

Smoother Drive — Investor Pitch

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.

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."

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.

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****

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

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**

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**

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.

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

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

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

Let's talk.

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