



Find Your Next Car in a Swipe!

- » REAL CAR LISTINGS.
- » SIMPLE. FAST. ACCURATE.
- » CAR BUYING MADE FUN!



## Executive Summary



**CarSwipe is a company founded to develop a mobile app technology platform designed to provide high quality car leads to dealerships across the country. This application leverages mobile app swipe technology to simply connect buyers to dealership inventories via Smartphones and enable functions to deliver a strong user value. Our mobile application search engine will allow auto dealerships to broadcast their inventory to car buyers. CarSwipe is providing a unique platform with a fresh new look & feel that is attractive to clients as well as new features providing an optimal car buying experience!**

**CarSwipe is revolutionizing the car buying experience for both consumers and sellers alike.**



## Primary Key Objectives

- » Drive Sales & Strong Client/Dealership Relationships
- » Sign Large Nationwide Dealerships (Long Term – International)
- » Maintain a High profit Margin
- » Scale Application for Growth and Optimal Performance
- » Maintain & Grow Vehicle Inventory in all 50 States Nationally.
- » Strong Marketing Campaign to drive App downloads



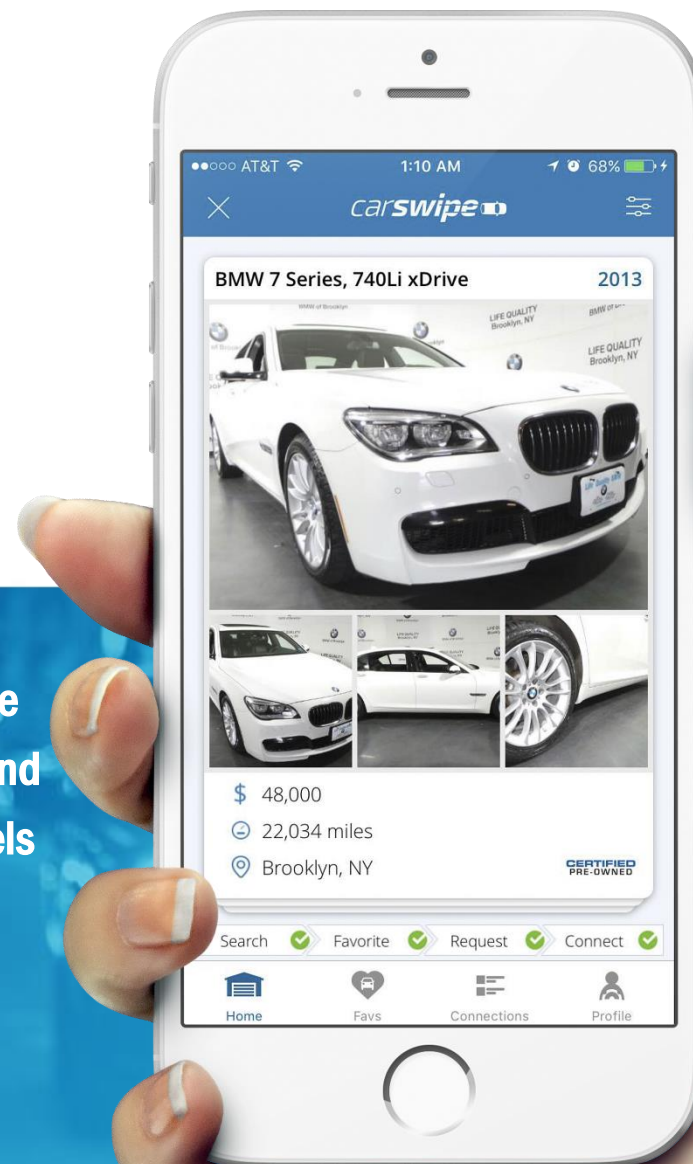




## Mission statement:

CarSwipe's mission is to change the perception of the car buying experience. We believe by empowering the consumer and dealership with the right technology and communications channels we can displace the traditional car marketing channels such as AutoTrader and Cars.com as the defacto standard for a consumer to find their next vehicle.

**WE MAKE CAR SEARCHING EASY, FAST, ACCURATE, AND FUN!**





Company goal:



**TO BECOME  
THE #1 APPLICATION  
IN THE MARKET FOR SMARTPHONE VEHICLES SEARCHES**



## Market Challenges



- » Frustrating Buyer/End User Experience
- » Irrelevant Vehicle Listings
- » Time Consuming
- » Irrelevant Details
- » Overload of Information
- » Not Intuitive
- » Lack of Mobile Strategy
- » Does not capture the Millennials
- » Complex Dealership Contracting

**The traditional car buying experience is frustrating, antiquated and ready for change!**





## Facts About Our Market and Target Demographics



- » 40 million used cars and 16 million new Cars are sold in US on an annual basis
- » Target Market: All ages including capturing the millennials which are the fastest growing demographics.
- » Millennials will account for 46% of the income in the United States by 2020
- » 95% of Millennials use smart phones during the car buying process.
- » Dealerships Fees are substantially more competitive than the current solutions.



## Our Solution

*“We believe that swipe technology is the best solution to present the consumer car information. Swipe technology is growing at a rapid pace.” – Shirri Aviv, CMO*



Relevant. Efficient. Effective.



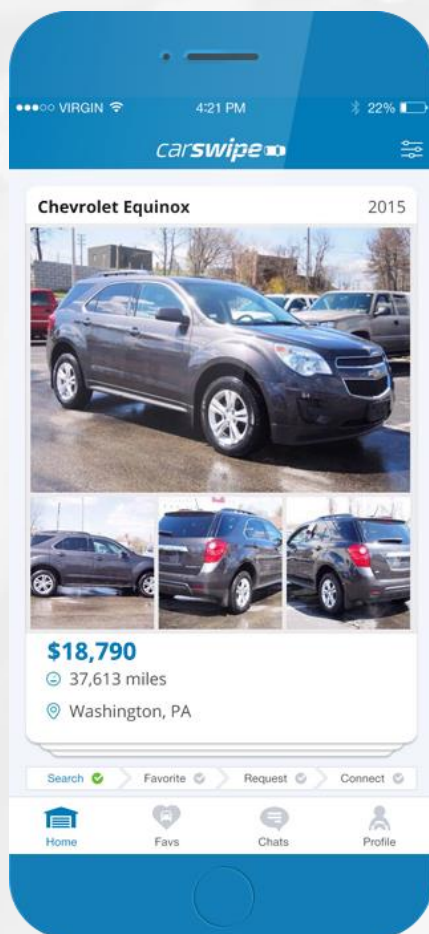
- » Optimal User experience
- » All verified car listings
- » Easy, fast and fun platform
- » Save & track favorite cars
- » Automated Dealer/salesperson connections Tracking
- » Get Dealership Directions
- » Near Real Time Availability Status updates
- » Share Favorite cars with family & friends



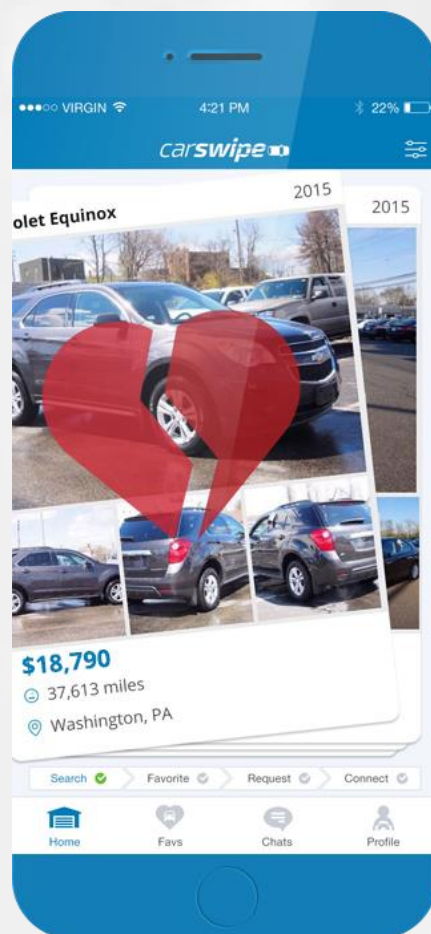


# How does CarSwipe Work?

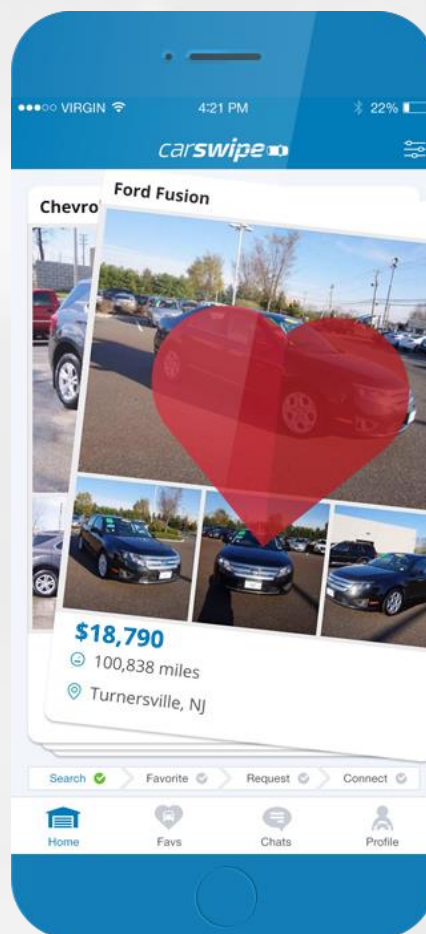
Search



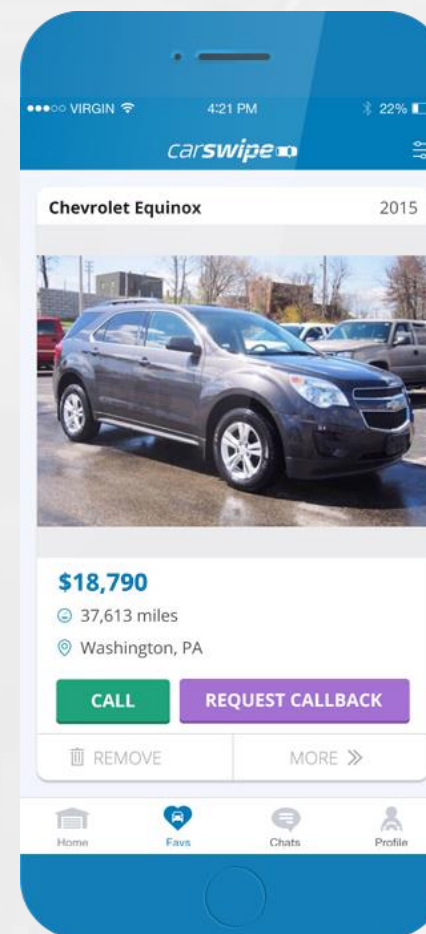
Swipe Left to Skip



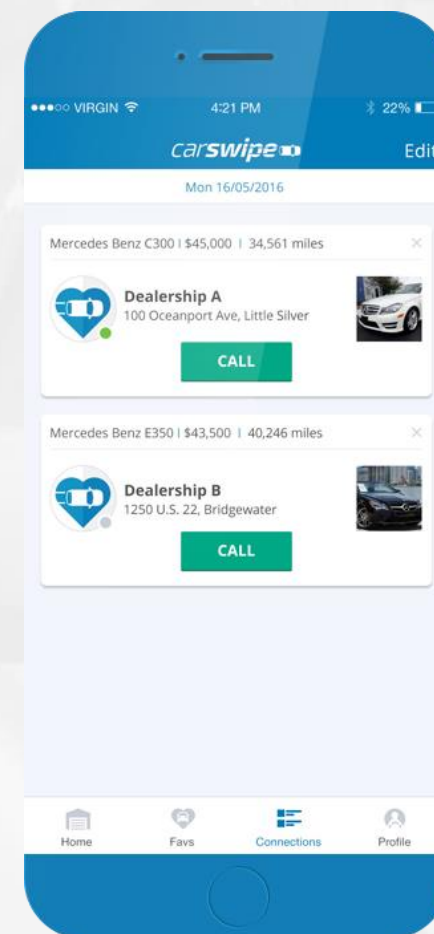
Swipe Right to Add to Favorites



Contact Dealership



Track Connection





# Buyer-Dealership App Engagement Model



Quickly Save Favorite Cars and Automated  
Connection Tracking!

- » Direct Call to the Dealership or Salesperson
- » Request Callback
- » Request Email
- » Get Directions
- » Direct Text Message / Chat (Coming Soon)



## Auto Dealership Value



Real. Relevant. Verified.

### » High Quality Leads:

- » Verified User mobile phone numbers
- » Verified User Email Address
- » Verified Vehicle Interest

### » Simple & Flexible Contracting Options:

- » Easy Integration and Inventory Feed options.





## Flexible Dealership Pricing Model

## Simple Contracting



1

### Pay Per Unique Lead Per Car:

Starting at just \$15 per Unique Lead.

2

### Fixed Cost Contract:

Pricing based on Inventory Quantity Range.  
Starting at Just \$25 Per vehicle .

3

### Custom Billing:

We will work with you to meet your business  
needs.



# CarSwipe Advertisement Packages



## Package Details – Results based on customer location and vehicle model searched

|          |   |
|----------|---|
| STANDARD | Standard listings are placed after the Premium listing or after the 10 <sup>th</sup> listing whichever comes first. Placement is placed on user search, location, criteria, and radius. |
| PREMIUM  | Premium Listings are tagged with the high priority and are positioned within the top 10 results based on radius search and distance to the user in a round-robin fashion.               |



# *CarSwipe* CarSwipe Monthly Charges

| <i>CarSwipe</i> Monthly Charges | PREMIUM | STANDARD |
|---------------------------------|---------|----------|
| Pay Per Lead Package (PPC)      |         |          |
| Unlimited                       | \$15    | \$10     |
| Inventory Package (Fixed Cost)  |         |          |
| 0-500                           | \$40    | \$35     |
| 500-1000                        | \$35    | \$30     |
| 1000-5000                       | \$30    | \$25     |
| 5000-15000                      | \$25    | \$20     |
| 15000+                          | CUSTOM  | CUSTOM   |

\*\* Pay Per Lead  
\* Initial sign up incentives

*Industry Average: \$30-\$50 per lead and \$50-\$60 per vehicle per Month*





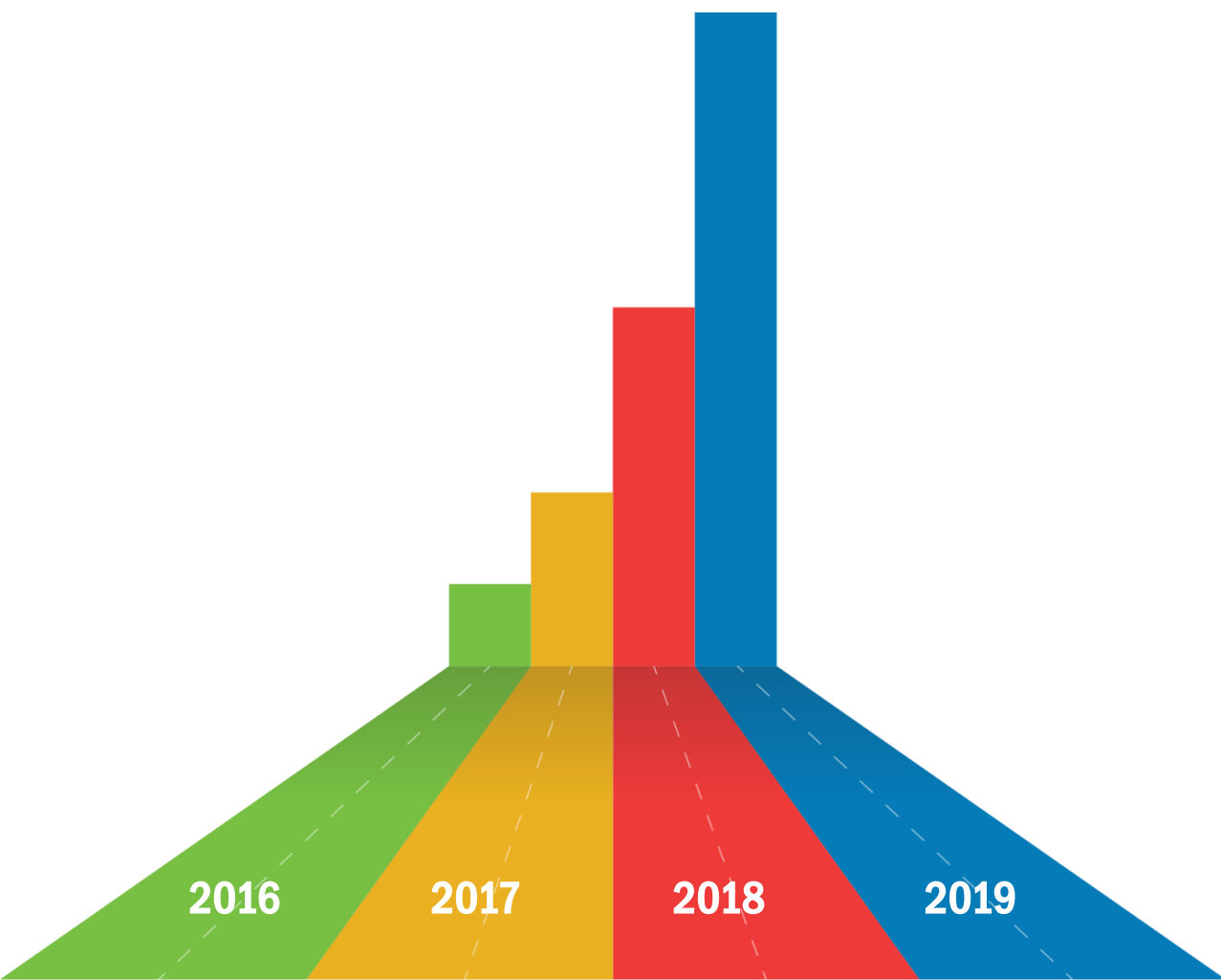
## Dealership Financial Benefits

- ✓ **Lower Cost** on both Subscription and Lead based pricing model.
- ✓ **No Minimum** on usage based – no leads no payment
- ✓ **Control costs** – limit number of leads per vehicle
- ✓ **No charge** for duplicate leads – Per User, Per Car, Per Lead.
- ✓ **No Set up fees & no up front costs.**
- ✓ **New Customer Promotion:**
  - ✓ **Subscription package: First 100 Leads FREE + 20% Discount!**
  - ✓ **Inventory Package: First 30 days FREE + 20% Discount!**





## Market Growth Strategy



- » Online Advertising
- » Social Media Growth
- » Offline / Regional Marketing
- » Search Engine Optimization (SEO)
- » Targeted Marketing to drive user downloads
- » Field Sales Executive Deployment
- » Direct Dealership Sales
- » Key Strategic Partnerships
- » Drive Content, New Features, end-user Value

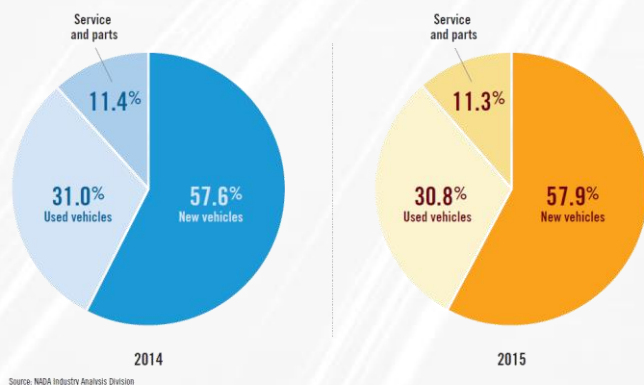


# Industry Overview:

## New-Car Dealership Sales Data

- 17.3 million new car sales in 2015
- Total New Car Sales topped \$862 Billion
- 16,545 New-Car Dealerships in 2015

Share of total dealership sales dollars, 2014 vs. 2015



Total sales by state, 2015

| State         | All dealerships (\$ millions) | Average per dealership (\$ thousands) |
|---------------|-------------------------------|---------------------------------------|
| Alabama       | \$12,164                      | \$45,219                              |
| Alaska        | \$1,411                       | \$48,671                              |
| Arizona       | \$17,802                      | \$73,259                              |
| Arkansas      | \$7,972                       | \$39,464                              |
| California    | \$96,189                      | \$72,926                              |
| Colorado      | \$13,902                      | \$57,208                              |
| Connecticut   | \$11,371                      | \$45,121                              |
| Delaware      | \$3,181                       | \$61,177                              |
| Florida       | \$59,975                      | \$71,145                              |
| Georgia       | \$29,680                      | \$61,197                              |
| Hawaii        | \$2,853                       | \$41,952                              |
| Idaho         | \$3,798                       | \$39,567                              |
| Illinois      | \$33,589                      | \$47,175                              |
| Indiana       | \$15,993                      | \$41,540                              |
| Iowa          | \$9,442                       | \$32,005                              |
| Kansas        | \$7,884                       | \$37,188                              |
| Kentucky      | \$9,689                       | \$40,540                              |
| Louisiana     | \$13,876                      | \$51,585                              |
| Maine         | \$3,662                       | \$33,599                              |
| Maryland      | \$17,729                      | \$61,135                              |
| Massachusetts | \$19,089                      | \$49,198                              |
| Michigan      | \$25,734                      | \$42,748                              |
| Minnesota     | \$14,887                      | \$45,387                              |
| Mississippi   | \$6,106                       | \$35,707                              |
| Missouri      | \$17,167                      | \$45,416                              |
| Montana       | \$3,179                       | \$31,790                              |

Source: NADA Industry Analysis Division

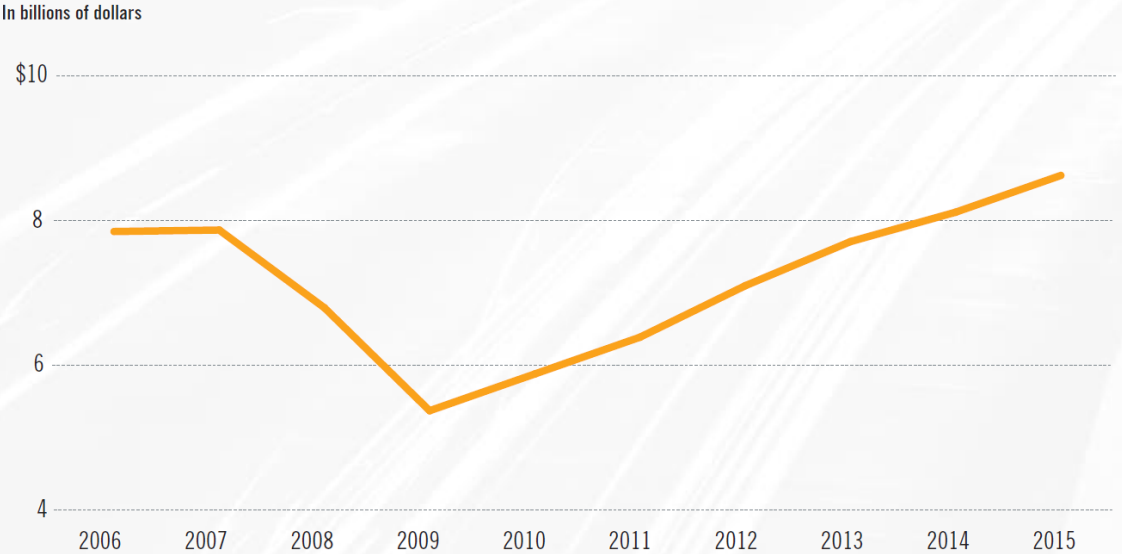
| State          | All dealerships (\$ millions) | Average per dealership (\$ thousands) |
|----------------|-------------------------------|---------------------------------------|
| Nebraska       | \$6,549                       | \$40,677                              |
| Nevada         | \$6,741                       | \$71,710                              |
| New Hampshire  | \$5,413                       | \$39,227                              |
| New Jersey     | \$32,504                      | \$73,043                              |
| New Mexico     | \$5,102                       | \$45,968                              |
| New York       | \$44,588                      | \$53,463                              |
| North Carolina | \$25,544                      | \$44,580                              |
| North Dakota   | \$3,539                       | \$44,799                              |
| Ohio           | \$31,103                      | \$43,806                              |
| Oklahoma       | \$11,698                      | \$45,167                              |
| Oregon         | \$8,042                       | \$36,723                              |
| Pennsylvania   | \$36,974                      | \$42,893                              |
| Rhode Island   | \$2,476                       | \$48,555                              |
| South Carolina | \$10,955                      | \$43,821                              |
| South Dakota   | \$2,970                       | \$33,745                              |
| Tennessee      | \$15,515                      | \$47,446                              |
| Texas          | \$84,747                      | \$74,209                              |
| Utah           | \$7,649                       | \$56,245                              |
| Vermont        | \$2,019                       | \$24,323                              |
| Virginia       | \$22,227                      | \$49,175                              |
| Washington     | \$15,637                      | \$50,936                              |
| West Virginia  | \$4,966                       | \$36,785                              |
| Wisconsin      | \$15,707                      | \$34,294                              |
| Wyoming        | \$1,732                       | \$33,306                              |
| Total U.S.     | \$862,722                     | \$52,144                              |





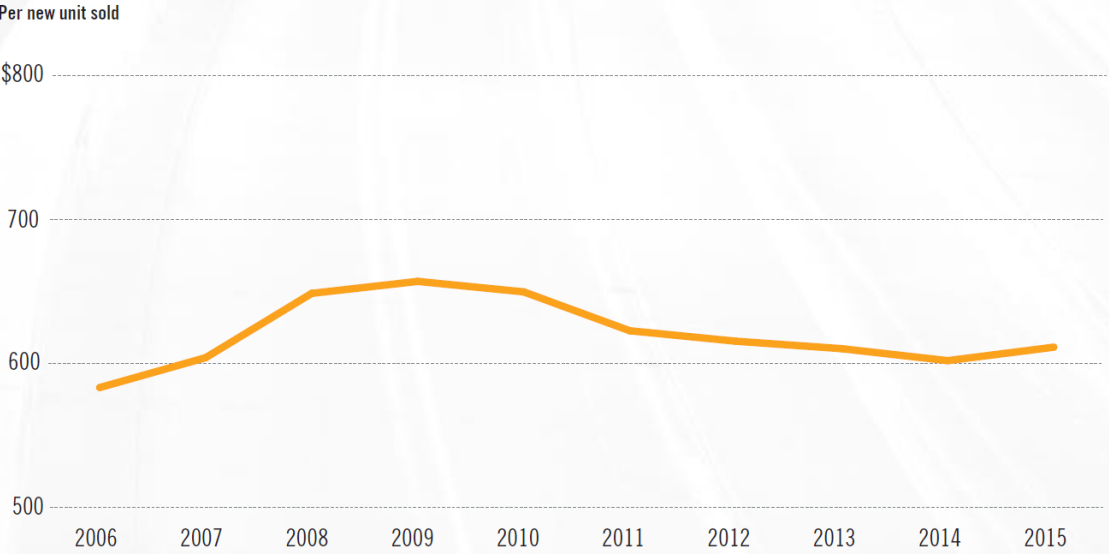
# New-Car Dealership Advertising Expenditure

Total franchised dealership advertising expenditures



Source: NADA Industry Analysis Division

Total dealership advertising

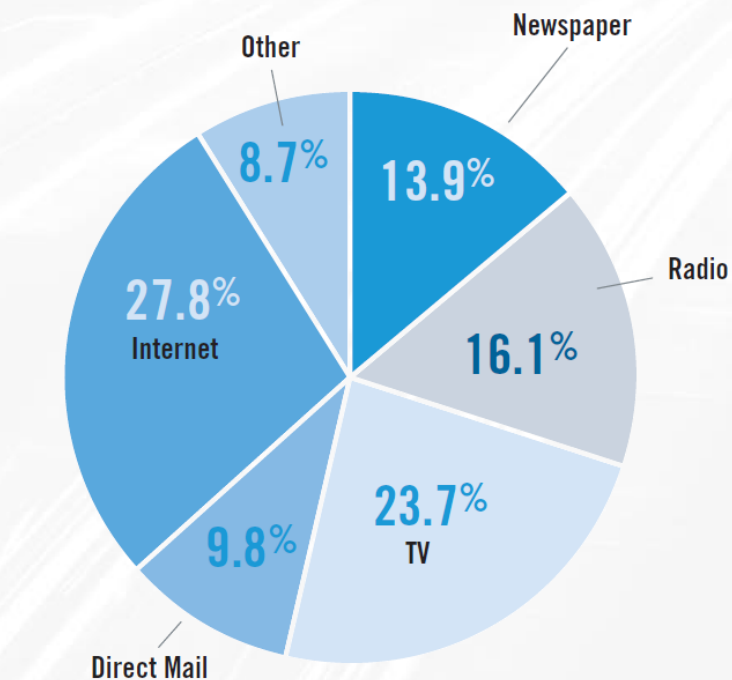


Source: NADA Industry Analysis Division

**Dealerships Spend approx. 1% of total sales on vehicle advertisement - \$650+ per vehicle (NADA Financial Profile 2016)**

## New-Car Dealership Advertising Expenditure (Cont.)

Advertising expenditures by medium, 2015



Source: NADA Industry Analysis Division

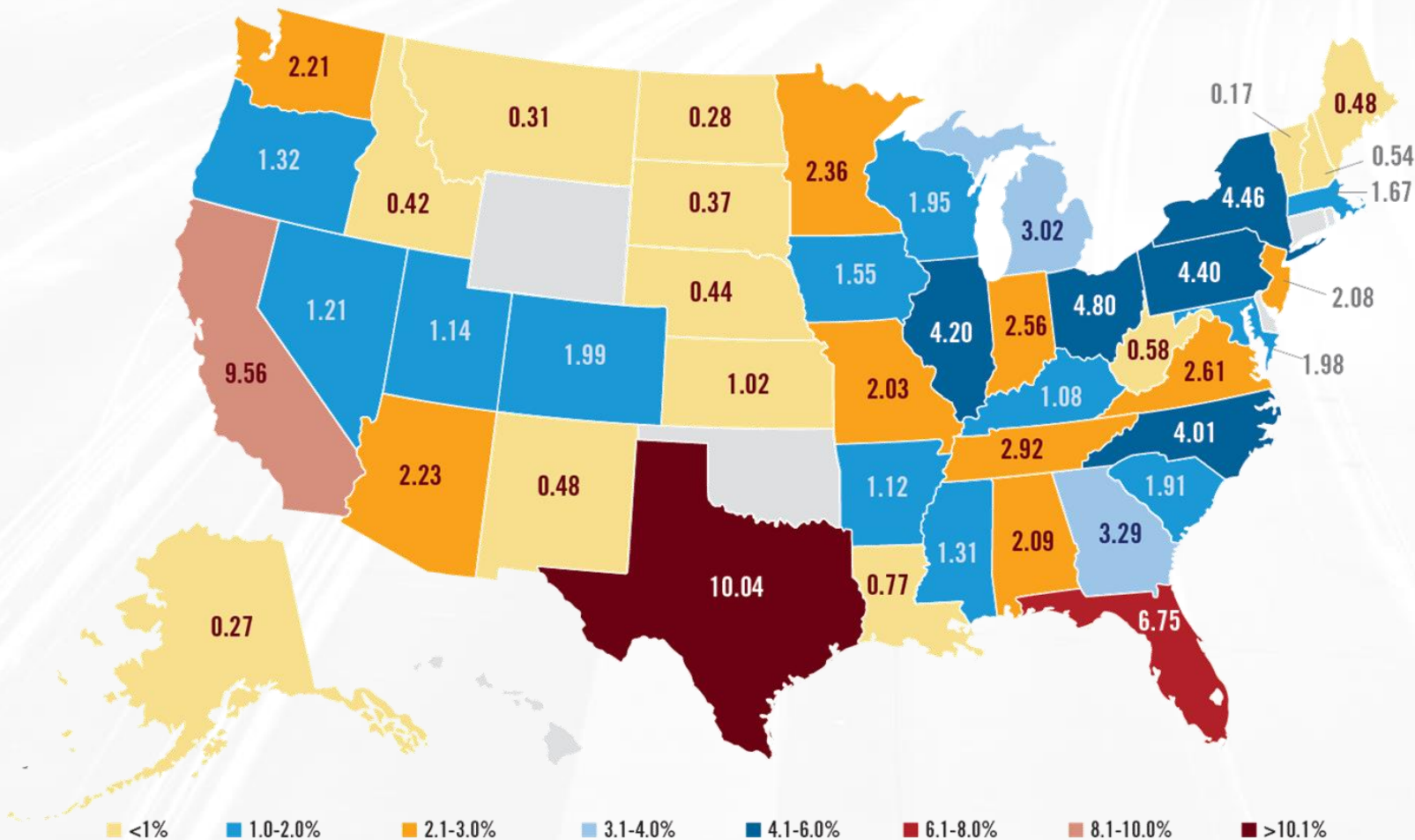
Estimated advertising expenses per dealership, 2015

| By media used                                  | Average of all dealerships |
|--|----------------------------|
| Newspapers                                     | \$72,284                   |
| Radio  | \$83,725                   |
| TV   | \$123,247                  |
| Direct mail                                    | \$50,963                   |
| Internet                                       | \$144,568                  |
| Other  | \$45,243                   |
| <b>Total</b>                                   | <b>\$520,029</b>           |
| <b>Total advertising as a % of total sales</b> | <b>1.00%</b>               |

Source: NADA Industry Analysis Division

**Annual Online Advertisement spend per dealership: \$144,568 at 27.8%**

# New-Car Dealerships: New and Used Vehicle Sales – Customer Sales Distribution

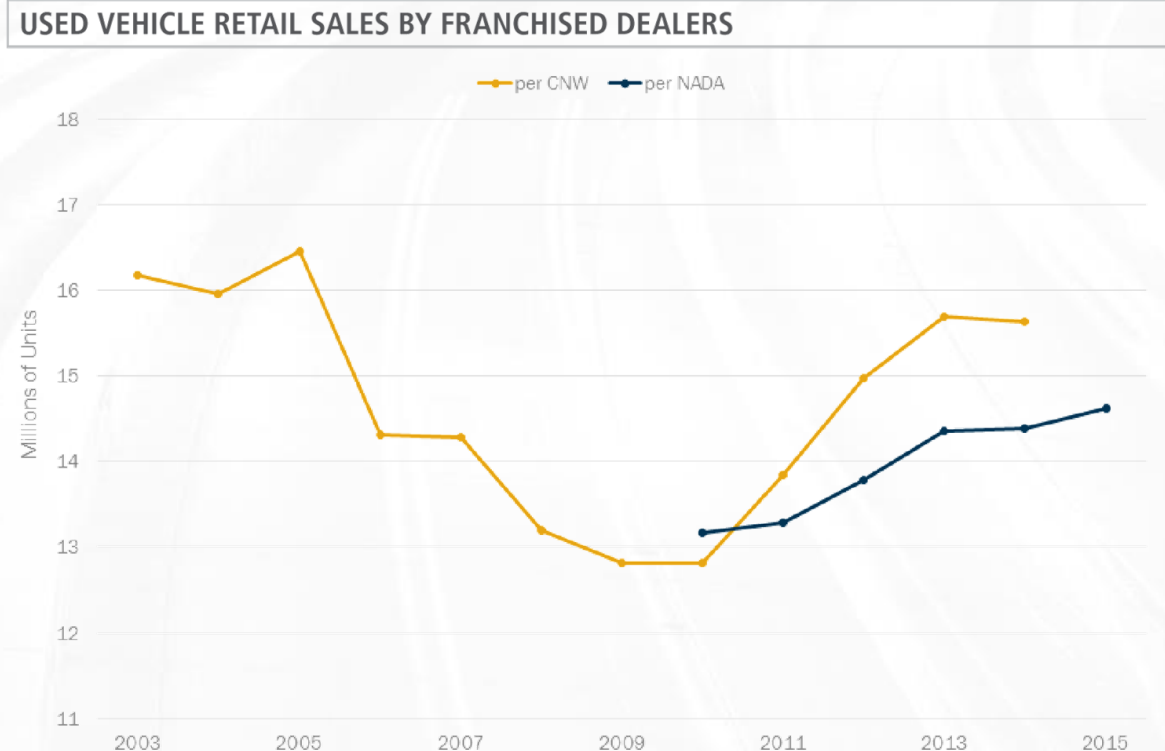




# Industry Overview:

## Used Car Sales Data

- Over 14 million used cars sold in 2015 and volumes will continue to rise in 2016 and 2017.
- 2.55 million Certified Pre-Owned (CPO) vehicle sales in 2015.
- Increase of used car sales in 6 consecutive years.



Note: CNW ceased reporting in 2015. NADA started reporting in 2015 using different methodology.

Source: CNW Marketing Research, NADA

***“Online business is a must to survive in the future.”***

***NIADA President Frank Fuzy is the owner of Century Motors of South Florida, one of the nation's largest online dealerships***

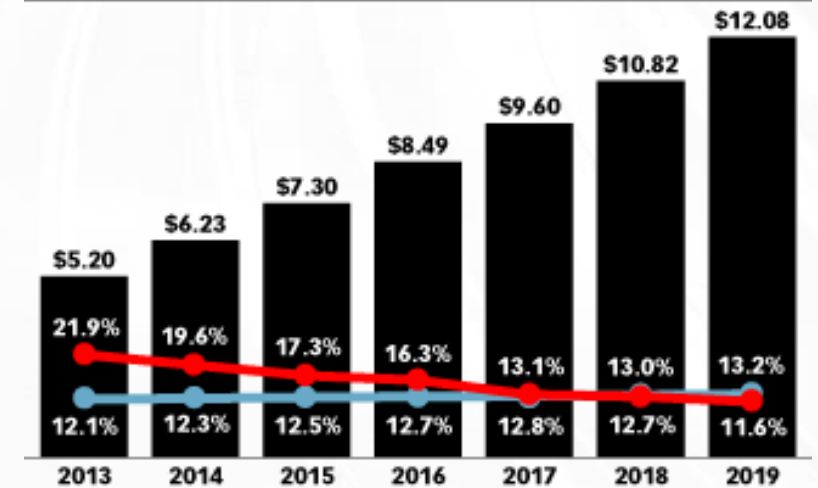


# Online/Mobile Vehicle Advertising Industry

- 2015 US automotive industry spend is \$7.3 billion on digital advertising and will continue to grow digital spend, reaching \$12.08 billion by 2019. <http://www.emarketer.com/Article/US-Auto-Industry-Ahead-of-Pack-Digital-Ad-Spend/1012506#sthash.4J0QuWnh.dpuf>
- US mobile advertising spending in 2016 – \$40 billion  
<http://www.mobyaffiliates.com/blog/mobile-advertising-statistics-roundup-2016/>
- More than 7 in 10 (71%) of consumers are open to using or have already used their mobile devices throughout the research and car buying process. <http://www.automotivedigitalmarketing.com/profiles/blogs/mobile-marketing-ad-spend-gets-over-50-of-digital-budget>

## US Automotive Industry Digital Ad Spending, 2013-2019

billions, % of total digital ad spending and % change



■ Automotive industry digital ad spending  
■ % of total digital ad spending ■ % change

Note: CAGR (2014-2019)=14.2%; includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets, and includes all the various formats of advertising on those platforms  
Source: eMarketer, March 2015

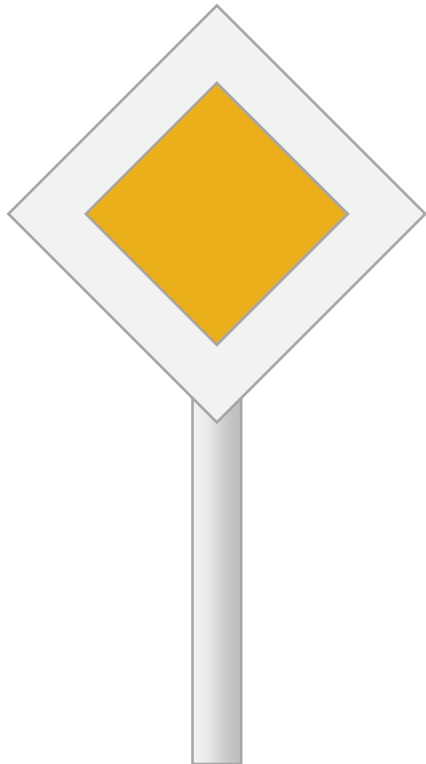
187477

www.eMarketer.com



## Competitive Landscape:

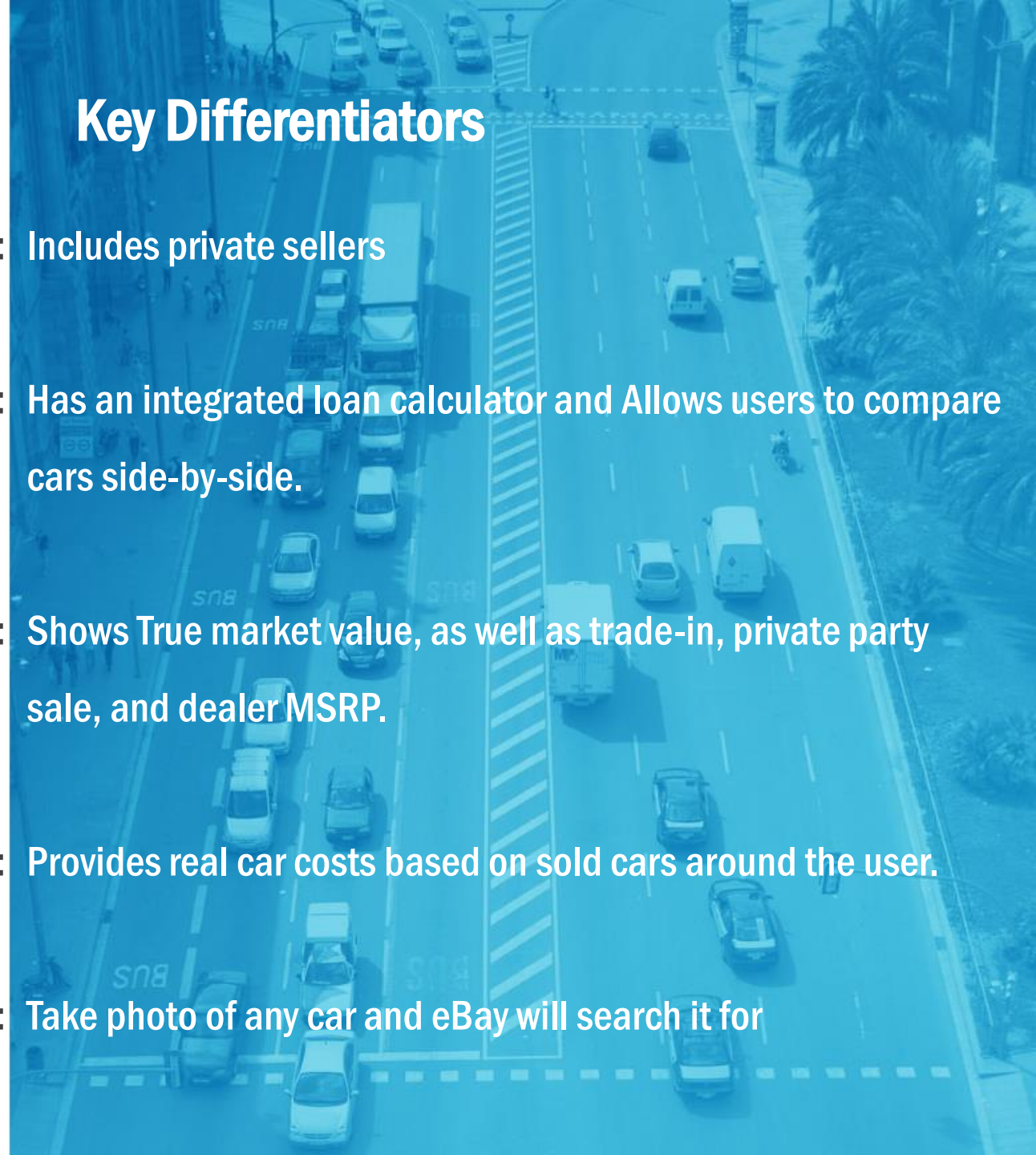
Online Automobile Advertising platforms



## Applications:

- AutoTrader: Includes private sellers
- Cars.com: Has an integrated loan calculator and Allows users to compare cars side-by-side.
- Edmunds: Shows True market value, as well as trade-in, private party sale, and dealer MSRP.
- TrueCar: Provides real car costs based on sold cars around the user.
- eBay Motors: Take photo of any car and eBay will search it for

## Key Differentiators





# Competitive Landscape: Online Advertising Annual Revenue

## **Autotrader.com**

Annual Revenue: \$1.18 Billion *Hoovers.com*

## **TrueCar.com**

Annual Revenue: \$260 Million | Market Value: \$860 million *Hoovers.com*

## **Edmunds.com**

Annual Revenue: \$96 Million *Hoovers.com*

## **Cargurus.com**

Annual Revenue: \$40 Million <http://www.forbes.com/companies/cargurus/>



## Consumer Landscape: Smartphone Shopping

- Mobile digital media time in the US is now significantly higher at 51% compared to desktop (42%)” July 2015.  
<https://www.cmocouncil.org/facts-stats-categories.php?view=all&category=mobile-marketing>
- Nine out of 10 (92%) of U.S. consumers have mobile devices and these devices will play a huge role in retail in 2016. <http://www.inc.com/peter-roesler/16-stats-about-mobile-marketing-to-boost-your-business-in-2016.html>
- 89% of millennials use smartphones to connect to the internet. <https://www.entrepreneur.com/article/253582>
- Mobile commerce is the next horizon and we are more likely to be swiping our screens, rather than staring into them. <http://www.telegraph.co.uk/technology/news/11687149/Fashion-apps-continue-the-trend-for-mobile-swiping.html>

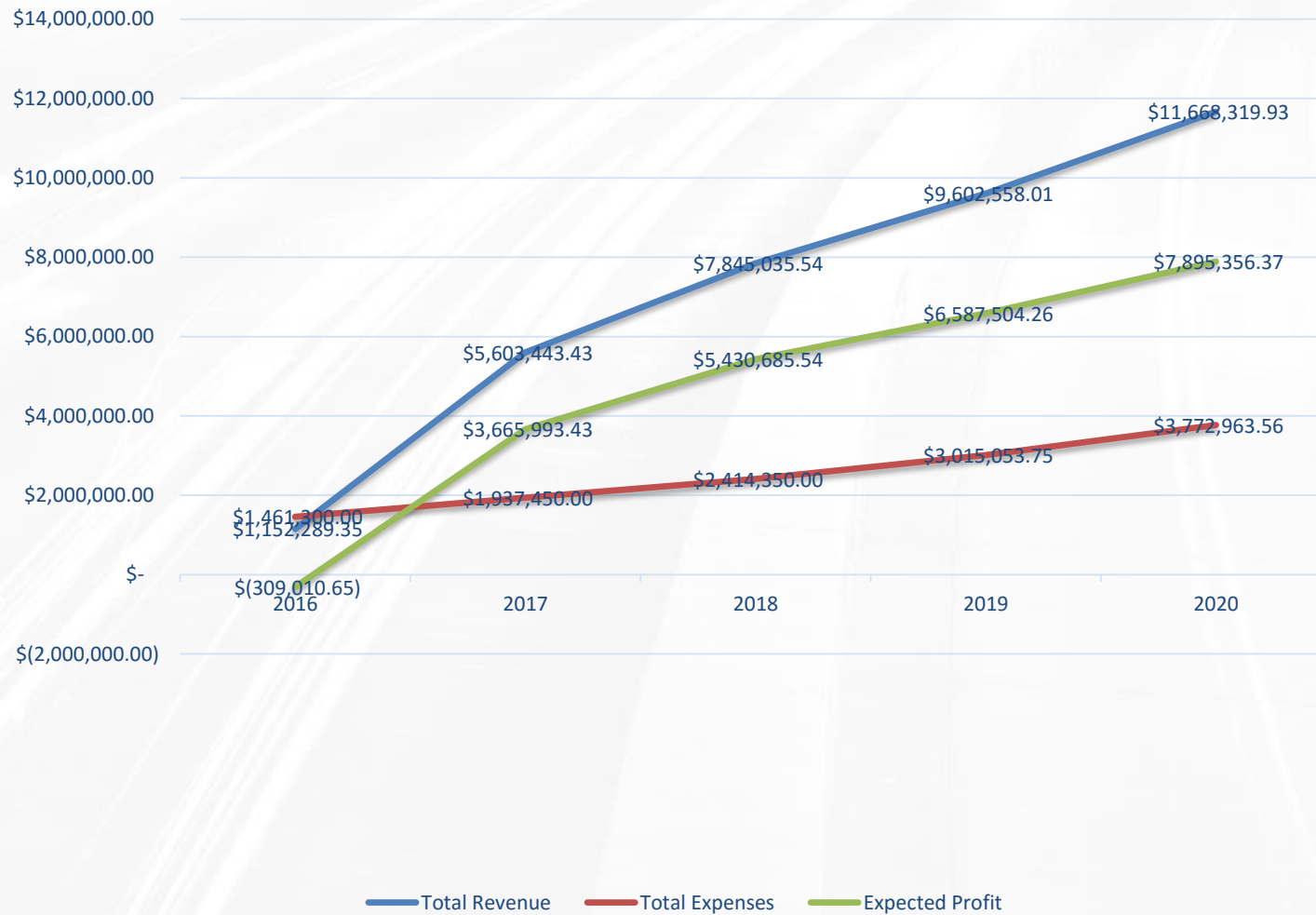


# CarSwipe Revenue Model

|  | Year 1          | Year 2          | Year 3           | Year 4           | Year 5           | Total            |
|--|-----------------|-----------------|------------------|------------------|------------------|------------------|
| Active Users thousand                            | 12.842          | 49.000          | 60.000           | 74.000           | 91.000           |                  |
| User-Requests Percentage                         | 30.00%          | 35.00%          | 35.00%           | 35.00%           | 35.00%           |                  |
| Lead Sales                                       |                 |                 |                  |                  |                  |                  |
| Average number of leads per user                 | 2               | 2               | 2                | 2                | 2                |                  |
| Price for lead                                   | \$ 10.00        | \$ 10.00        | \$ 10.00         | \$ 10.00         | \$ 10.00         |                  |
| Total Expected Revenue – Leads Only              | \$ 883,400.00   | \$ 4,116,000.00 | \$ 5,040,000.00  | \$ 6,216,000.00  | \$ 7,644,000.00  | \$ 23,899,400.00 |
| Subscription Sales                               |                 |                 |                  |                  |                  |                  |
| Vehicles per dealership                          | 190             | 190             | 190              | 190              | 190              |                  |
| Number of dealerships                            | 29              | 124             | 143              | 165              | 189              |                  |
| Inventory / subscription based billing           | \$ 28.00        | \$ 35.00        | \$ 35.00         | \$ 35.00         | \$ 35.00         |                  |
| Total Expected Revenue – Subscriptions Only      | \$ 1,867,039.44 | \$ 7,929,957.51 | \$ 11,415,080.77 | \$ 13,127,342.88 | \$ 15,096,444.32 | \$ 49,435,864.93 |
| Revenue  |                 |                 |                  |                  |                  |                  |
| % of Leads in Revenue                            | 82.92%          | 61.00%          | 56.00%           | 51.00%           | 46.00%           |                  |
| % in subscription / inventory pricing model      | 17.08%          | 39.00%          | 44.00%           | 49.00%           | 54.00%           |                  |
| Total Expected Revenue – Leads Only              | \$ 642,175.00   | \$ 2,510,760.00 | \$ 2,822,400.00  | \$ 3,170,160.00  | \$ 3,516,240.00  |                  |
| Total Expected Revenue – Subscriptions Only      | \$ 510,114.35   | \$ 3,092,683.43 | \$ 5,022,635.54  | \$ 6,432,398.01  | \$ 8,152,079.93  |                  |
| Total Revenue                                    | \$ 1,152,289.35 | \$ 5,603,443.43 | \$ 7,845,035.54  | \$ 9,602,558.01  | \$ 11,668,319.93 | \$ 35,871,646.27 |
| Expenses   |                 |                 |                  |                  |                  |                  |
| Advertising Expenses                             | \$ 670,000.00   | \$ 1,005,000.00 | \$ 1,507,500.00  | \$ 2,261,250.00  | \$ 3,391,875.00  | \$ 8,835,625.00  |
| Payroll - (Core Team x 3, Sales x 5, Dev x 1)    | \$ 630,000.00   | \$ 945,000.00   | \$ 1,417,500.00  | \$ 2,126,250.00  | \$ 2,126,250.00  | \$ 7,245,000.00  |
| Legal, Professional Services, Misc.              | \$ 60,000.00    | \$ 60,000.00    | \$ 60,000.00     | \$ 60,000.00     | \$ 60,000.00     | \$ 300,000.00    |
| Server Hosting & Utilities                       | \$ 27,300.00    | \$ 40,950.00    | \$ 61,425.00     | \$ 92,137.50     | \$ 138,206.25    | \$ 360,018.75    |
| Hardware/PC, Phones, License, Office Space, etc. | \$ 74,000.00    | \$ 54,000.00    | \$ 64,800.00     | \$ 77,760.00     | \$ 93,312.00     | \$ 363,872.00    |
| Total Expenses                                   | \$ 1,461,300.00 | \$ 2,104,950.00 | \$ 3,111,225.00  | \$ 4,617,397.50  | \$ 5,809,643.25  | \$ 17,104,515.75 |
| Profit   |                 |                 |                  |                  |                  |                  |
| Expected Profit                                  | \$ (309,010.65) | \$ 3,498,493.43 | \$ 4,733,810.54  | \$ 4,985,160.51  | \$ 5,858,676.68  | \$ 18,767,130.52 |
| Accumulative Expected Profit                     | \$ (309,010.65) | \$ 3,189,482.78 | \$ 7,923,293.32  | \$ 12,908,453.84 | \$ 18,767,130.52 |                  |



# CarSwipe Revenue Forecast





# The CarSwipe

## Leadership team:

Industry Leading Team with Expertise in Technology, mobility, Business Strategy, and the Automotive Industry.



### **Sean Aviv - Chief Executive Officer**

Bachelors of Computer Science, MBA, and Current PhD Candidate in Information Systems. Technology leader and Manager for over 20 years. Leading overall technology and business roadmap for CarSwipe.



### **Abraham Aviv – President**

Bachelors and Masters in Business Administration. 40 Year Entrepreneur in the Home Development Space, Prior Dealership Owner, and Founder of CarSwipe.com.



### **Dmitry - Chief Technology Officer**

Master of Science in Business Intelligence and Analytics. Developer of the CarSwipe backend system and technology leader at CarSwipe.



### **Shiri Aviv – Chief Marketing Officer**

Bachelors in Psychology and vast online marketing experience. Manages the CarSwipe Social Media and online marketing initiatives. Proven success on personal music outlet Veorra with over 3 million views and 56,000 subscribers on YouTube, over 17,900 followers on FaceBook, 4,100 followers on Twitter, and over 29,900 on SoundCloud.





## **Investment Opportunity Details:**

CarSwipe Valuation: \$10 Million

Investment Requested: \$1.5 Million

Equity Stake Offered: 15%

## **Key Spend Areas / Aggressive Market Attack Plan:**

- Strong Advertisement Campaign (Online Marketing, Social Media, Local Marketing)
- Hire a Sales Team to attack the market (dealership Contracts)
- Maintain resilient Server / Hosting infrastructure
- Grow Application Inventory/Vehicles with 3<sup>rd</sup> party partnerships while we close direct dealership contracts (Optimize user value and maintain user satisfaction)
- Key Contributor Salaries – Full time CEO, CTO, CMO (Phase 1 – Minimal salaries while we grow the business)



Contact Us:

Phone: (805) 253-7560

Email: [contact@carswipe.com](mailto:contact@carswipe.com)

Web: [www.carswipe.com](http://www.carswipe.com)



Download on the  
Apple Store



Google Play  
Coming Soon...





*carswipe* 

# Thank you!

**Find your Next Car in a Swipe!**