

# Vedoc App

Car service made easy

# Drivers

**Pain Points**

1. Overpriced repairs/services
2. Lack of transparency
3. Fragmented industry

VS

**Unique selling proposition**

1. Competitive pricing
2. Vetted providers
3. On-demand service
4. One-stop-shop marketplace

# Service Providers

**Pain Points**

1. Overpriced marketing services
2. Lack of credibility
3. Relying on non-automotive platforms

VS

**Unique selling proposition**

1. Accessible subscriptions
2. Set your own prices
3. Run promotions
4. Automotive-focused platform
5. Make extra money



# Market Size - US

TAM

$7.5M

**Automotive repair industry - US**
**Market size: $65Bn**

Customers: 164,000 (repair shops)
164,000 x $24.99 = 4,098,360

**Car Wash and Auto Detailing - US**
**Market size: $11.5Bn**

Customers: 54,406 ( Detail, Car washes)
54,406 x $19.99= 1,087,575.94

**Automobile Towing - US**
**Market size: $8.3Bn**

Customers: 36,000 (Towing Businesses)
36,000 X $24.99= $899,640

**Auto tires - US**
**Market size: 41.5Bn**

Customers: 20,500 (Tire dealers)
20,500 x $24.99 = $512,295

**Automotive parts & Accessories - US**
**Market Size: $6.2Bn**

Customers: 25,000 (Auto part stores)
25,000 x $24.99 = $624,750

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# Market Size - US

## TAM

## $127.9M

**Women**
**Millennials**
**Gen Z**
**Household Income 20k-100k**

**Women - US Ages 20-39**

Customers 45,290,000
49.5M x $1.50 = $67,935,000

**Men - US Ages 20-39**

Customers 40,000,000
40M x $1.50= $60,000,000

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# Revenue Streams



## Listing Fee

Booking fee/service request



## Subscription

Flat Fee

***Phase 2***



## Commission Fee

$500+ tickets

# Competition

yelp

openbay

REPAIR SMITH

Your Mechanic

WRENCH







# The Ask:

12 months

3 Metro areas / 10 cities



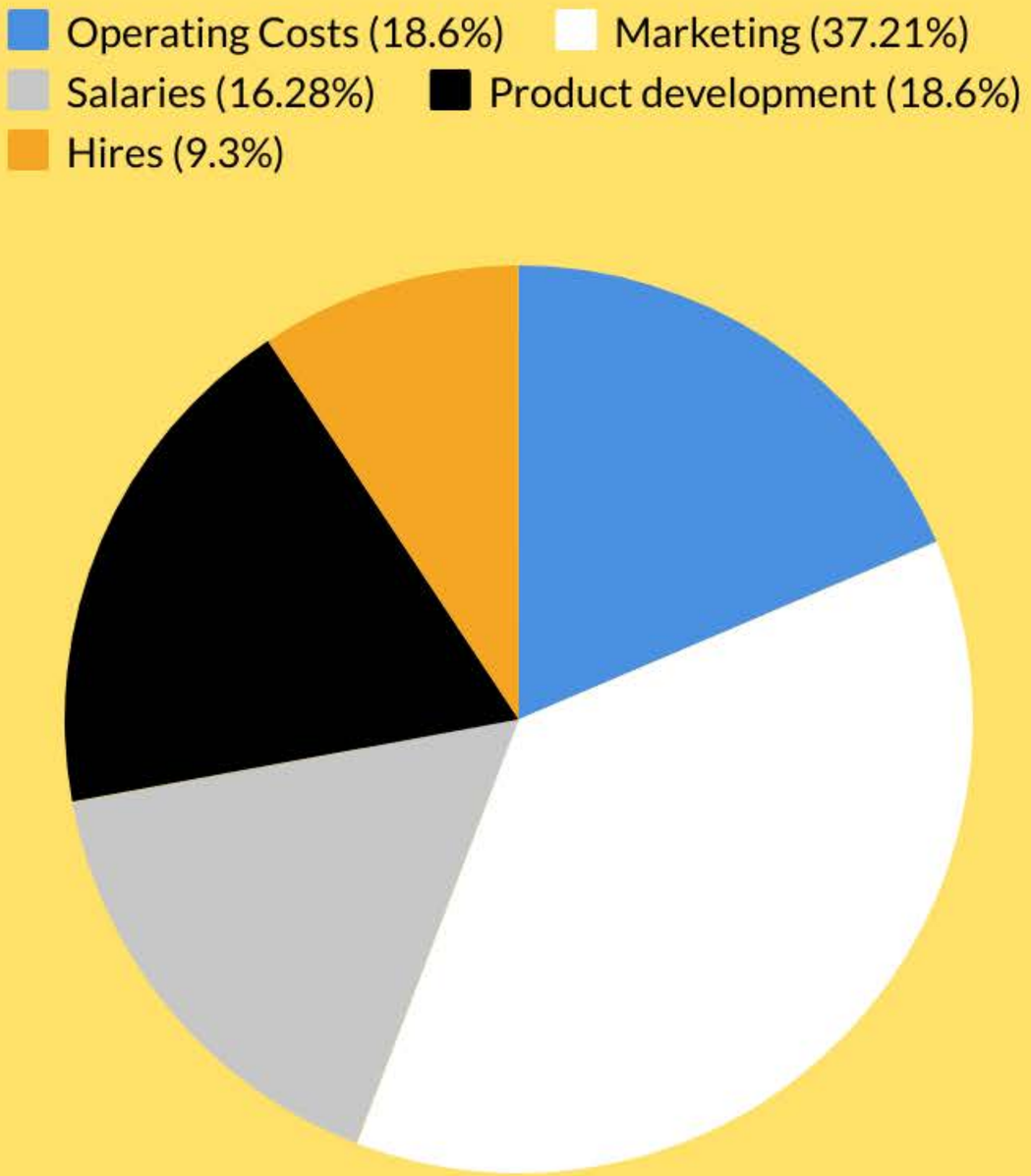
$500,000

initial invesment opportunity

4,000 Provider subscriptions $24.99 = **$1,199,520Yr**
200,000 Listing fees $1.50= **$300,000Yr**

**$1,499,520 Revenue**

# ALLOCATION




- $186,000 Marketing
- $93,000 Product development
- $93,000 Operating costs
- $86,500 Hires
- $41,400 Salaries

# Go-to-market



## Market selection

- Market segmentation
- Market selection
- Segment Targeting
- Product positioning

## Marketing Mix

- Product
- Price
- Place/Distribution
- Promotion/ Advertising
- Team
- Process
- Feedback

## Customer Acquisition

- Awareness
- Interest
- Trial
- Commitment
- Referral/Customer loyalty
- Retention




## Whats Next?

# In-house financing

**91.3%** of households most recently reported having access to at least one **vehicle**.

**276** million vehicles registered in the **US.**

# VEDOC APP

20 business categories

Driver

Provider

Access to marketplace

Send estimates

Request quotes

Access to job listings

Listing Fee

Vedoc Platform

Monthly subscription

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