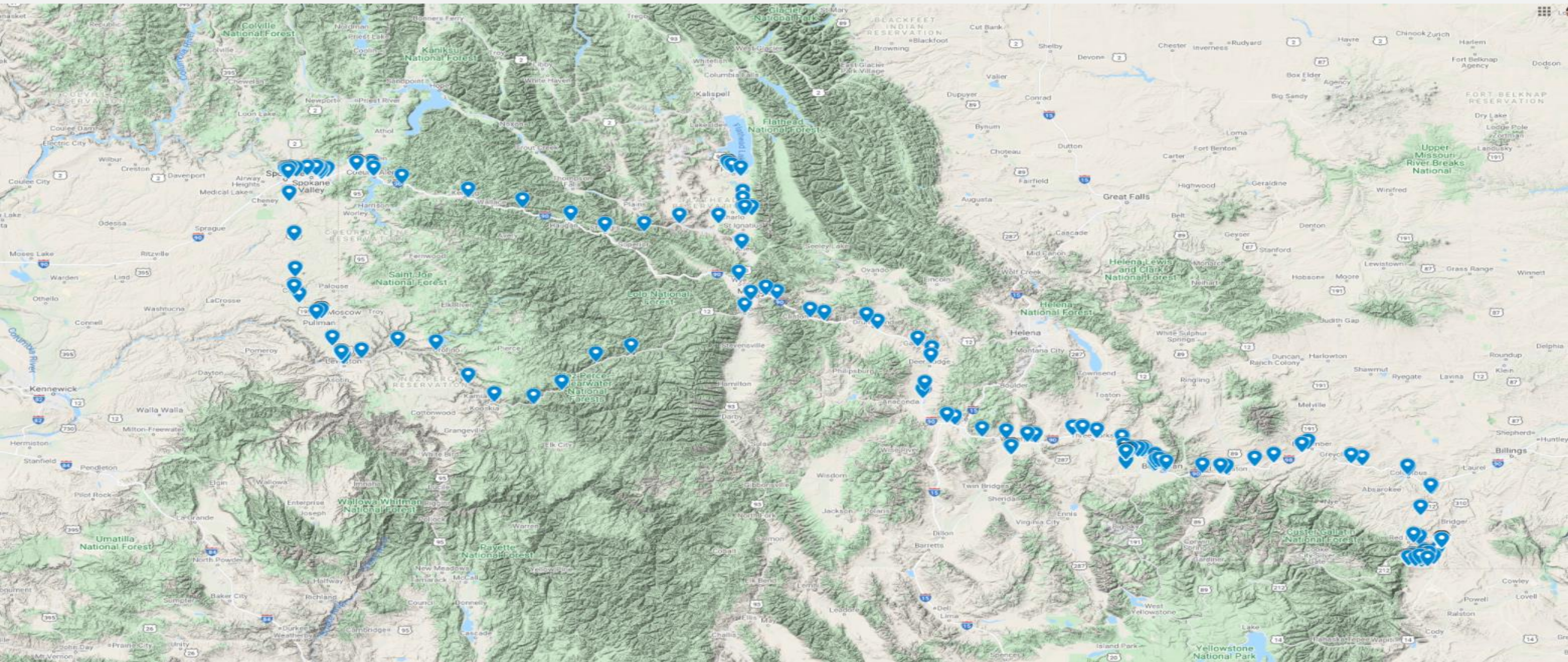


## RoGO's System Saves Lives & Helps Mitigate Disasters Faster by:

- Enabling Situational Awareness Data Anywhere
  - Providing GPS Tracking & Weather Data
- Empowering Communications at the Tactical Edge
- Coordinating Efforts across hundreds of First Responders
- Enabling Multi-Modal Communications, a patented, redundant communications system

# RoGO has Legislative support: John Dingell Act Compliance - Resource Tracking Example

GPS points taken every 15 minutes: a firetruck on the 2021 Robertson Draw fire in Montana



# Sending Field Weather Data to Incident Command is now easy:



# STORMING THE HILL WITH PARTNERS

&

# BUILDING A MOAT WITH INTELLECTUAL PROPERTY



- Hardware & Software Patents:
- Satellite-based Tablets & DropBlocks (patent # 9473918 B2)
- Tablet Touch Screen Position Calling feature (patent # 9883368 B2).
- Multimodal Comms (patent #RODG0006PR)



# Recent Wins

- Made sale to State of Arizona Dept. of Forestry for 6 DropBlocks, two 200kbps SATCOM units and 1 700KBPS SATCOM unit, with 1yr data plans on all devices.
- New WA State USFS FMO customer
- 2023 OEDIT matching grant awardee for \$250k match with \$500k raise
- CAL OES asked for quote for 50 DropBlock devices and 10s of high-bandwidth SATCOM units
- Lols from Wildland Firefighters in WA, MT, CA, AZ and CO
- Channel Partner relationships with Sierra-Nevada Corp. and GDA
- Initial Discussions with FEMA, Border Patrol, the National Guard *and* SAR orgs



# Device competition



## Satcom Mobile Devices

- GlobalStar
- Thuraya
- Iridium



## GPS Devices

- Go Tenna
- Spot
- Garmin



## SMART PHONES

- Apple
- Android



## VHF Radios

- Datron
- Motorola
- Kenwood
- Cobham

## Only Partial Solutions

- Only voice data
- No cell service
- Old technology
- Proprietary platforms

RoGO's Hardware, Software and Partnerships provide a Unique solution that nobody else can match

RoGO's devices extinguish fires faster & saves lives

This solution is unavailable from anyone else



# Market Opportunity



## Fire Fighting



First Responders  
FEMA / Border Patrol



Wilderness Rescue



IoT Applications



DoD / Military



Adventure Travel



Insurance



Utilities



Commercial Fishing



Oil & Gas



Mining



# \$8B Market Size

## 2023 Global Disaster Response Market



**\$8B**

- TAM Disaster Communications

**\$980M**

- SAM  
North America (80%)  
Rest of World (20%)

**\$150M**

- SOM
- Wildland Firefighting
  - Emergency Response
  - DoD/National Guard
  - IoT

# Revenue

## RoGO Fire's Revenue Model:

- DropBlock & Iridium Device Hardware Sales 18%
- SaaS / Satcom Data Subscriptions 82%

We believe we will be 90% SaaS and 10% Hardware within 3 years

We will amortize hardware bundled in a SaaS model  
to drive SaaS numbers higher over time

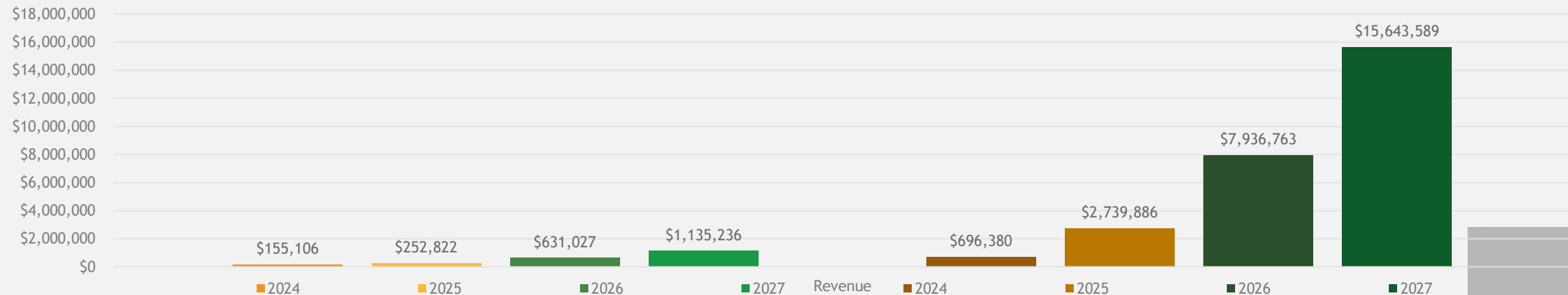
# Financials Without Investor Help

# Financials With Investor Help

<b>Model w/o Investment</b>	2024	2025	2026	2027	<b>Model with Investment</b>	2024	2025	2026	2027
DropBlock Sales (\$1k ea.)	\$56,000	\$123,000	\$307,000	\$552,000	DropBlock Sales (\$1k ea.)	\$122,000	\$434,000	\$1,260,000	\$2,380,000
RoGO Fire Web Portal Access	\$1,120	\$2,460	\$6,140	\$11,040	RoGO Fire Web Portal Access	\$4,880	\$17,360	\$50,400	\$95,200
DropBlock SATCOM Airtime Data	\$56,866	\$124,902	\$311,747	\$561,144	DropBlock SATCOM Airtime Data*	\$207,500	\$1,085,000	\$3,150,000	\$5,950,000
RoGO Yearly Web Portal Access	\$1,120	\$2,460	\$6,140	\$11,052	RoGO Yearly Web Portal Access	\$4,480	\$9,840	\$24,560	\$44,208
					3rd Party API	\$16,644	\$60,197	\$120,812	\$244,287
					RoGO onsite tech support	\$5,398	\$19,095	\$69,286	\$166,287
<b>Revenue</b>	<b>\$155,106</b>	<b>\$252,822</b>	<b>\$631,027</b>	<b>\$1,135,236</b>	<b>Revenue</b>	<b>\$696,380</b>	<b>\$2,739,886</b>	<b>\$7,936,763</b>	<b>\$15,643,589</b>

Revenue without Investor help (left)

Revenue with Investor help (right)



# ROGO TEAM



**ROD GOOSSEN**  
Chief Executive Officer

Avionics Engineer & MBA

**BOMBARDIER**

Gulfstream



**RICH WALSH**  
Technology  
Advisor



**BRANDON  
VOGT**  
Software Lead



**ALEX  
STREBECK**  
Head of  
Engineering



# BOARD OF ADVISORS



**DEREK GOOSSEN**  
Strategy Advisement  
27 years in Fire Service



**RED WHITE & BLUE**  
Fire Protection District Breckenridge, CO  
Internationally Accredited, ISO Class 2



**TOM FUHR**  
Business Advisor



**CINDY SKALICKY**  
Fractional Chief  
Marketing Officer



**JIMMY VERRETTA**  
Growth Advisement

**ViTL SOLUTIONS**



**Heather Cepeda**  
Product Launch

**ViTL SOLUTIONS**



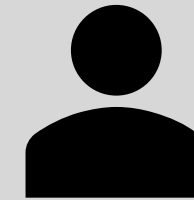
## FUTURE HIRE

- MaPR, a Marketing & PR Agency



## FUTURE HIRES

- DB Manager & SW Devs.
- Hardware Engineers
- Warehousing & Shipping



## FUTURE HIRE

COO / Sales Director



# The Ask:

Rod Goossen, CEO

[r.goossen@rogo.com](mailto:r.goossen@rogo.com)

719-800-7646 (RoGO)

RoGoCom.com

## \$500k Convertible Note

\*Money will be put towards Device Miniaturization and LoRA/Cell/SATCOM integration, Advertising, and Building a Cache of Devices Ready for Immediate Deployment\*

RoGO has current \$7M valuation

RoGO has been awarded non-dilutive OEDIT  
Colorado State grant funding



# Fighting Wildland Fires with Intelligence



Paper Maps



Compasses



2-Way Radios

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719-800-7646 (RoGO)

[RoGoCom.com](http://RoGoCom.com)

## RoGO's Value Add:

- "Parsing Software"
- Data Formatting
- Comms & Data Anywhere
- Predictive Data Analytics

## ROGO DROP BLOCK



# IP and Corporate Agreements

## Patents

- **Hardware & Software Patents: Satellite-based DropBlocks (patent # 9473918 B2)**
- **Tablet/Phone App Touch Screen Position Calling feature (patent # 9883368 B2).**
- **Multimodal Comms (utility patent application #RODG0006PR)**

## RoGO's Other Legal Protections

- **RoGO Fire has NDAs, Employee Agreements and Contractor Agreements in place with everyone we work with**
- **Trademark allowed/granted by USPTO for 'RoGO' name.**