**Car Repair API Partner Outreach Email Template**

**Subject:** Partnership Opportunity: Serving Underrepresented Demographics with Car Maintenance Data

**Dear [Partner Name] Business Development Team,**

My name is Johnnie Watson, and I'm the founder of Mingus, a personal finance platform specifically designed for African American professionals ages 25-35. We help our users connect their physical, mental, and relational health to their financial decisions through cash flow forecasting and holistic wellness tracking.

**Why I'm reaching out:**

We're developing a car maintenance prediction feature to address a critical challenge: 60% of our target demographic risks job loss or financial crisis due to unexpected vehicle repairs. Many of our users work multiple jobs, have limited emergency savings, and need reliable transportation to maintain income stability.

**The opportunity:**

Our platform serves professionals in major metros (Atlanta, Houston, DC, Dallas, NYC, Philadelphia, Chicago, Charlotte, Miami, Baltimore) making $40K-$100K annually. This is an underserved market segment that traditional financial tools often overlook, but represents significant purchasing power and loyalty when served well.

**What we're looking for:**

* API access to your [repair cost estimates/maintenance schedules/vehicle data]
* Usage-based pricing starting around [200-500] calls per month initially
* Potential for growth as we scale to 1,000+ users in year one

**The integration:**

We plan to integrate your data into our existing cash flow forecasting, helping users budget for predictable maintenance before it becomes an emergency. This preventive approach aligns with our mission of financial wellness and could demonstrate strong ROI for your platform.

**Next steps:**

Could we schedule a 15-minute call to discuss:

* Your API capabilities and documentation
* Pricing structure for emerging fintech partnerships
* Potential co-marketing opportunities to reach our demographic

I'm available for a call this week at your convenience. Our target launch is 4 months out, and I'd love to explore how [Partner Name] could be a key part of helping our community achieve greater financial stability.

Thank you for your time and consideration.

Best regards,

**Johnnie Watson**  
Founder, Mingus  
[Your Phone]  
[Your Email]  
www.mingus.app *(or whatever your website is)*

P.S. Happy to share more details about our user research and demographic insights that might be valuable for your market expansion efforts.

**Customization Notes for Each Partner:**

**For RepairPal:**

* Mention "repair cost estimates by zip code"
* Emphasize regional pricing accuracy for major metros
* Note potential for mechanic referral partnerships

**For CarMD:**

* Focus on "maintenance schedules and vehicle health alerts"
* Highlight preventive maintenance messaging
* Mention integration with existing health check-ins

**For Edmunds:**

* Emphasize "vehicle reliability data and specifications"
* Note used car buying guidance potential
* Mention demographic's need for reliable vehicle selection

**Follow-up Strategy:**

**Week 1:** Send initial outreach  
**Week 2:** LinkedIn connection with key contacts  
**Week 3:** Follow-up email with specific use case examples  
**Week 4:** Phone call or meeting request