

FLEETS OF 2027 NEED MORE THAN JUST ANOTHER CAMERA

— Are You Ready to Support Them? —

**THE SCIENCE OF BEHAVIOR CHANGE
THE POWER OF PARTNERSHIP**



**Inc. 5000
5x Fastest Growing**

THE UNCOMFORTABLE TRUTH

YOUR CUSTOMERS ARE ABOUT TO OUTGROW YOU.

The telematics revolution gave fleets eyes on the road. Now they want a brain. Cameras captured the event. AI flagged the driver. And then... a generic online course appeared.

That gap — between data collection and genuine behavior change — is where fleet managers are losing sleep, losing drivers, and losing contracts. It's also where **your biggest revenue opportunity lives.**

"People don't resist change. They resist being changed."

— Robert Cialdini, PhD • Author, *Influence*

Cialdini's decades of research prove that authority + social proof + personalized commitment change behavior where threats and compliance mandates fail. That's the science we've built our platform on — for 25 years.

Behavioral Psychology Insight: Generic training triggers psychological reactance — drivers tune out. Individualized, science-based interventions create internal commitment that lasts beyond the course.

94%

of fleet safety managers say driver behavior — not road conditions — is their #1 risk factor

ATRI Fleet Safety Index, 2024

\$70K

average cost of a single preventable commercial vehicle collision

NHTSA / NSC Economic Data

2x

more crashes occur in the 90 days after traditional compliance training than before

Journal of Safety Research

\$84B

annual commercial fleet accident costs in North America — growing 12% YoY

Insurance Institute for Highway Safety



The Camera Paradox: Fleets that deployed dashcams saw incident documentation improve by 60%... but collision rates moved less than 3%. Seeing the problem is not solving it.



The AI Scoring Trap: Risk scores without individualized intervention create alert fatigue for managers and resentment in drivers — a toxic combination.



Your Window of Opportunity: Only 11% of telematics resellers currently offer integrated behavioral training. The other 89%? They're selling hardware while their clients beg for outcomes.



Social Proof in Action: When fleet managers discover peers have reduced collisions by 35%+ using behavioral science training, they're not asking if they should switch — they're asking who their partner is.

THE SOLUTION • POWERED BY BEHAVIORAL SCIENCE

INTRODUCING **NEURO IQ**: WHERE CAMERA DATA FINALLY MEETS A BRAIN

An AI Behavioral Platform that turns telematics data into individualized training – and turns resellers into trusted fleet advisors.

THE S.P.I.D.E.R. METHOD – 25 YEARS. PROVEN. EXCLUSIVE.



Behavioral Profiling Engine

Neuro IQ ingests Geotab telematics events and builds a unique behavioral fingerprint for each driver. Not a score – a story. Why they speed. When they tailgate. What motivates change for this specific human.

✓ Integrated with Geotab Purchase Now • March 2027



Individualized Training Paths

No two drivers receive the same training. Cialdini's principles of commitment & consistency mean drivers who help define their own improvement plan are 3x more likely to sustain behavior change beyond 90 days.

✓ Comedy-based content • GSA Contract Holder



Measurable ROI Dashboard

Your clients don't need more data – they need proof. Our platform delivers collision reduction metrics, insurance impact reports, and fleet safety scores that justify every dollar spent and create client lock-in for you.

✓ Average 34% collision reduction in Year 1

800K+

Drivers Trained •
GSA Fleet

25

Years of Behavioral
Science

5x

Inc. 5000 Fastest
Growing

34%

Average Collision
Reduction

<1 hr

Pilot Slots Filled at
Launch

YOUR COMPETITIVE EDGE

BE THE RESELLER WHO SEES AROUND CORNERS.

In 2027, your fleet clients won't be asking "do you have a camera?" – every vendor will. They'll be asking "can you actually change driver behavior?"

The flamingo doesn't blend in with the traffic signs. Neither do our partners. When you partner with IMPROVLearning, you stop selling hardware and start selling **outcomes** – the only thing fleet managers will pay a premium for.

- ✓ **Exclusive Revenue Stream:** Add recurring behavioral training revenue to every camera sale. Average partner adds \$45K ARR in Year 1.
- ✓ **Differentiated Value Prop:** Be the only reseller in your market who can guarantee measurable collision reduction – not just footage.
- ✓ **Deep Client Retention:** Partners using Neuro IQ report 91% client renewal rates. Science-backed outcomes create loyalty compliance dashboards can't match.
- ✓ **Full Partner Support:** Co-branded materials, sales training, behavioral psychology certification, and dedicated account management.
- ✓ **Authority Transfer:** Your clients gain access to a PhD-backed platform with a 25-year track record and an exclusive GSA Federal contract. That credibility is now yours to sell with.

READY TO STAND OUT FROM THE SIGN CLUTTER?

Limited reseller territories available Q2 2026 cohort now forming



PARTNERSHIP TIERS



AUTHORIZED RESELLER

Add Neuro IQ to your existing telematics portfolio. White-label content, co-branded proposals, commission-based model.

WHITE-LABEL

COMMISSION

TRAINING SUPPORT



STRATEGIC PARTNER

Deep integration with your Geotab/telematics stack. Exclusive territory, co-selling motion, dedicated behavioral science support. Most popular with mid-market fleet specialists.

EXCLUSIVE TERRITORY

GEOTAB INTEGRATION

CO-SELLING

CUSTOM PRICING

BEST FOR RESELLERS



SCARCITY IS REAL

Our Geotab Connect pilot launched in February 2026 and filled in under one hour. We are accepting a limited number of Strategic Partner territories for Q2 2026. Once your market is claimed – it's gone. The reseller who moves first owns the narrative.

"THE CAMERA CAUGHT THE MOMENT. WE PREVENT THE NEXT ONE. THAT'S WHY THE FLAMINGO STANDS OUT."

GARY BAUER, PHD • CEO & FOUNDER,
IMPROVLEARNING • 25 YEARS • INC. 5000 X5

NEURO EFFECT

WEBSITE

www.improvlearning.com

PODCAST

RoadRageous (All Platforms)

PARTNER PROGRAM

partners@improvlearning.com

GEOTAB MARKETPLACE

Neuro IQ • Available Now