



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!

RoGO: Revolutionizing Communications



RoGO DropBlock



IRIDIUM GATEWAY



INTERNET/
CLOUD



The RoGO solution works with any SaaS-based Software Platform



RoGO has Legislative Support: John Dingell act of 2019



RoGO DropBlock

FEATURES & FUNCTIONS

Reports data to anywhere, from anywhere

- **Tracks GPS Location**
- **Transmits Local Weather and Wind Speed & Direction Info**
- **Point-To-Point Communications**
- **Powered by Battery, USB or Solar**
- **Small: Size of 2 smartphones**

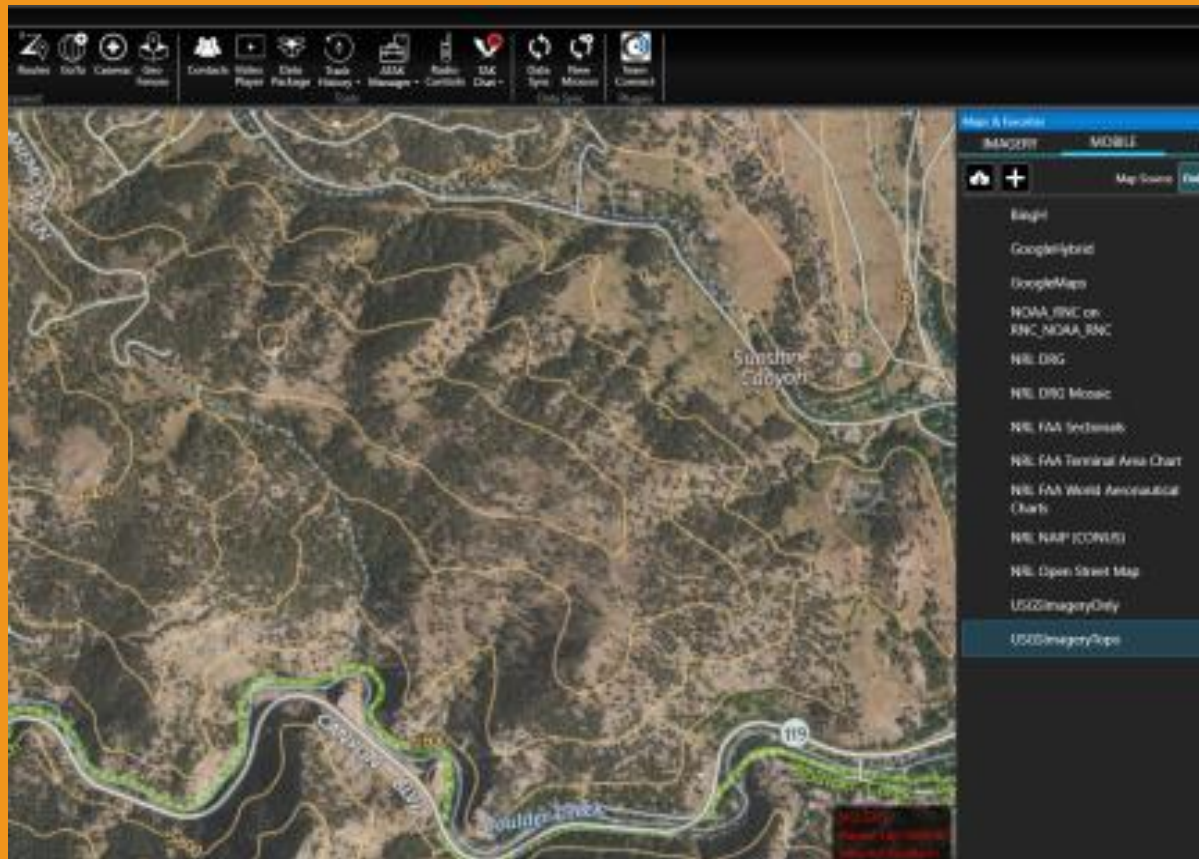


We SATELLITE-ENABLE your Computers & Smartphones

Any SaaS IM platform anywhere

FEATURES & FUNCTIONS

- Instant Deployment
- GPS Tracking
- Current & Fire Weather Info
- Point-to-Point Messaging
- Common Operational Picture!



RoGO is a SaaS Company with a Hardware Component:

- First Company to Transmit in JSON Format
- First Company to make Iridium “Parsing Software”
- Up to 700 Kbps Communications & Data Anywhere

RoGO’ s Vision with Investment:

- DropBlock Multi-Modal Communications
- Building a Cache of Devices for Immediate Deployment
 - Predictive Data Analytics Software
 - Marketing & Selling Data

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

- Aligns Tactical Efforts & provides a COP Anywhere
- Enables Situational Awareness, GPS Tracking & Weather Data
 - P2P Tactical Communications at the Edge
- Coordinates Efforts of Hundreds of First Responders
 - Multi-Modal, Redundant Communications

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

- Arizona Dept. of Forestry bought 6 DropBlocks plus SATCOM data plans for 2023, 2024...and renewed for 2025
- New WA State USFS FMO customer - Mini RAWS Station
- 2023 OEDIT \$250k grant Award Winner
- 2024 NASA Phase I SBIR Award Winner
- Channel Partner relationships with Sierra-Nevada Corp., Kestrel Instruments and GDA
- Initial Discussions with FEMA, Border Patrol, National Guard, 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 info
- No cell service
- Old technology
- Proprietary platforms

RoGO's devices extinguish fires faster & saves lives, homes, infrastructure, CO2 emissions & taxpayer money

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

Market Opportunity

30,000 - U.S. Wildland Firefighters
20,000 - FEMA Responders
19,648 - Border Patrol at Southern Border
1,281,771 - Military - All Branches
Millions more in commercial: Utilities,
Insurance, SAR, Shipping, Hunting, Energy,
etc.

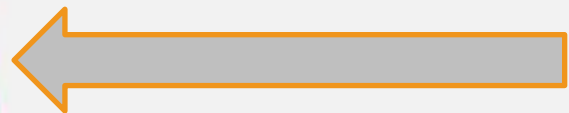


Fire Fighting

Wildland Fire timeline: Now @ 18:1 RoI*



Other First Responders/DoD timeline: 12 Mo.



All Others Timeline: 3-5 Years



Wilderness Rescue



First Responders
FEMA / Border Patrol



IoT Applications



DoD / Military



Adventure Travel



Insurance



Utilities



Commercial Fishing



Oil & Gas



Mining

*Utah Governor Gary Herbert 2013 Catastrophic Wildfire Reduction Strategy study



Go To Market Strategy

- SaaS selling to States 1st, NPS & BLM; NIFC Approval 2nd, to remotely-operating companies + consumers 3rd, to other Fed Fire & All-Hazards orgs 4th, to foreign allies' 5th, Military 6th. **-Sole-Source Award from SBIR!**
- Leverage new sales off existing customers (AZ DFFM & USFS FMO - 100% repeat)
- Free 2-week demo of RoGO; demo converts into a sale if devices not returned by user by end of 4th week (100 leads captured, 40 assessments completed, 30% conversion rate to paying customer)
- Tactical webinars on LinkedIn & on RoGO's website led by both CEO and certified Wildland Firefighters (3 webinars over 6 Mos., 5% conversion rate)
- Piggy-backing off our IM software platform partnerships by selling a comprehensive IM/RoGO package. 3rd party advertising starts.
(3 IM partners co-selling with RoGO over 12 Mos, 20% conversion after demo)



\$8B Market Size

2024 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

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

719-800-7646 (RoGO)

RoGoCom.com

\$500k Convertible Note open round with \$240k remaining to fill. Valuation goes up fall 2025.

2-year conversion, 6% interest, \$3M valuation

RoGO awarded non-dilutive OEDIT CO State grant funding at \$250k & NASA SBIR at \$165k

Total Project Cost: \$1.05M

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r.goossen@rogocom.com

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\$240k Convertible Note: Use of Funds:

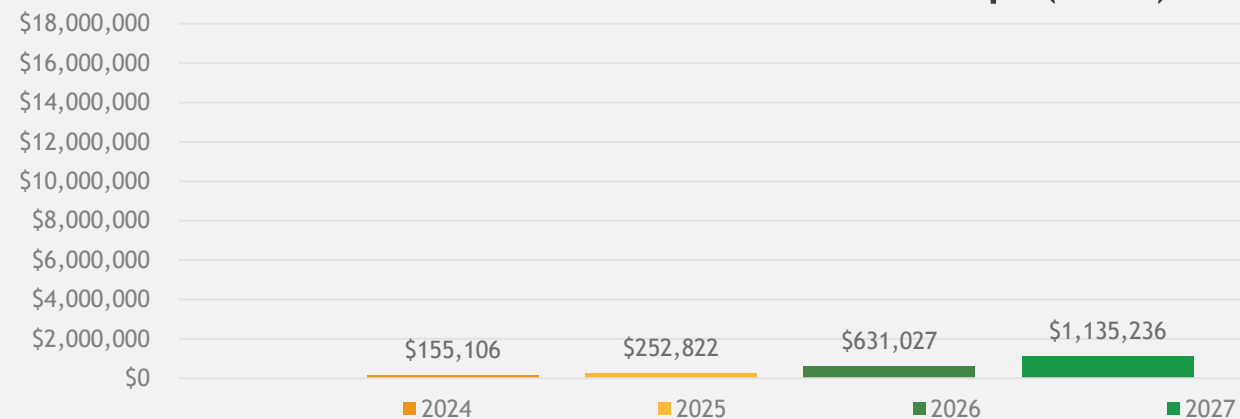
- 1) Device Miniaturization: Covered by OEDIT & NASA: **\$415k**
- 2) LoRA/Cell/SATCOM Least-Cost-Routing, App & Cloud Integration: \$180k
- 3) Advertising: \$10k
- 4) Building a Cache of 40 Devices for Immediate Deployment: \$50k
First 25 DBs built by Porticos; Contract Mfr. used above Qty 25

Financials Without Investor Help (In Thousands)

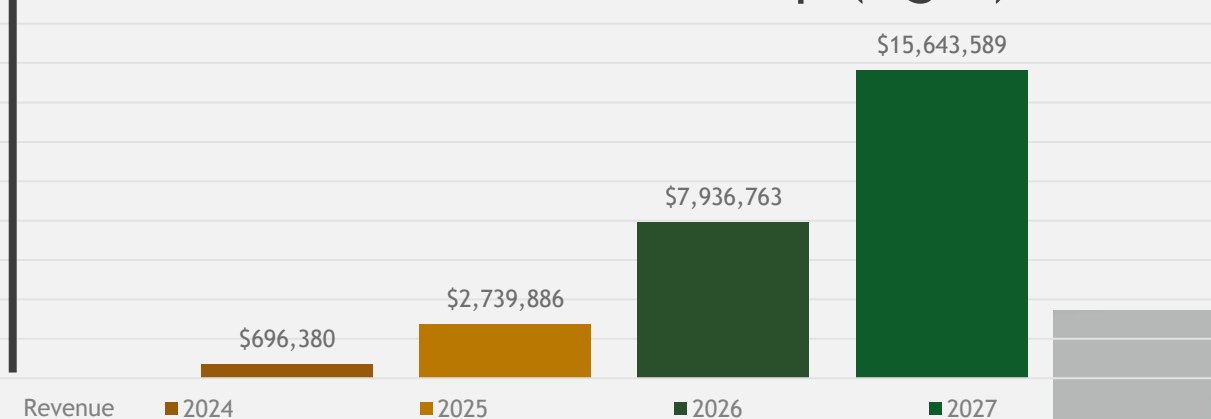
Financials With Investor Help (In Thousands)

Model w/o Investment	2025	2026	2027	2028	Model with Investment	2025	2026	2027	2028
DropBlock Sales (\$1k ea.)	\$56	\$123	\$307	\$552	DropBlock Sales (\$1k ea.)	\$122	\$434	\$1,260	\$2,380
RoGO Fire Web Portal Access	\$1.1	\$2.5	\$6.1	\$11	RoGO Fire Web Portal Access	\$4.9	\$17.4	\$50.4	\$95.2
DropBlock SATCOM Airtime Data	\$57	\$125	\$311.7	\$561,144	DropBlock SATCOM Airtime Data*	\$207.5	\$1,085	\$3,150	\$5,950
RoGO Yearly Web Portal Access	\$1.1	\$2.5	\$6.1	\$11,052	RoGO Yearly Web Portal Access	\$4.5	\$9.8	\$24.6	\$44.2
					3rd Party API	\$16.6	\$60.2	\$120.8	\$244.3
					RoGO onsite tech support	\$5.4	\$19.1	\$69.3	\$166.3
Revenue	\$155	\$253	\$631	\$1,135	Revenue	\$696	\$2,739	\$7,937	\$15,644

Revenue without Investor help (left)



Revenue with Investor help (right)



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Paper Maps



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2-Way Radios

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RoGO's Value Add:

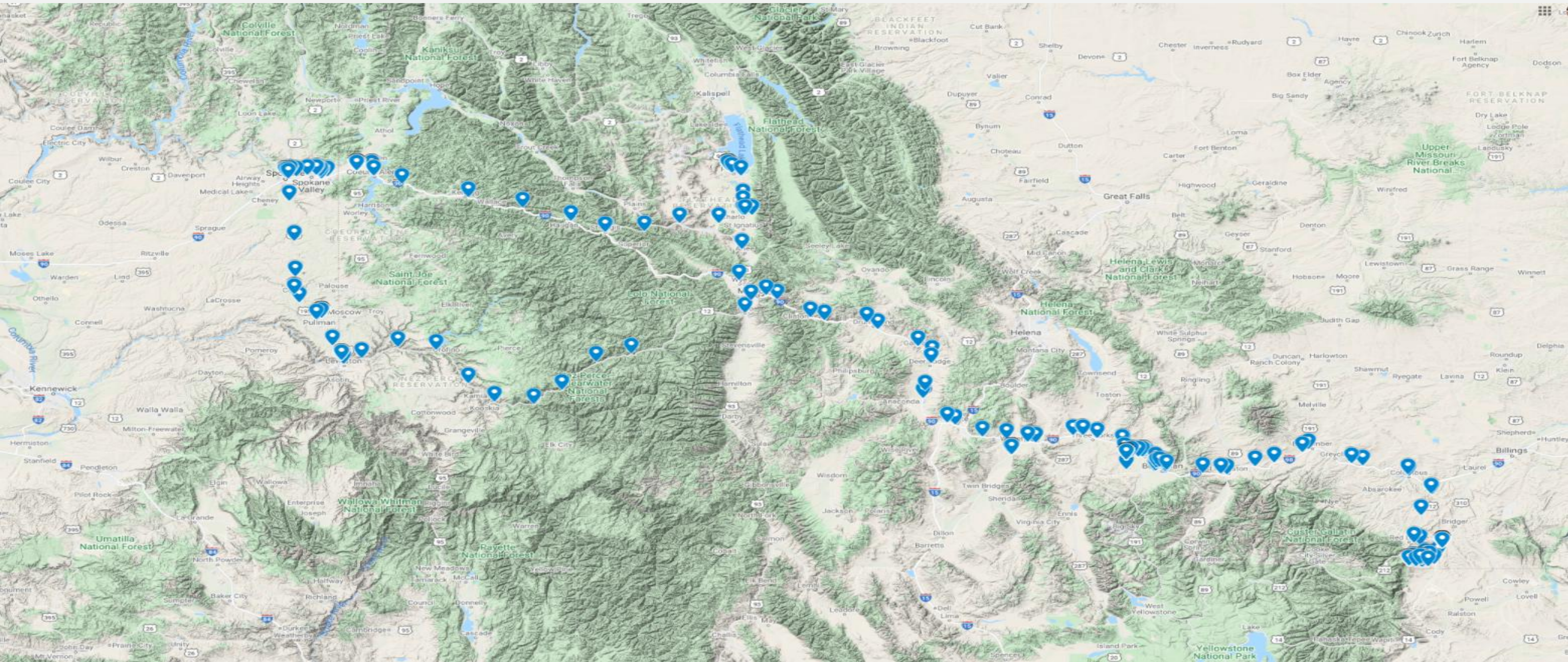
- “Parsing Software”
- Data Formatting
- Comms & Data Anywhere
- Multi-Modal Communications

ROGO DROP BLOCK



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

GPS points taken every 15 minutes: Firetruck on MT's 2021 Robertson Draw fire



Sending Field Weather Data to Incident Command is now easy:



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 granted by USPTO for 'RoGO' name.**