



CAR RECOMMENDER BUSINESS CASE

GenX@ISS® - Business Promoters
Ajay Vikram Singh
Rahul Jalan

Agenda

- Market Need
- Revenue Streams
- Expenditure
- Net Present Value & Funding
- References

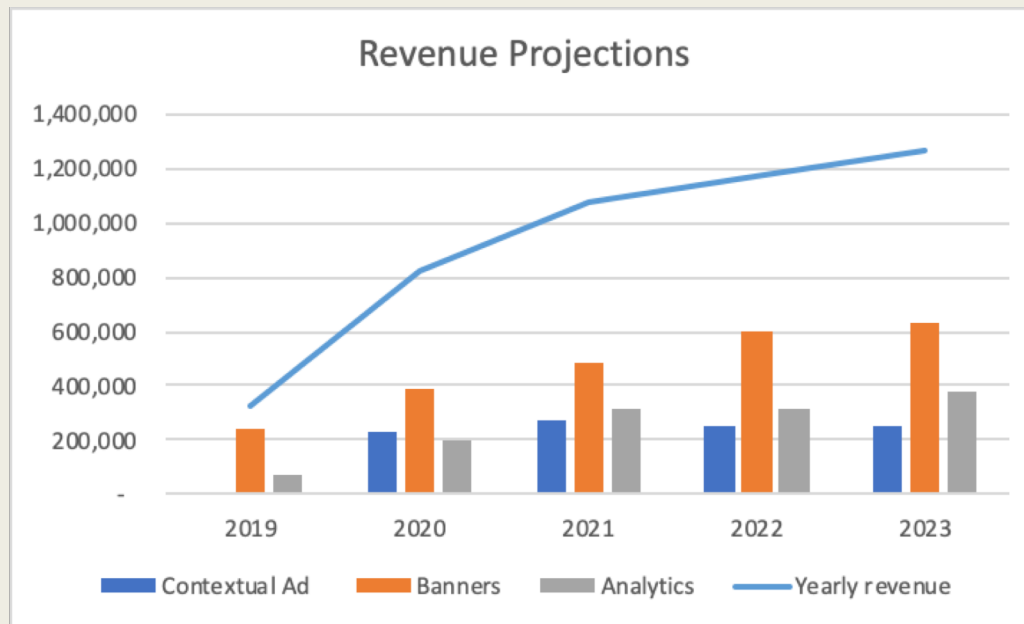
Need

- *"I sell, they don't buy"* – a very successful car salesman
- Don't like getting in my car in the morning – buyer 1
- Didn't get the bang for my buck – buyer 2
- Car resale market is quite healthy

What

- Bring “power” back to end consumers. It's a buyer's market!
- Buy decision is improved by:
 - *Cutting information asymmetry*
 - *Structuring knowledge*
 - *Structuring Fuzziness*
- Market:
 - *New Car and resale car buyers*
 - *New Car Agents, & resellers*
 - *Car companies*
 - *Market research companies*

Revenue



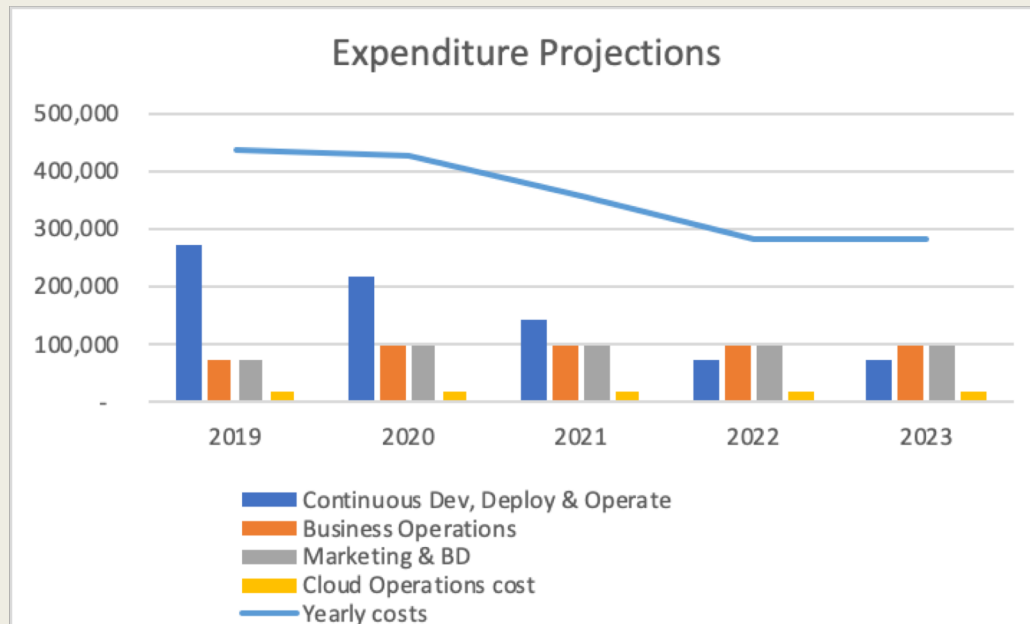
■ Key Assumptions:

- *Singapore PDPA clearance*
- *No drastic reduction in car ownership in '19-'23*
- *Product market launch Q3 '19*

■ Revenue stream Exclusions:

- *Regional expansion*
- *Algorithmic expansion to similar information and emotion problem space*

Expenditure



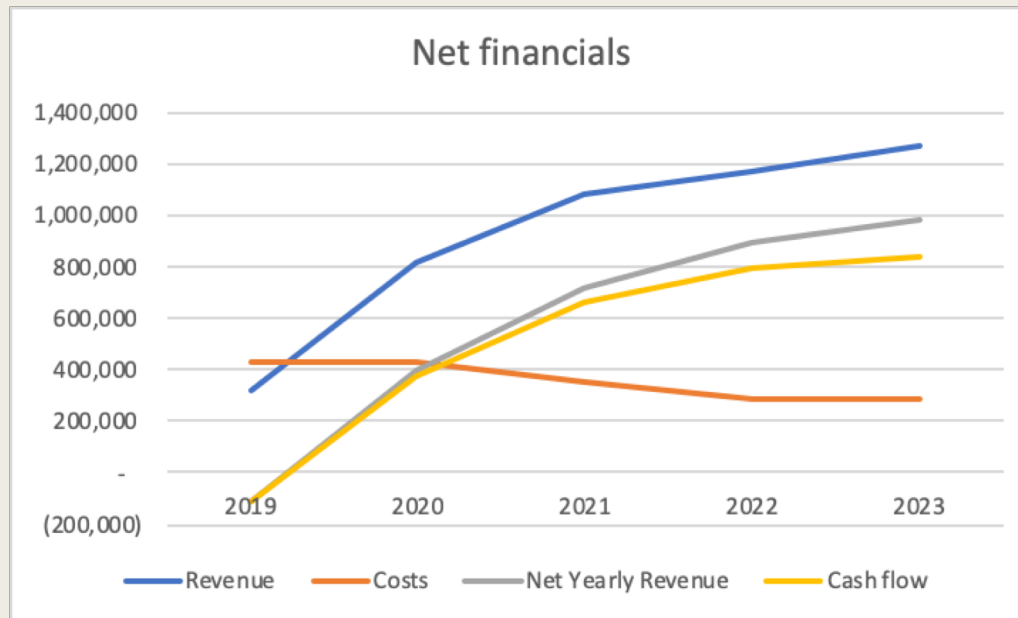
■ Key Assumptions:

- *Outsource & Offshore Dev & Ops*
- *Platform costs stay flat, net*
- *Business shall be completely cloud based*
- *Sales, BD, and Ops handled by founders*

■ Exclusions:

- *Regional expansion*
- *Algorithmic expansion to similar information and emotion problem space*

Net Present Value



- Key Observations:
 - Idea to breakeven - 1 year
 - 5 year NPV 2.5 Mil SGD
 - Weighted Cost of capital = 4%
- Venture funding
 - To be discussed !

Appendix

- Tender – Design, Deploy, maintain & Operate
- Tender qualification and selection matrix