

## **Smoother Drive — Investor Pitch**

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## Invest \$1,000 for 1% Equity in a \$400K Year 1 Driver-Assist Company

\*Minimum \$1,000 (1%) — up to \$10,000 (10%) this round. Future rounds preserved.\*

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### **### The Problem**

Leading OEM driver-assist systems cost \*\*\$8,000–\$12,000+\*\* and lock customers into \*\*\$100/month subscriptions\*\* just to use features they already paid for. Traffic is brutal. Millions of drivers want affordable, reliable driver assistance — but the market offers nothing between "no assist" and "buy a new car."

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### **### The Solution**

\*\*Smoother Drive\*\* — a supervised driver-assist platform powered by OpenPilot (open-source, Consumer Reports top-rated), installed on premium rebranded hardware with \*\*built-in navigation\*\*. Professional installs for \*\*\$2,000\*\*. No required monthly fee. Branded, franchisable, proven technology trained on \*\*300M+ miles\*\* of real-world driving data.

\*\*Optional:\*\* \$80/month premium module — Wi-Fi for the car, additional cameras, and priority support.

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### **### Traction Plan**

- \*\*Launch:\*\* Austin, TX — guerrilla signs on Mopac & I-35 + PPC ads
- \*\*Year 1:\*\* 200 installs = \*\*\$400K revenue\*\*, bootstrapped from founder's garage
- \*\*Year 2:\*\* LLC, certified mechanics, dedicated shop
- \*\*Year 3:\*\* Franchise to 50 shops nationwide = \*\*\$5M+ system-wide revenue\*\*

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### ### Market

- \*\*\$500B+\*\* US automotive aftermarket
- ADAS segment growing \*\*20% YoY\*\*
- No required monthly fee — competitors charge \$100+/month
- Undercut every competitor on price and accessibility

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### ### Financials

Metric	Amount
Startup Cost	\$10,000 seed round
Install Price	\$2,000
Hardware COGS	~\$700–900/unit
Gross Profit per Install	~\$1,100
Year 1 Revenue	\$400K
Year 1 Gross Profit	\$220K+
Additional Revenue	Harness markup, shipping, \$80/mo subscriptions
ROI on Seed	**20–40x Year 1**

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### ### Use of Funds (\$10,000)

Item	Amount
LLC Formation + Insurance	\$800
Prototype Units (1x comma 3 + top Alibaba units w/ nav)	\$3,500
Roadside Signs (advertising)	\$500
PPC / Digital Ad Budget	\$500
Business Cards & Branding	\$200
Computer + AI Credits (operations)	\$1,000
Founder Operating Budget (focus time — no Uber driving)	\$1,500
Harnesses for Test Vehicles	\$500
Miscellaneous / Contingency	\$1,500
**Total**	**\$10,000**

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### ### The Ask

\*\*\$10,000 for 10% equity\*\* — or invest as little as \*\*\$1,000 for 1%\*\* (up to 10% max this round).

Future funding rounds preserved for growth-stage capital.

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### ### Why Now?

- OEM driver-assist subscriptions are frustrating consumers — \$100+/month with no ownership
- OpenPilot is free, open-source, and battle-tested (300M+ miles)
- No one is franchising aftermarket ADAS installs — \*\*first mover advantage\*\*
- Austin is the perfect launchpad: tech-savvy, car-heavy, traffic-heavy
- Founder is ready to install Day 1 — zero overhead, maximum speed

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### ### Revenue Streams

1. \*\*Device + Installation\*\* — \$2,000 per install (core)
2. \*\*Shipped Device + Harness\*\* — for remote/DIY customers
3. \*\*Harness Sales\*\* — marked up per vehicle model
4. \*\*Premium Module\*\* — \$80/month (Wi-Fi, cameras, premium support)
5. \*\*Franchise Fees\*\* — \$25K per shop (Year 2+)
6. \*\*Franchise Royalties\*\* — 6% recurring

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\*\*Smoother Drive — the smoothest supervised driving experience, for the car you already own. No monthly fee required.\*\*

Let's talk.

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