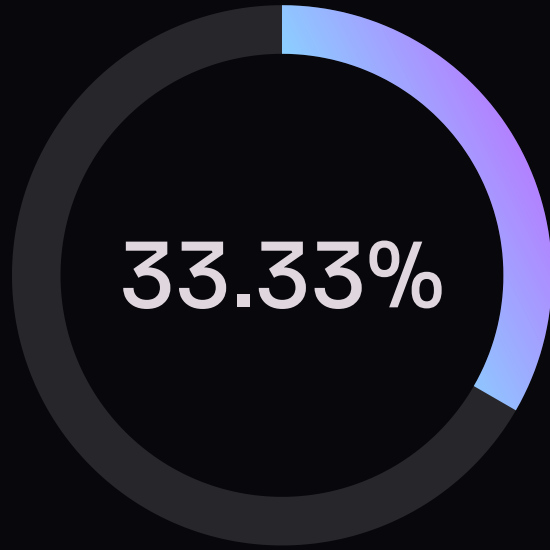




# Technix: Revolutionizing Roadside Assistance

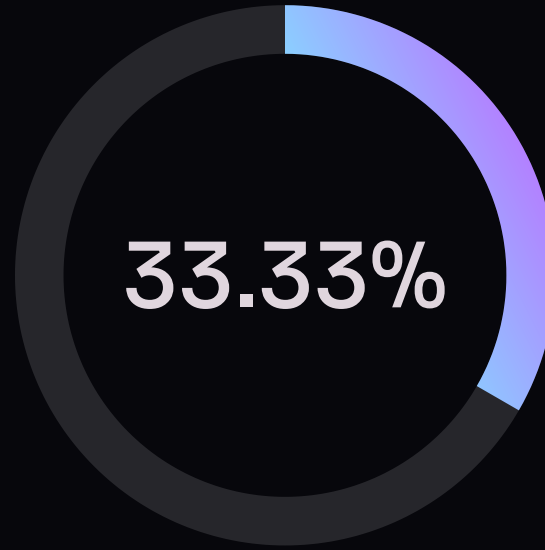
Technix connects drivers with mechanics for on-site car repairs. We aim to revolutionize roadside assistance. Our service is quick, reliable, and accessible.

# Team: Highlight Expertise



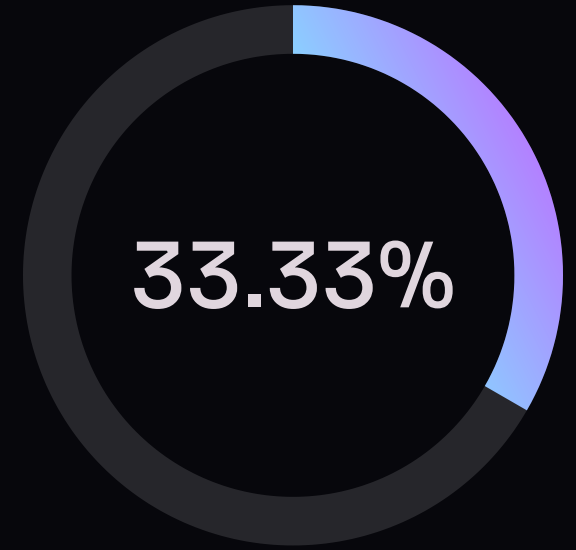
**Abhay Gupta**

Leads technology development, ML model integration.



**Vivek Gupta**

Manages operations, partnerships with local garages, and business expansion.



**Harsh Padyal**

Handles marketing strategies, customer acquisition, and brand promotion

# The Issue: Addressing Pain Points

Imagine driving to a scenic beach for a relaxing getaway. You steer closer to the shore for a better view, but the sand gives way, and your car gets stuck.

The more you accelerate, the deeper it sinks. No one nearby. No network. No way to call for help.

1

## Peace of mind

Knowing help is always accessible, even in no-network zones.

2

## DIY Repair Tips

Technix offers preloaded tutorial videos with step-by-step guidance for temporary fixes.

3

## Interactive UI

Intuitive UI unlike GoMechanic's clunky app experience.

# Product/Technology Overview

Technix offers a two-phase solution for vehicle breakdowns:

Immediate On-Site Assistance:

On-demand mechanic dispatch for instant roadside repairs.

1

2

Automated Repair Hub:

ML-powered license plate recognition for seamless check-in.  
Automated diagnostics and billing.



YouTube

## a2-ANPR Automatic Number Plate Recognition for Parking Lots

a2-ANPR automatically detects vehicles through cameras, identifies license plates, and generates brand, model, type, color information. Driver photo capturing, barrier...

# Product/Technology Overview

## Technix offline location prediction:

### Data Collection:

- Last GPS Location:

Saved before going offline.

- Sensor Data:

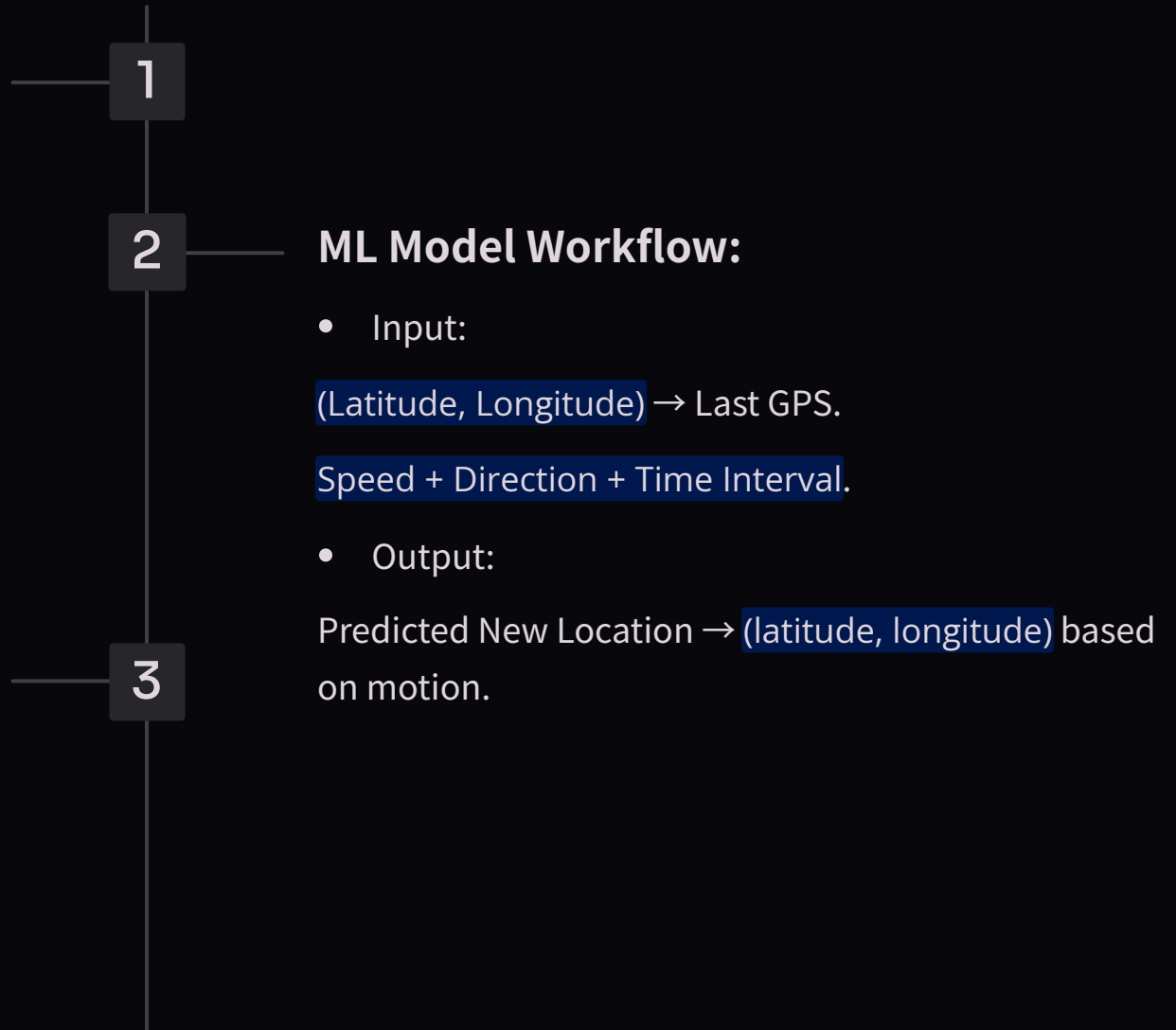
Accelerometer: Speed estimation

Gyroscope + Magnetometer: Direction estimation.

### On-Device ML Inference

- Model Type:

Regression model (Keras /TensorFlow).



# Business Model



## On-Demand Roadside Assistance Fees

- Fixed fees for immediate roadside assistance (₹499 – ₹1,499)
- dynamic pricing based on location, time, urgency.
- Monthly (₹999) / yearly (₹8,999) membership with priority service.



## Revenue Sharing and Commission Model

- Technix Commission: 20-30% of the service fee.
- Local Repair Shop Earnings: 70-80% of the service fee.

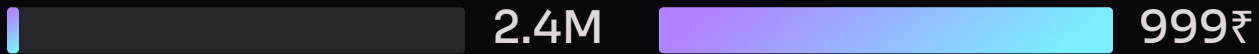


## Cross-Selling & Upselling

- Customers using roadside assistance encouraged to visit Technix physical stores for permanent repairs with 10-15% discounts

# Market Size

**Target Audience:** ~120 million car owners in India (2% Adoption rate).



## Potential Customers

Number of potential buyers.

## Price per Unit

Avg service fee



## Revenue Potential

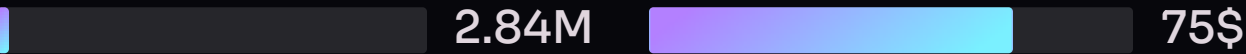
Total market revenue potential.





# Market Size

Future Expansion: US & Canada (1% Adoption rate).



Potential Customers

Number of potential buyers.

Price per Unit

Avg service fee



Revenue Potential

Total market revenue potential.





# Current Traction: Achievements So Far

## Idea Validation

Received positive feedback from panelists during the mini-project presentation.

## Selected as Finalist

MU Ideathon 2025, showcasing the potential and scalability of the project.

## Survey Conducted

Surveyed 10+ local car repair shops on how partnering with Technix could boost their revenue

# Competitive Landscape: Winning Strategy

## Traditional Garages

No live tracking, slow service.

## Roadside Assistance Apps

(e.g., Allianz, GoMechanic) Expensive subscriptions

## Local Mechanics

Unverified, no quality assurance.

# Exit Strategy

## Acquisition

Acquisition by Automobile Service Giants (e.g., GoMechanic, CarDekho, Acko)

## Partnership

Partnership with Insurance Companies (for roadside assistance integration)

## IPO

IPO in 5+ years after strong revenue growth