



## SUCCESS STORY: MOGOL

### Background

Mogol Inc. is a fuel efficiency startup company that uses its **Glide Connected Vehicle Network** technology to improve vehicle efficiency, route your vehicle, and improve safety. When they joined ProspectSV's client roster, they had "zero network" into the connected vehicle industry and needed help finding the best market introduction strategy for their technology, a real-time traffic data predictive cruise control that uses topographic data integrated with a navigation system.

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### Problem

While we recognized that **Mogol** had interesting technology, which predicted oncoming hills and adjusted the vehicle's cruise control for better fuel economy, we thought that using the base of this technology in other applications might yield better traction. This technology included two major pluses: topographical routing maps and real-time traffic data, which could be provided to cities.

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### Actions Taken



**"STAY TRUE TO YOUR IDEA.  
SEE BEYOND THE HORIZON,  
NOT A NARROW TARGET."  
– RICHARD BAVERSTOCK,  
CEO, MOGOL INC.**

As we worked closer with Mogol we helped them refine their focus and encouraged them to "pivot" into a new direction. Although Richard Baverstock was originally resistant to the idea, we knew that looking broader into the horizon, and focusing more on their real-time traffic congestion management software could ultimately lead to their success.

Meanwhile, as Mogol developed their vision, we helped connect them with local cities and key players. We were able to provide networking, introductions into the connected car movement (Tier 1s and OEMs), and a clearer trajectory into the industry.

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### Results

The most noteworthy success was connecting them (through a series of contacts initiated by Denso) to the Jaguar Land Rover team in Portland. As they concurrently "pivoted" into the connected car technology, the response was largely received as a huge game changer for how their technology can be used. This ultimately led them to be accepted into the **JLR Incubator Program**.

Richard Baverstock, president of Mogol Inc, said, "We (Mogol) didn't see it yet, but ProspectSV helped set us down a path that ultimately led to pivoting..." and continued to mention that, as a client, "we talked to people, we were patient, we stayed true to our idea and saw beyond the horizon, not a narrow target." This led to their success and recognition in the connected car industry.



**Glide Technology**