ProStar®

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PointMan 2.0

Michael Wolff · CEO

One platform, every project, trusted intelligence.



ABOUT US

Who we are

ProStar is a geospatial intelligence company building the global standard for mapping and managing critical infrastructure.

PointMan, our flagship

Cloud and mobile precision mapping on a standard smartphone: a persistent, accurate digital record of what is underground.

29
countries use PointMan in the field

97%
fewer utility strikes in the Kiewit case study (3 vs 147)



THE PROBLEM

What problem are we solving?

Twice a week someone suffers a catastrophic injury.

Three times a week a family's life is altered by a fatality or hospitalization caused by a crew striking a buried line.

Every 18 days **a worker or bystander in the U.S. is killed due to a utility strike.**



Source: Common Ground Alliance, DIRT data and economic-impact report

FINDINGS · EXECUTIVE SUMMARY

Why hasn’t it worked in the past?

The opportunity

Valuable customers, product capability and partner relationships, ready to become predictable revenue and adoption.

The operating reality

Information, ownership and priorities are fragmented. Too much depends on individual knowledge and immediate requests.

The transition

One business view, clear accountability, a repeatable customer lifecycle and evidence-based priorities.

POINTMAN 2.0 OBJECTIVE

From a relationship-led, individual-dependent model to a reliable business view, clear accountability and measurable commercial outcomes.

Which strategy fits? The STARS diagnosis

S
Start-up

Build from the ground up

Not primary

T
Turnaround

Recover serious decline

Test through cash and risk

A
Accelerated Growth

Scale capacity and delegation

Possible overlay

R
Realignment

Expose hidden problems and restore alignment

Working diagnosis

S
Sustaining Success

Renew a successful business

Longer-term destination

WORKING DIAGNOSIS: REALIGNMENT

PointMan has established assets and relationships, but the operating model has not yet caught up with business complexity.

FINDINGS · WORK TO DATE

What has been identified

No single reliable view

Customer, usage, renewals, pipeline and next steps are dispersed.

Reactive priorities

Immediate requests can displace planned work.

Key-person dependency

Customer, technical, product and partner knowledge sits with individuals.

Unclear accountability

Several people contribute, but the outcome owner is not always explicit.

Activity not linked to outcomes

Training, pilots, events and integrations are not consistently tied to value.

Inconsistent lifecycle

Sale, onboarding, activation, support and renewal vary by account.

Operating-system issues, not people issues: the answer is visibility, ownership and repeatability.

DELIVERED

What we have done

Stage-gate process
One path for all projects

Opportunities funnel
Kanban: score, validate

Onboarding process
Time to first value

Lifecycle management
Sale through renewal

CRM clean-up
Clean data and workflows

Tools and systems
Reviewed and streamlined

Management cadence
Decision-led rhythm

Pricing analysis
Packages and services

Training program
New, for all users

GIS consultation
Expertise inside ProStar

New hires
VP Sales & Marketing!

Partner agreements
Announcements coming soon

TRANSITION PLAN

What happens next

DONE

Focus chosen

Verticals selected. ICPs and roadmap identified.

NOW

Hire

Add the people the plan needs to execute.

NEXT

Commit

Move to commitment on strategy, OKRs and resources.

NEXT

Communicate

Share the strategy with team, customers and partners.

DAY-90 OUTPUT

An approved strategy, resource plan, hires and measurable OKRs.

FIRST 90 DAYS IN SUMMARY

Team, customer, product, then growth

1

Team

The right industry experts, with training, support and GIS in-house. Structure now set to scale.

2

Customer

Many vendors and workflows. We bring the technologies together so the user gets simplicity.

3

Product

Proven, with strong ROI. Vendor-agnostic, with unannounced integrations and new features ready.

4

Growth

First hire: VP Sales & Marketing. New Training Program. Partners as a growth multiplier.



"…structure first, then growth, and then the scale…" Michael Wolff, CEO

THE ROAD AHEAD

A significant lift in sales by end of 2027 and early 2028, then growth in 2028

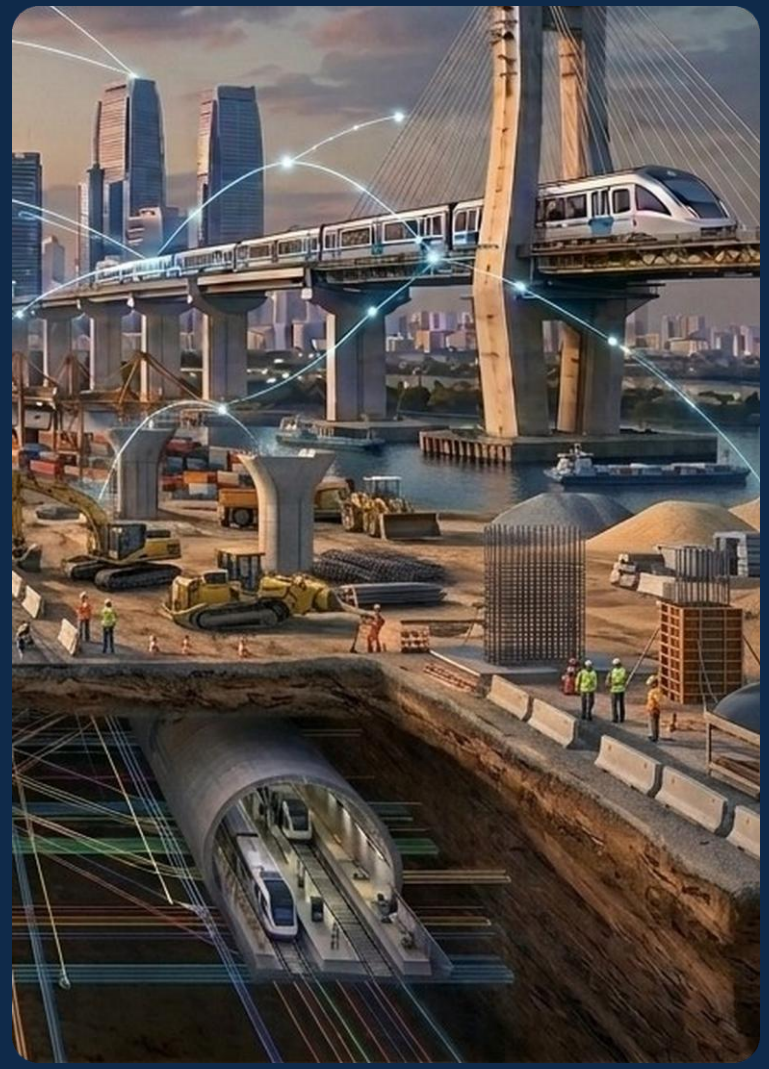
Damage Prevention
tackling the $83.2B yearly cost of damage

Strike Reduction
against 668,999 modelled incidents in 2025

Save Lives
proof: 97% fewer strikes with PointMan (Kiewit)

Each strike avoided is the proof. Our focus: make PointMan the one platform for every project, with trusted intelligence.

One platform **Every project** **Trusted intelligence**



Forward-looking statements are not guarantees of future results.