

A business summary prepared by  
Patrice Banks

# GIRLSAUTOCLINIC



A mechanic that talks like you and thinks like you. Finally!

# GIRLS AUTO CLINIC

Patrice is an automotive mechanic/technician that caters to women. She created Girls Auto Clinic (GAC for short) to solve a big problem in women's lives, including her own. ***The automotive experience for women is one of STRESS, ANIXETY, and inconvenience.***

It's no secret most women are uneducated about how to care for their car. They also make pessimistic and poor car buying and repair decisions because of this ignorance.

GAC inspires women to have a positive relationship with their vehicle through **buying and repair services, outreach, education and niche marketing**. Our customers come to feel confident about themselves, their cars, and their buying choices.

Patrice is looking to raise \$380,000 to open the first GAC repair center.



Patrice at the very first Girls Auto Clinic Workshop, June 2013.

# MARKET PROBLEM

77% of drivers think repair shops perform unnecessary repairs more for women than men.

71% of drivers think repair shops are condescending to women.

66% drivers think repair shops charge women more for repairs than men.

49% of women who own/lease a car ask their spouse/significant other when looking for a repair shop versus 20 percent of men.



**#1 customer of auto industry is women!**

yet

\$200 Billion women spend **ANNUALLY** on new cars & mechanical servicing of vehicles.

65% of maintenance and **service work** on cars is **requested by women**.

>50% of **women buy new cars** and up to 80% of women influence the car purchases.

Patrice, a self proclaimed auto airhead, understands the female customer.

The anxiety that comes with buying a car, the powerlessness of a broken down car, and the fear that comes with the cost of the repair.

There is little being done to educate and empower women. **The auto industry as a whole is struggling to connect with women, gain female customers and combat their negative images.**



# GAC IS THE ANSWER

Girls Auto Clinic's mission is to cater to our #1 one customer:

WOMEN.. In service and in style!



We offer automotive buying and repair services based on trust, education, inclusion, and empowerment! We want to open a full service auto repair garage, that caters to women, employees female mechanics, and offers additional services while customers wait, like a nail salon and a comfortable clean lounge.

Currently GAC provides fun, interactive, and engaging car care workshops, books, and online tutorials and tips.

It is our goal to provide resources, products and services to women drivers across the country while also creating a safe space for women to work on cars and provide opportunities for GROWTH and development in this industry!

Patrice's goal is to reach every woman driver and have Girls Auto Clinic be a household name!



# THE GAC CUSTOMER

GAC caters to women to provide a safe space for them and their car. Our target market is women of driving age: Moms, Students, Young Professionals, and Women Drivers around the nation! They trust their mechanic, but more importantly they trust themselves to make the right decision when it comes to their cars.

We will also partner with companies (mainly automotive) to understand and gain female customers, sell products and services to women, and provide career opportunities in the industry for women. Current Partners: Girls Scouts, Carlisle Events, Porsche, and Crest Auto Stores.

**GAC is unique, there is *nothing like this in the US and no other auto repair business in the country is using the GAC marketing strategy.***



**#sheCANic**



**GIRL SCOUTS**



# THE SOLUTION

## Girls Auto Clinic Education



GAC offers car care workshops and seminars for customers, businesses and women's groups to help educate and empower women about car care, purchasing and emergencies. The current GAC workshops sells out (max 25) every month and women come as far as NYC, DC and Virginia to attend! Currently expanding the workshops through the Mid-Atlantic. There are opportunities for advertising and sponsorship with automotive business including Bosch and Valvoline.

Patrice wrote a car care book for women called the Girls Auto Clinic Glove Box Guide. Touchstone of Simon and Schuster has agreed to publish the book and it will be available in stores Spring 2017.

Girls Auto Clinic Social Media and Email Marketing Reach is 15,000 users/subscribers and is growing with approximately 50 new subscribers each week. GAC Education online consists of blog car tips and YouTube how-to videos.





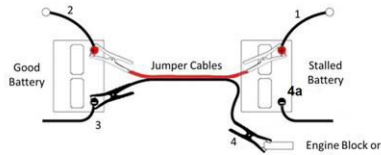
## The Girls Auto Clinic Car Care Workshop



## The Girls Auto Clinic Glove Box Guide

### Jump Start A Car

Red – positive – power  
Black – negative – ground



Step 4: In a perfect world, you should be connecting the cable to an engine block or a unpainted part of the vehicle frame. If you don't know what either of those are, no worries. Connect the cable in step 4 to the negative post of the stalled battery 4a.

What's Under Your Hood?

### Filter Maintenance

Oil filter – Replaced every oil change

Engine air filter – Replace every 1-2 years

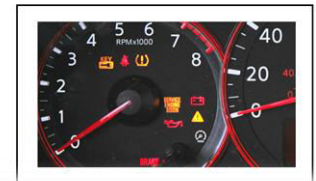
Fuel filter – If your vehicle has a serviceable fuel filter, get it replaced during a tune up. Replace it if you have fuel efficiency problems.

Cabin air filter (behind glove box) – Replace every 1-2 years.

Transmission filter – If you have a filter that is serviceable, replace it when you get a transmission fluid flush.



### Uh Oh, What Does That Light Mean?



**GIRLS**AUTOCLINIC



## #sheCANic facebook community

An interactive online forum that connects women drivers with female mechanics to get almost instantaneous answers to any car related questions. Our group has grown to 1700 members in just two months!

A supportive place to talk freely about your car-related struggles and triumphs.

An inclusive space to connect with other women determined to gain empowerment and feel good about owning their cars! Directly connects women drivers to female mechanics, women who work in the auto industry.

Direct access to customer to market GAC services, sell products, and gather market research.





# THE SOLUTION

## Girls Auto Clinic Repair Center



*Our 1<sup>st</sup> full service auto repair garage in that caters to women in service and style!*

There will be a lounge with a female touch including a **nail salon and blow out bar** at our customers convenience while they wait!

We are hiring female mechanics and technicians.

GAC repair will offer additional products and services such as car washes, event hosting, #sheCANic memberships that pair car maintenance and salon services for discount prices, car and customer pick up/drop off services, the Girls Auto Clinic Glove Box Guide, and GAC apparel.



# COMPETITIVE ANALYSIS



Girls Auto Clinic differentiates itself from other auto repair shops by

1. Hiring women mechanics/technicians and taking high priority in developing and training talent.
2. Offering spa services while customers wait. Getting car maintenance is no longer a chore, but something to look forward to doing.
3. Educating customers on vehicle operation and maintenance through FREE car care workshops and GAC books.
4. Providing trustworthy and honest repair services.  
We do not up-sell, we inform. **We do not sell jobs though fear, we sell jobs through awareness.**
5. Targeting customers through other avenues besides auto repair such as GAC networking and promotional events, women's groups and organizations, etc
6. Offering a fresh and chic lounge area for women with such amenities as a co-working space, small kitchen and refrigerator for refreshments, and a play area for children.



# GAC MEDIA



## MECHANICS CHEATED ME. SO I BECAME ONE.

Engineer Patricia Banks switched careers to combat chauvinism

**A**fter three months as an engineer for a former big company, I quit my management job to become an auto mechanic. I traded high-level management for a career in the automotive industry. I was tired of being the only woman in the room and getting constant harassment from my male colleagues. I wanted to be a mechanic, a career where I could be the boss and not have to deal with the sexism of the corporate world.

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REAL SIMPLE



Mashable

The Dallas Morning News



The Washington Post

Major press in one year without a PR rep. We are getting new press almost every month! Up next is Tyra

Banks talk show and Good Housekeeping. **There will be a Girls Auto Clinic reality TV show.**



# COMPETITION

Dealerships: (+) offer modern technology, OEM parts, highly trained technicians and pristine facilities. (-) very expensive, often 2-3X. Perception dealerships can be trusted over independent and chain shops, but this is false.

Chain shops (ex. Jiffy Lube, Pep Boys, Firestone, Meineke, Midas, etc) (+) biggest advantage is size. They are household names and spend millions for advertising, marketing, and branding. (-) often don't have highly trained or experienced technicians, poor pay, no service consistency between stores. Prices are cheaper than dealerships but more expensive than independent shops.

Independent shops: (+) Offer great price, personal and intimate customer service, experienced technicians, and an opportunity to support your community. (-) often lack modern technology, highly trained techs, and suitable waiting areas.

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# BACKGROUND ON PATRICE BANKS

12 year veteran of the corporate world for DuPont as an engineer, manager, and leader, July 2002 – January 2014.

Materials Engineering Consultant

Corporate Failure Analyst and Manager of Failure Analysis Lab

Training and Development Leader of Engineering Staff

Chairman of engineering outreach program geared towards young women.

Apprentice under Master Technician/Owner of Guy's Auto Clinic, 07/2012 – 07/2014

Service Advisor and Technician at Keller's Auto and Truck Repair, 09/2013 – 12/2014

PA Emission certified June 2014, ASE certifications for 2016 (2 years experience in the industry is required before application to test.)

BS Materials Engineering from Lehigh University, May 2002

Associate Degree Automotive Technology from Delaware Technical Community College, December 2014



# TEAM – GAC PACK



Edwin Regis, Senior Technical Advisor and Shop Forman

Owner of Guy's Auto Clinic; ASE Master Technician, 15+ year experience



Crystal Lewis  
Manager, GAC Nails

I Say Yes Salon Owner (3 years), Empire Beauty School Advisory Board, 23+ years experience in the industry



Cherish Robinson, Senior Education Advisor

Engineer, Manager and Product Specialist at Gore for 9 years  
MBA from Wilmington University

## Girls Auto Clinic Board of Advisors

### Business

Vanessa Chan - Entrepreneur, Senior Advisor of McKinsey and Co.; Former Partner at McKinsey

Larkin Connolly – VP of SCORE; Senior Associate RLS Associates; Former VP of Marketing for Gulf Oil

MB Rogers – Operations Leader of Keiretsu Forum Mid-Atlantic; Former Global Operations Leader at Cisco

### Dealerships, Repair, Sales

Sean Johnson – GM Porsche of Delaware, 20+ year experience

Geno Barbara – Owner Barbara dealerships (A family owned succession of dealerships is Philly area for 30+ years.)

Ben Yelowitz – Owner of Poja Warehouse and Crest Auto Stores, 30+ years experience

### Education

Lou Spinelli - Instructor at Delaware Technical & Community College, 30+ years experience

John Hoopes – Director of Automotive Technology for Delaware Technical Community College





# FINANCIALS

## Projected Sales GAC Repair Year 1

- ❑ Repair shops make money from labor hours to perform a repair and mark up on parts/supplies.
- ❑ We are projecting the shop will make ~\$360K the first year or \$1200 per day. In order for the shop to make \$360K in one year, it must bring in 5 cars/jobs per day based on a 6 day work week. This will fluctuate with seasonal changes.
- ❑ These numbers were obtained from Patrice's experience running an 4 bay automotive shop, research on business revenues and profits for 3-4 bay shops with similar models, and experience from Patrice's advisors.
- ❑ Breakdown of the 5 job types, average money spent per ticket, and average repair time is as follows:

### 1 Repair Job

Average repair time 4.5 hours.

Average \$650 per bill (includes parts and labor).

### 3 Quick Lube Jobs

Less than 1 hour. Can perform 4 in 3 hours

Includes oil change, filters, wipers, and tire rotations.

Average \$65 per bill (includes parts and labor).

### 1 Maintenance Job

Average repair time 2 hours.

Includes service from quick lube jobs and/or brakes, belts, fluid, tires, batteries, state inspection and emission.

Average \$250 per bill (includes parts and labor).





# FINANCIALS



## Projected Sales Nail Salon and Others Year 1

GAC is hiring a manager to run the nail salon. The manager is an experienced and successful business owner of an award and recognized salon in the Philadelphia area. The proven track record of the nail salon manager makes the Girls Auto Clinic model more successful as we partner with a successful salon owner. Their experience will drive sales not only for the salon but for the shop.

We are projecting the nail salon will make ~\$250,000 it's first year based on a 7 day work week. The average ticket sale for salon services is \$35. The total cost of goods sold is 55% with employee pay including in this value. These numbers are based on manager's current sales and the average sales of a nail salon and blow out bar of our size.

Others income streams like event hosting, the Girls Auto Clinic Glove Box Guide, and massage contractors will bring in ~\$30,000 the first year.



Girls Auto Clinic  
Required Start-Up Funds for a New Business or  
Opening Balance Sheet for an Existing Business

Required Start-Up Funds	Amount	Totals	Depreciation	Notes
Fixed Assets				
Real Estate-Land	\$ 170,000			
Buildings			20.00 years	
Leasehold Improvements	87,000		7.00 years	r house and shop, \$22,000 for roof
Equpiment Nail Salon	14,508		7.00 years	
Tools Shop	10,988			
Equipment Shop	52,334		7.00 years	
Furniture and Fixtures	10,000		5.00 years	
Vehicles	-		5.00 years	
To Other Fixed Assets	2,000		5.00 years	
		346,830		
Operating Capital				
Pre-Opening Salaries and Wage	6,000			
Prepaid Insurance Premiums	600			
Inventory Nail Salon	2,198			
Supplies Nail Salon	4,700			
Inventory and Supplies Shop	5,569			
Legal and Accounting Fees	250			
Rent Deposits				
Utility Deposits	400			
Advertising and Promotions	500			
Licenses	500			
Other Initial Start-Up Costs	500			
Working Capital (Cash On Hanc	10,000			
		31,217		
Total Required Funds		\$ 378,047		

Sources of Funding	Amount	Totals	Loan Rate	Term in Months	Monthly Payments
Owner's Equity	19.84%	75,000			
Outside Investors	0.00%	-			
Additional Loans or Debt					
Commercial Loan	44.19%	167,047	7.00%	84.00	\$2,521.19
Commercial Mortgage	35.97%	136,000	8.00%	240.00	\$1,137.56
Vehicle Loans	0.00%	-	7.00%	60.00	\$0.00
Other Bank Debt	0.00%	-	6.00%	48.00	\$0.00
Total Sources of Funding	0.00%	-	5.00%	36.00	\$0.00
	100.00%	\$ 378,047			\$3,658.75
A line of credit is also required in the amount of		\$ 5,526			

Girls Auto Clinic  
Projected Income Statement - Year One

	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Totals
Income													
Contractor	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Events	1,000	1,000	1,000	500	500	1,000	1,000	1,000	1,000	1,000	1,000	500	10,500
Book	1,250	875	1,125	1,375	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	16,625
GAC - Nail Salon	15,770	14,440	14,440	21,812	21,812	28,880	28,880	28,880	28,880	28,880	21,812	16,720	271,206
Parts	8,500	7,000	5,500	7,000	8,500	11,000	11,000	8,500	11,000	13,000	11,000	8,500	110,500
Labor Hours	20,000	15,000	10,000	15,000	20,000	25,000	25,000	20,000	25,000	30,000	25,000	20,000	250,000
Total Income	46,770	38,565	32,315	45,937	52,562	67,630	67,630	60,130	67,630	74,630	60,562	47,470	661,831
Cost of Sales													
Book	325	228	293	358	390	390	390	390	390	390	390	390	4,323
GAC - Nail Salon	7,989	7,315	7,315	11,050	11,050	14,630	14,630	14,630	14,630	14,630	11,050	8,470	137,387
Parts	3,825	3,150	2,475	3,150	3,825	4,950	4,950	3,825	4,950	5,850	4,950	3,825	49,725
Total Cost of Sales	12,139	10,693	10,083	14,557	15,265	19,970	19,970	18,845	19,970	20,870	16,390	12,685	191,435
Gross Margin	34,631	27,873	22,233	31,380	37,298	47,660	47,660	41,285	47,660	53,760	44,173	34,785	470,396
Salaries and Wages													
Owner's Compensation	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000
Salaries	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	78,000
Full-Time Employees	3,120	3,120	3,120	3,120	3,120	3,120	3,120	3,120	3,120	3,120	3,120	3,120	37,440
Part-Time Employees	2,912	2,912	2,912	2,912	2,912	2,912	2,912	2,912	2,912	2,912	2,912	2,912	34,944
Payroll Taxes and Benefits	3,154	3,154	3,154	3,154	3,154	3,154	3,154	3,154	3,154	3,154	3,154	3,154	37,849
Total Salary and Wages	18,686	18,686	18,686	18,686	18,686	18,686	18,686	18,686	18,686	18,686	18,686	18,686	224,233
Fixed Business Expenses													
Advertising	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	14,400
Car and truck Expense	250	250	250	250	250	250	250	250	250	250	250	250	3,000
Bank & Merchant Fees	510	510	510	510	510	510	510	510	510	510	510	510	6,120
Contract Labor	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	48,000
Conferences & Seminars	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Dues and Subscriptions	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Miscellaneous	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Insurance (Liability and Property	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Licenses/Fees/Permits	75	75	75	75	75	75	75	75	75	75	75	75	900
Legal and Professional Fees	300	300	300	300	300	300	300	300	300	300	300	300	3,600
Office Expenses & Supplies	125	125	125	125	125	125	125	125	125	125	125	125	1,500
Postage and Delivery	25	25	25	25	25	25	25	25	25	25	25	25	300
Sales and Marketing	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000
Taxes Other	50	50	50	50	50	50	50	50	50	50	50	50	600
Telephone and Internet	350	350	350	350	350	350	350	350	350	350	350	350	4,200
Security	50	50	50	50	50	50	50	50	50	50	50	50	600
Utilities	800	800	800	800	800	800	800	800	800	800	800	800	9,600
Total Fixed Business Expenses	9,985	9,985	9,985	9,985	9,985	9,985	9,985	9,985	9,985	9,985	9,985	9,985	119,820
Other Expenses													
Amortized Start-up Expenses	528	528	528	528	528	528	528	528	528	528	528	528	6,340
Depreciation	1,859	1,859	1,859	1,859	1,859	1,859	1,859	1,859	1,859	1,859	1,859	1,859	22,305
Interest													
Commercial Loan	974	965	956	947	938	929	920	910	901	891	882	872	11,086
Commercial Mortgage	907	905	904	902	900	899	897	896	894	892	891	889	10,776
Taxes	444	(444)	-	-	-	1,334	3,055	1,782	3,060	4,282	2,367	491	16,371
Total Other Expenses	4,712	3,814	4,247	4,262	4,262	5,585	7,296	6,012	7,278	8,490	6,563	4,677	67,198
Net Income	1,248	(4,612)	(10,686)	(1,553)	4,364	13,404	11,693	6,602	11,710	16,599	8,938	1,437	59,145

## Girls Auto Clinic Projected Cash Flow Statement - Year One

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