



TRUSTY WRENCH

Trust your mechanic again.

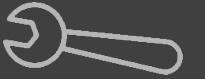
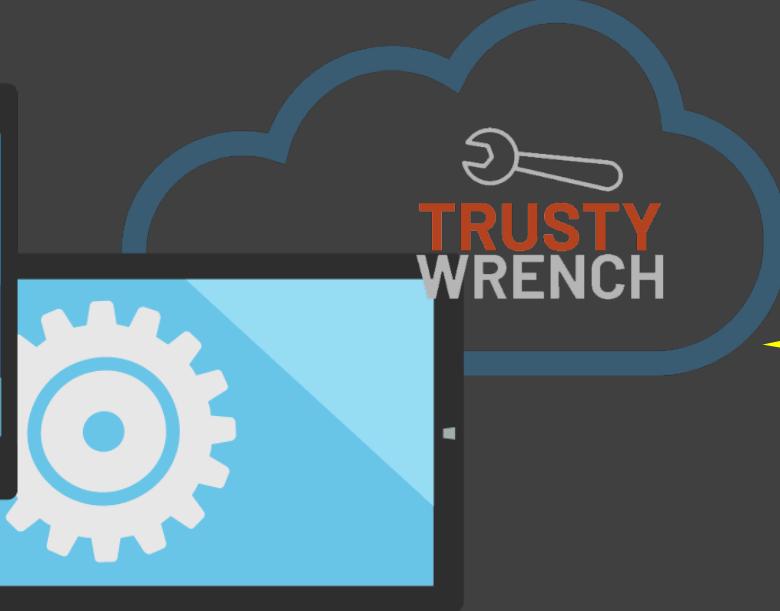
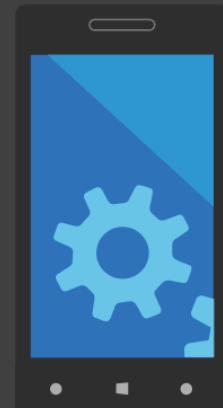
Ryan, Pierre, Luke, Deitter, Adam

Number of interviews: 21

Number of interviews to date: 58

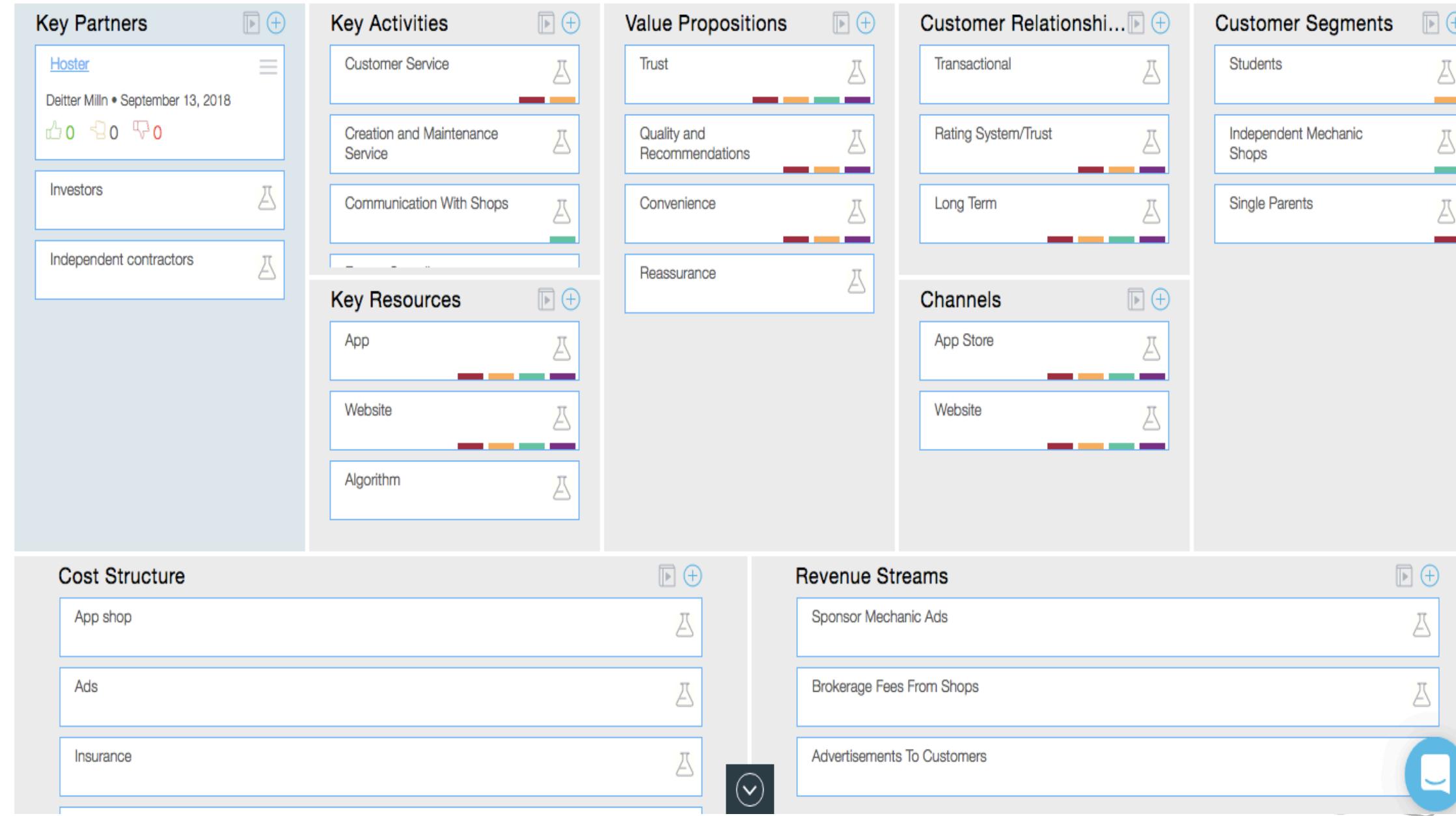


Business Concept



**TRUSTY
WRENCH**

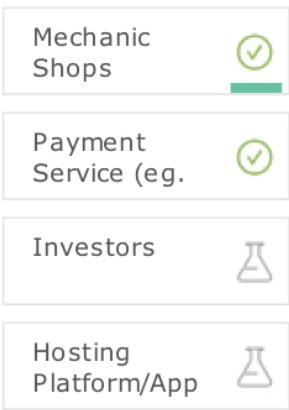
Business Model Canvas



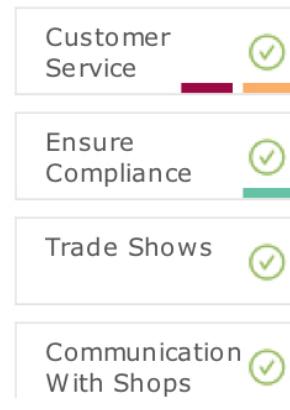
The Current

Business Model Canvas

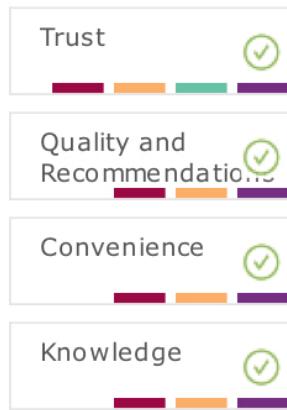
Key Partners



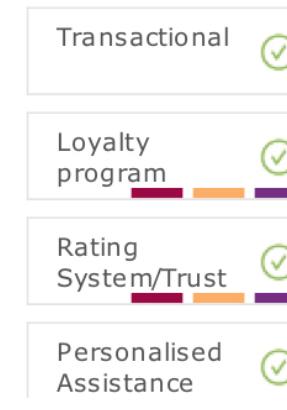
Key Activities



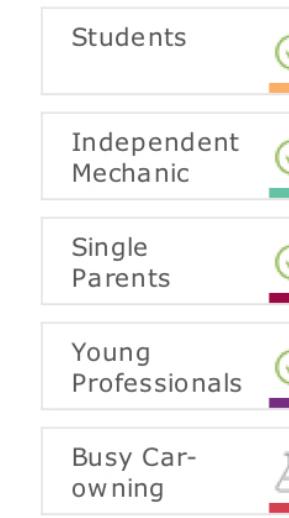
Value Proposition



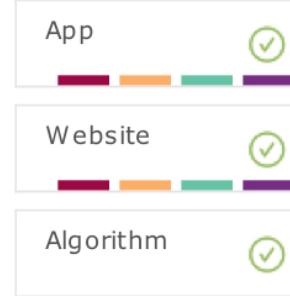
Customer Rela



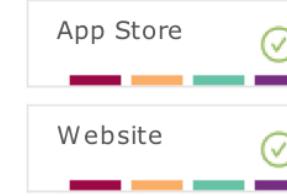
Customer Segr



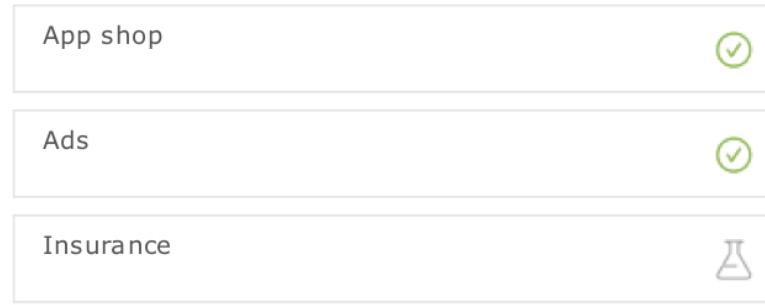
Key Resources



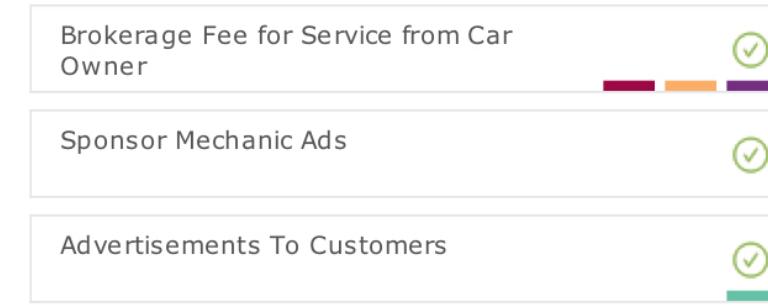
Channels



Cost Structure



Revenue Streams



Customer Segment 1 | Original Single Parent



- Location: Edmonton Area
- Age: 30
- # of kids: 2
 - Ages 4 & 6
- Home Status: Townhouse (2-3 bedrooms)
- Education: High school diploma + 2yr college diploma
- Transportation: 2013 Honda Civic
- Occupation: Receptionist
- Expendable Income: Minimal
- Expenses: Car payments, Mortgage, Grocery, Kid's activities
- Hardworking – Very busy!
- Comfortable with Technology
- Makes Value-based purchases
- Values: Routine, Safety, Kids, Independence, Reliability
- Fears: disruption of routine and kids activities, lack of independence
- Major pain point: unexpected expenses



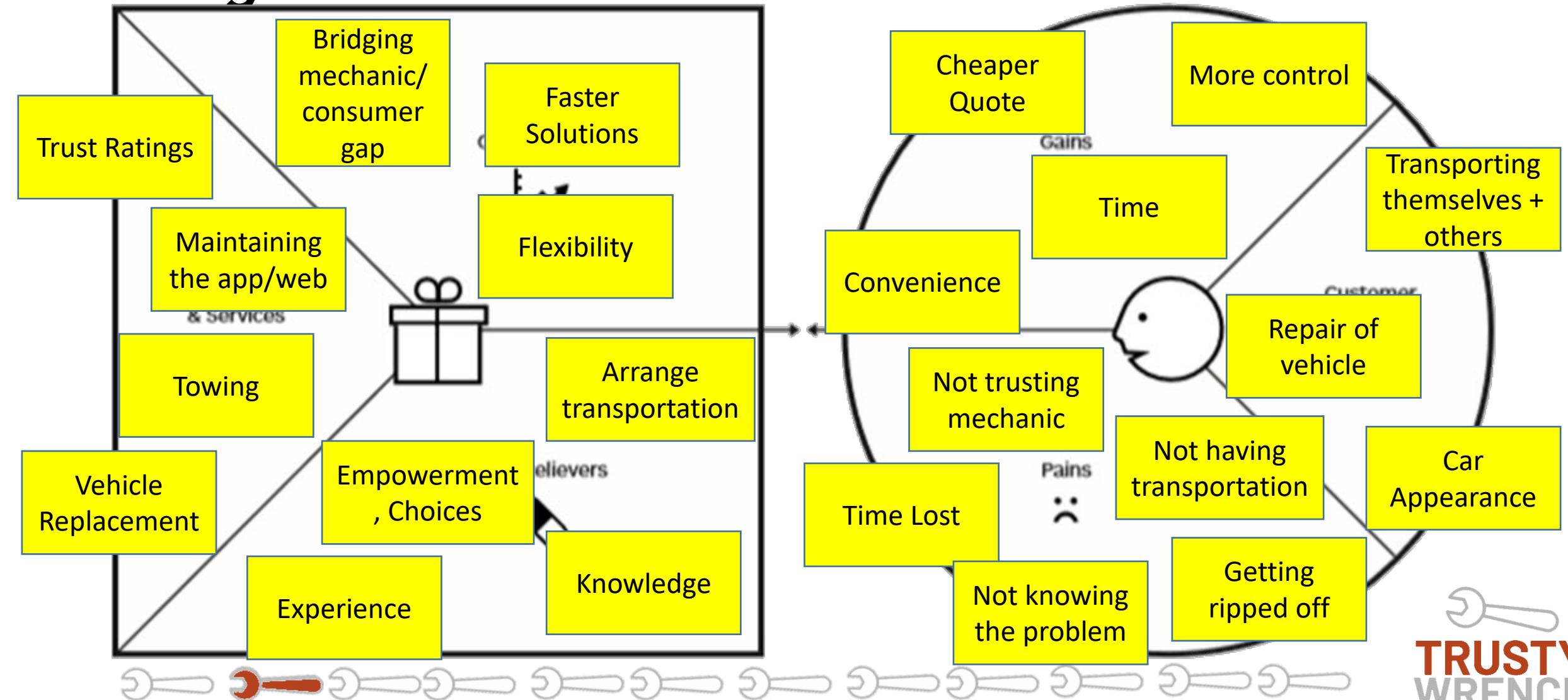
Customer Segment 1 | Current Busy Edmontonian



- Location: Edmonton Area
- Age Range: 20–50
- Includes: Single Parents, Students, & Professionals
- Excess Income: Limited
- Very busy
- Makes **VALUE-BASED** purchases
- Values: Time, Convenience, Trust
- Fears: Disruptions
- Major pain point: Unexpected expenses

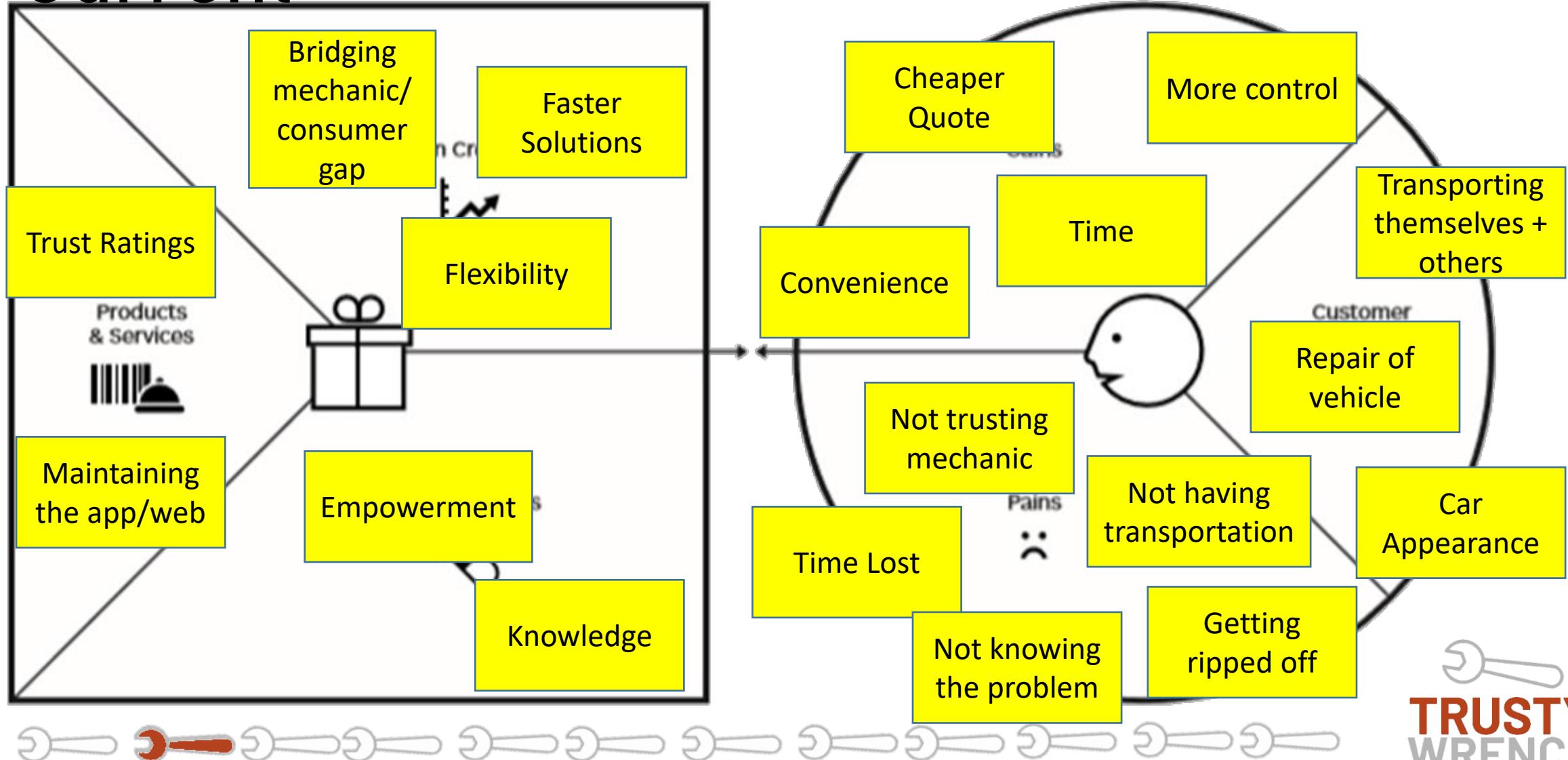


Busy Edmontonian Value Proposition Original



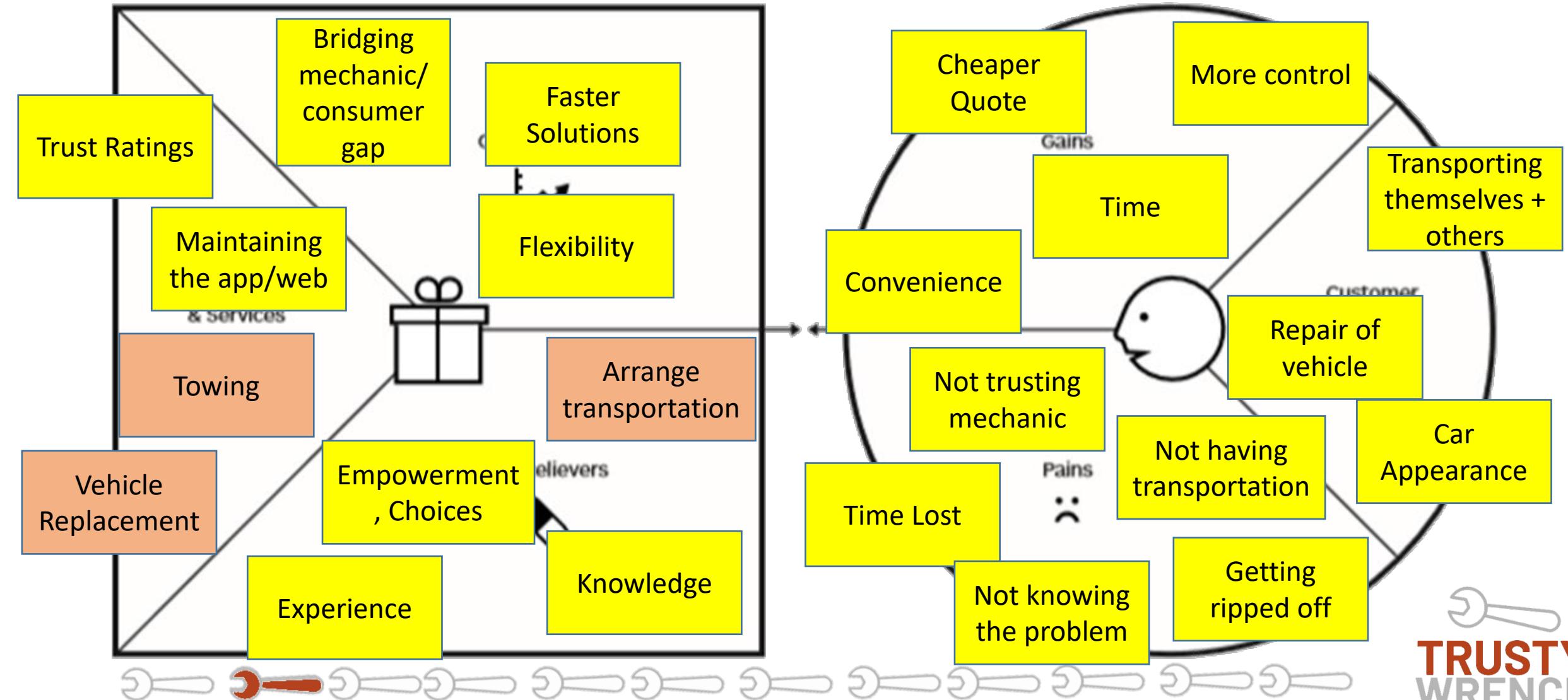
Busy Edmontonian Value Proposition

Current



Busy Edmontonian Value Proposition

The Evolution



Customer Segment 2 | Original Independent Mechanic

- Location: Edmonton Area
- Excess Income: Medium (depending on success)
- Business Expenses: Employees, Marketing, Rent, Tools/Parts, Training, Fees/Taxes
- Not necessarily a businessperson
- Extremely busy, focused, career-minded
- Values: Reliability, Loyalty, Consistency
- Fears: Loss of customers, damage to reputation
- Major pain point: Lack of Customers



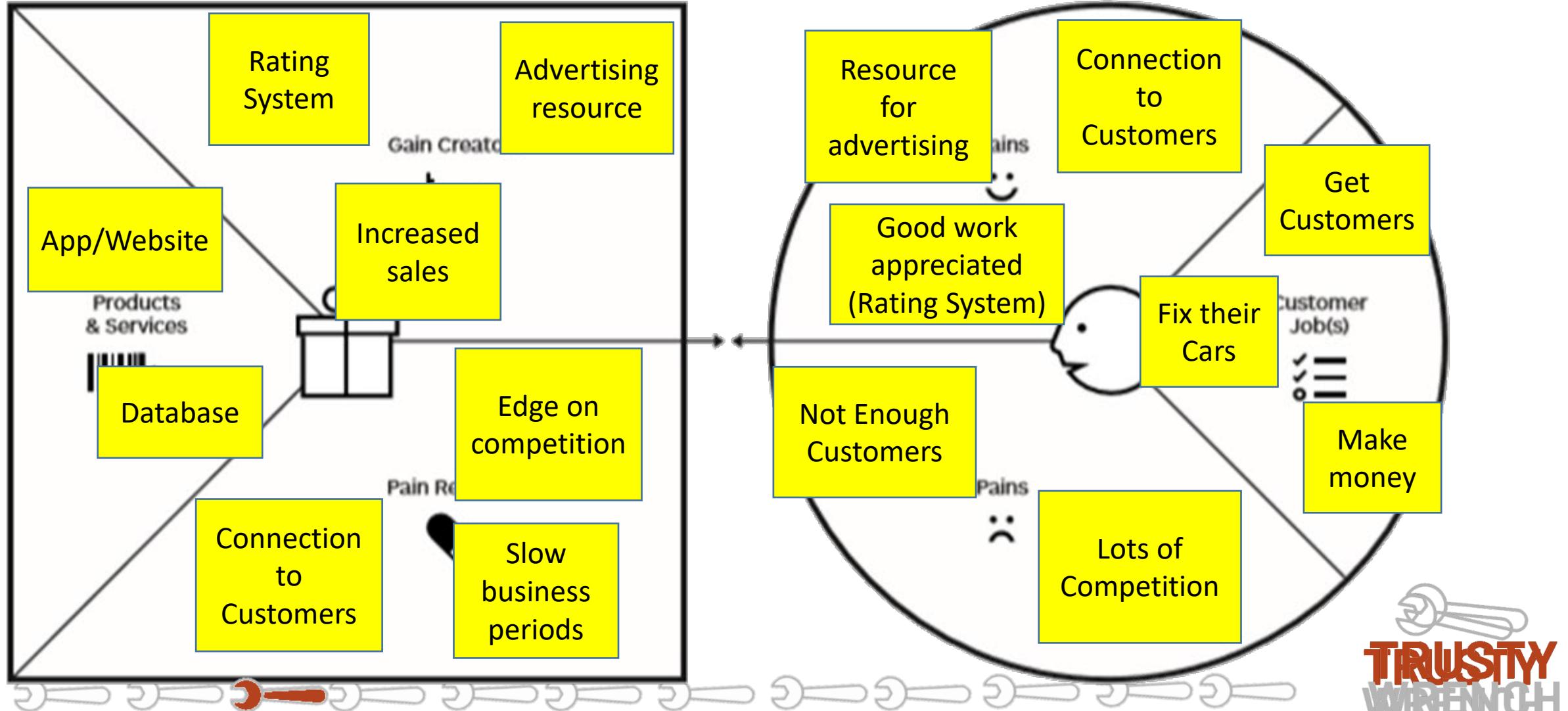
Customer Segment 2 | Current Mechanic Shop Owner



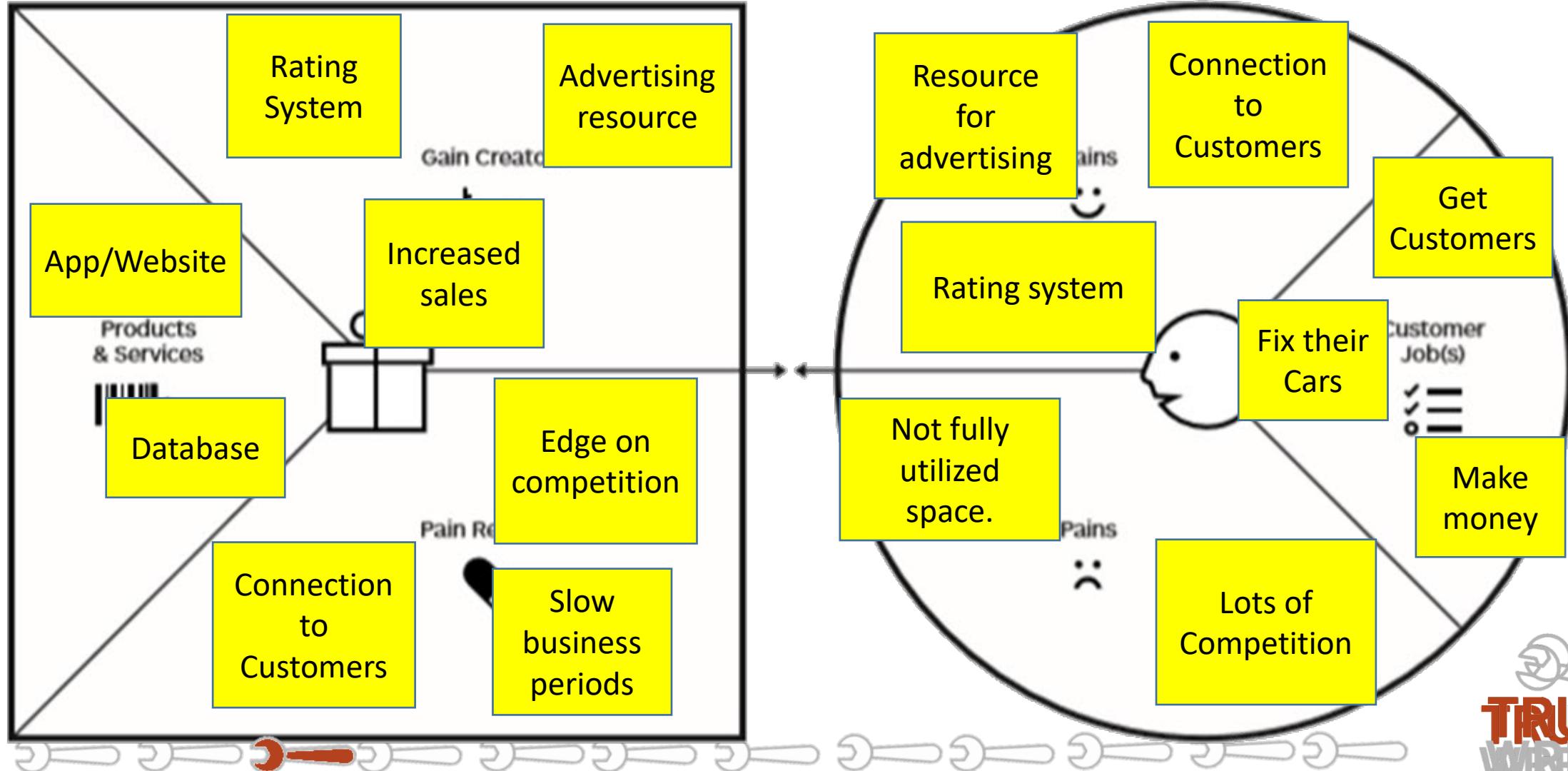
- Location: Edmonton Area
- Not necessarily a businessperson
- Extremely busy, focused, career-minded
- Values: Reliability, Loyalty, Consistency
- Fears: Loss of customers, damage to reputation
- Major pain point: Not utilizing all space



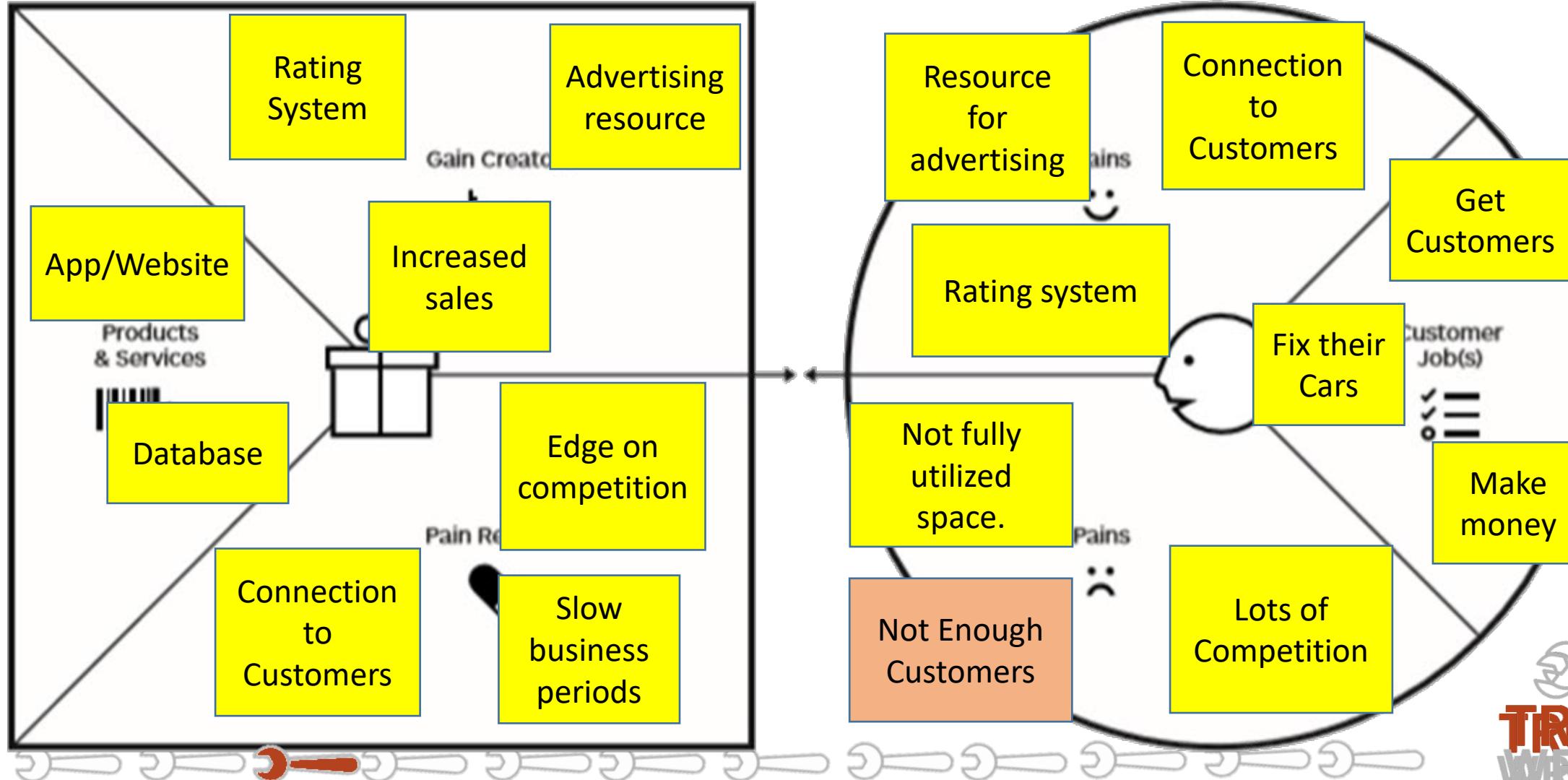
Mechanic Shop Owner Value Proposition Original



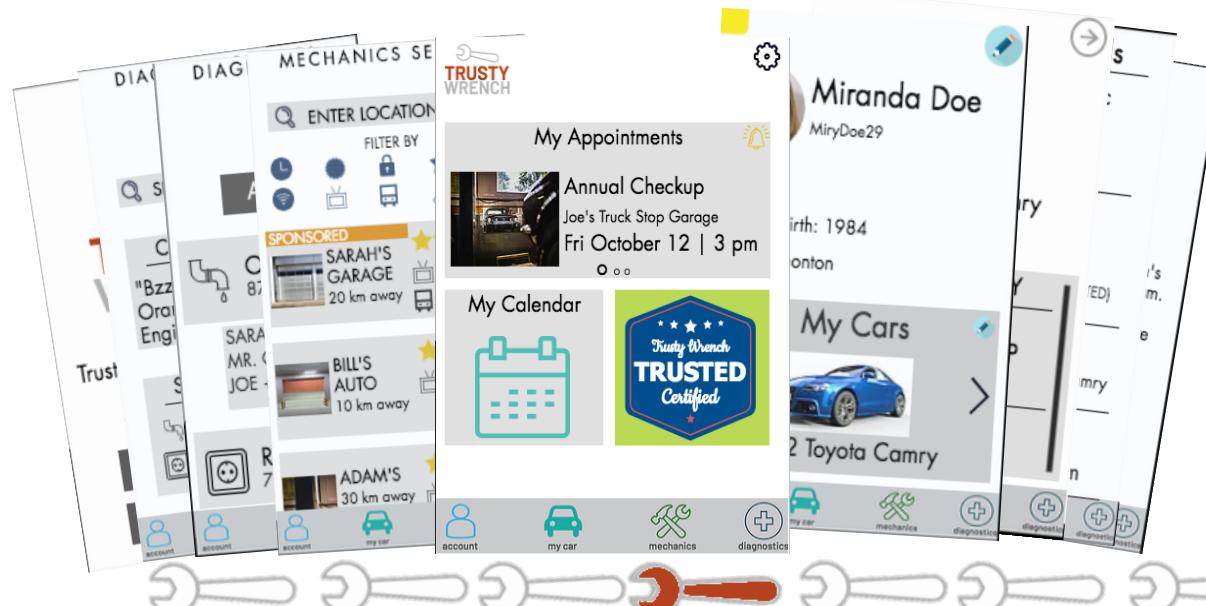
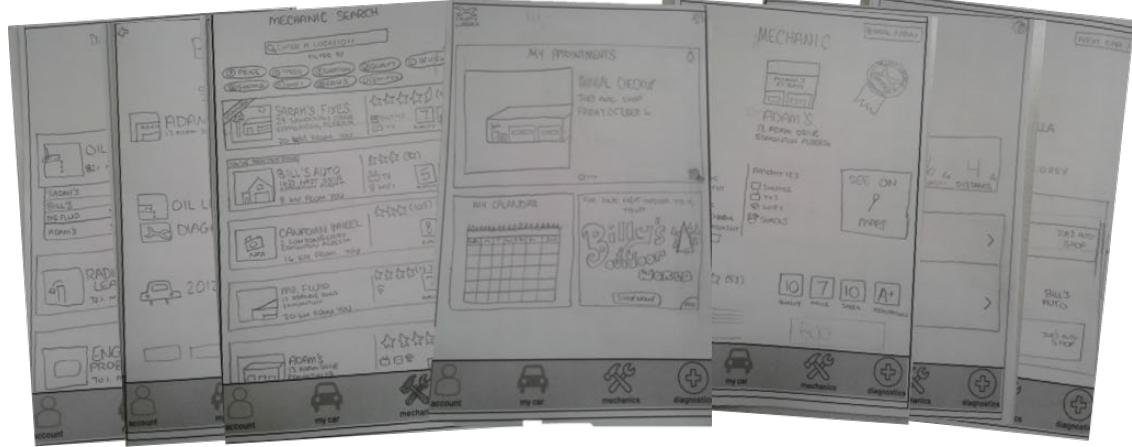
Mechanic Shop Owner Value Proposition Current



Mechanic Shop Owner Value Proposition The Evolution



The Original Minimum Viable Products



Search according to your needs.



Ratings & Reviews



Speed



Trustworthiness



Quality



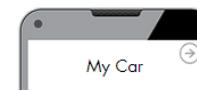
Location & Distance



And More

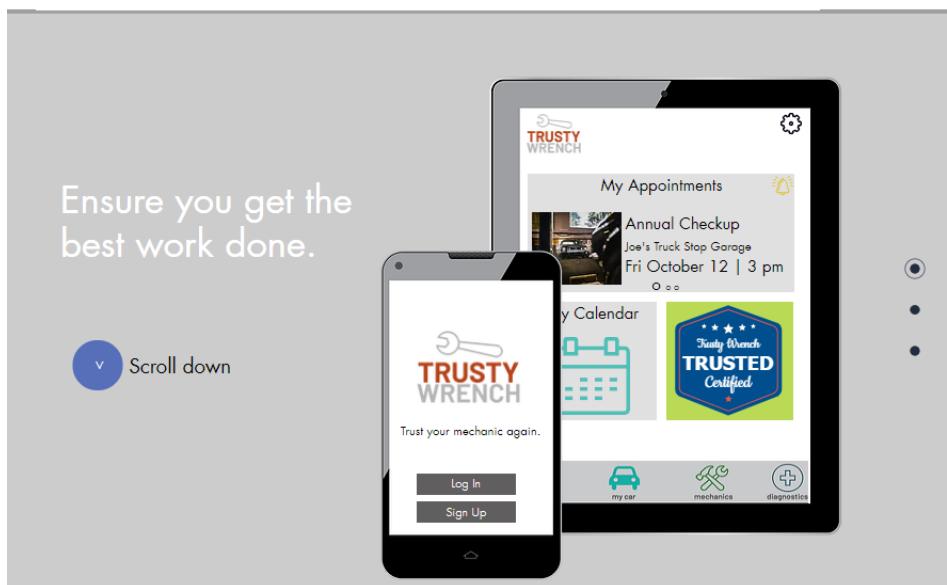


Record your vehicle's
history, service



Trust your mechanic again.

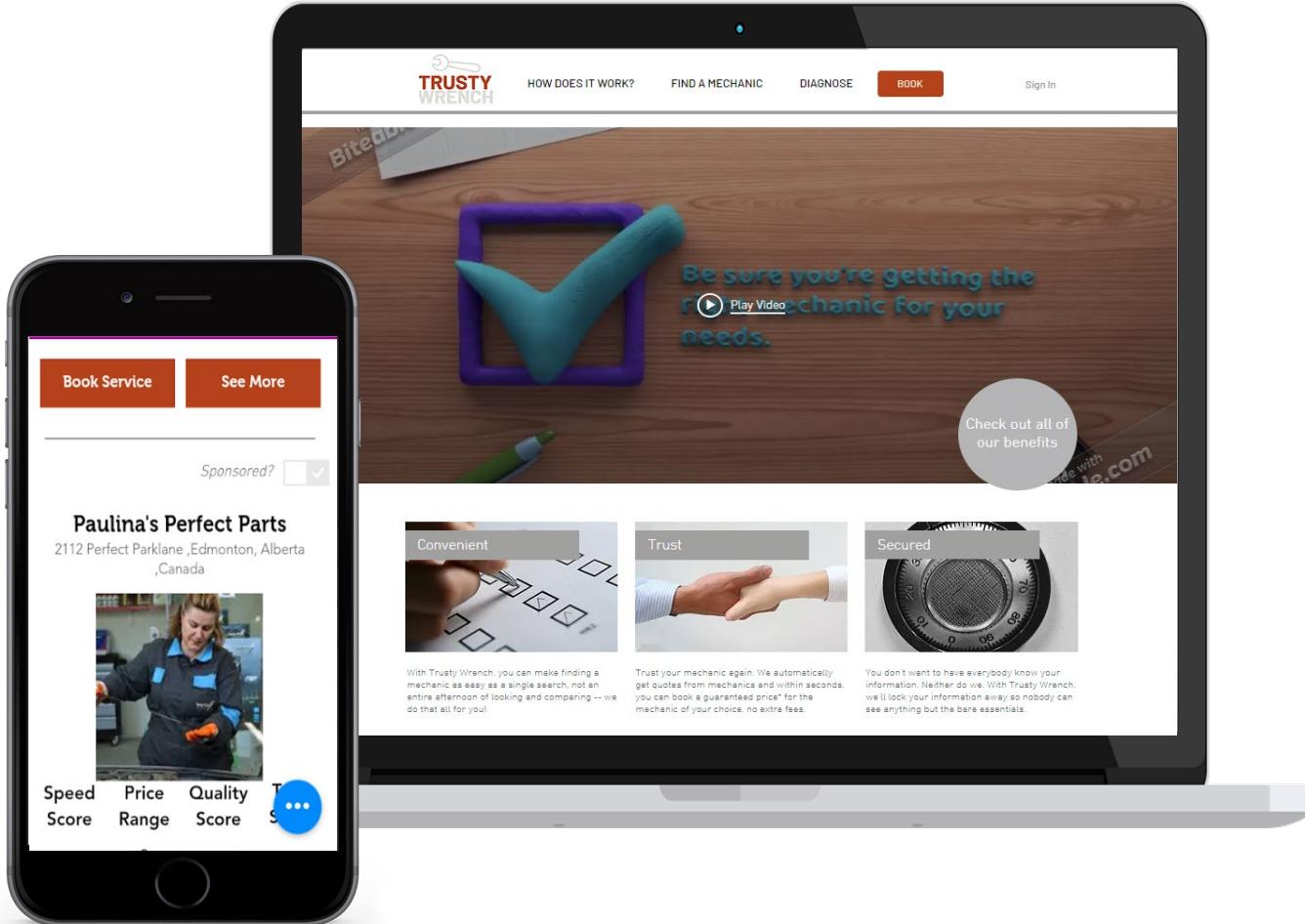
and upgrades.
It'll automatically create a
list to see at a glance
what mechanic shop
you did, and know
control.



Ensure you get the
best work done.



Our Current Minimum Viable Product



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Our Current Minimum Viable Product

Mechanics Near You

Shop Name	Rating	Address	Services Offered
Gary's Gregarious Garage	5	19 GREGARIOUS LANE ALBERTA CANADA	Oil Change, Tire Change, Brake Pads, Body Work, Other Services
Paulina's Perfect Parts	2	2112 Perfect Parklane, Edmonton, Alberta, Canada	Oil Change, Tire Change, Brake Pads, Body Work, Other Services
Adam's Automotive Auditorium	4	13 Adam Ave, Edmonton, Alberta, Canada	Oil Change, Tire Change, Brake Pads, Body Work, Other Services

Gary's Gregarious Garage

19 GREGARIOUS LANE
ALBERTA | CANADA

★★★★★

SERVICES

- INSPECTIONS
- DIAGNOSTICS
- BRAKE CHANGE
- BRAKE PADS
- BODY WORK
- PAINT WORK
- TRUE
- FILTER CHANGE
- ALIGNMENT
- TIRE CHANGE
- TIRE STORAGE
- ENGINE WORK
- BATTERY WORK
- TRANSMISSION

AVERAGE PRICES*

INSPECTIONS	BASIC SERVICES	REPAIR JOBS	OTHER SERVICES
\$	\$	\$	\$

RATINGS

PRICE QUALITY SPEED TRUST

Become A Partner

Shop's Name:
 Owner's Name:
 Today's Date:

Shop Details

Street Address:
 City:
 Province:
 Country:
 Phone Number:
 Email Address:
 Website:

Services Offered

General Inspections:
 Diagnoses:
 Oil Change:
 Brake Replacement:
 New Brake Pads:
 Filter Replacement:
 Tire Alignment:
 Tire Change:
 Tire Storage:
 Bodywork:
 Engine Work:
 Battery Work:
 Transmission Repair:
 Paint Work:
 Other:

Shop Hours

Day	Open to Close (e.g. 0800-2100)
Monday	Open to Close (e.g. 0800-2100)
Tuesday	Open to Close (e.g. 0800-2100)
Wednesday	Open to Close (e.g. 0800-2100)
Thursday	Open to Close (e.g. 0800-2100)
Friday	Open to Close (e.g. 0800-2100)
Saturday	Open to Close (e.g. 0800-2100)
Sunday	Open to Close (e.g. 0800-2100)

File A Care Ticket

We're sorry that you encountered an issue! We encourage you to talk to the mechanic you dealt with. If you've done so, or you don't believe that it would be useful, file a care ticket below and we'll investigate.

Dispute Number:
 Invoice ID:
 Type of Issue:

Your Name:
 Your Email:
 Car At Issue:

Explain Issue:

Day Issue Noticed:
 Day Claim Filed:



Our Current

Minimum Viable Product 2



Competitors

Direct

Indirect



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Market Size Car Owners

TAM: 3.4 million cars registered in Alberta

SAM: 700,000 cars registered in Edmonton,

- 82% is 574,000 cars

Target Market Year 1: 287,000
(50% of SAM)

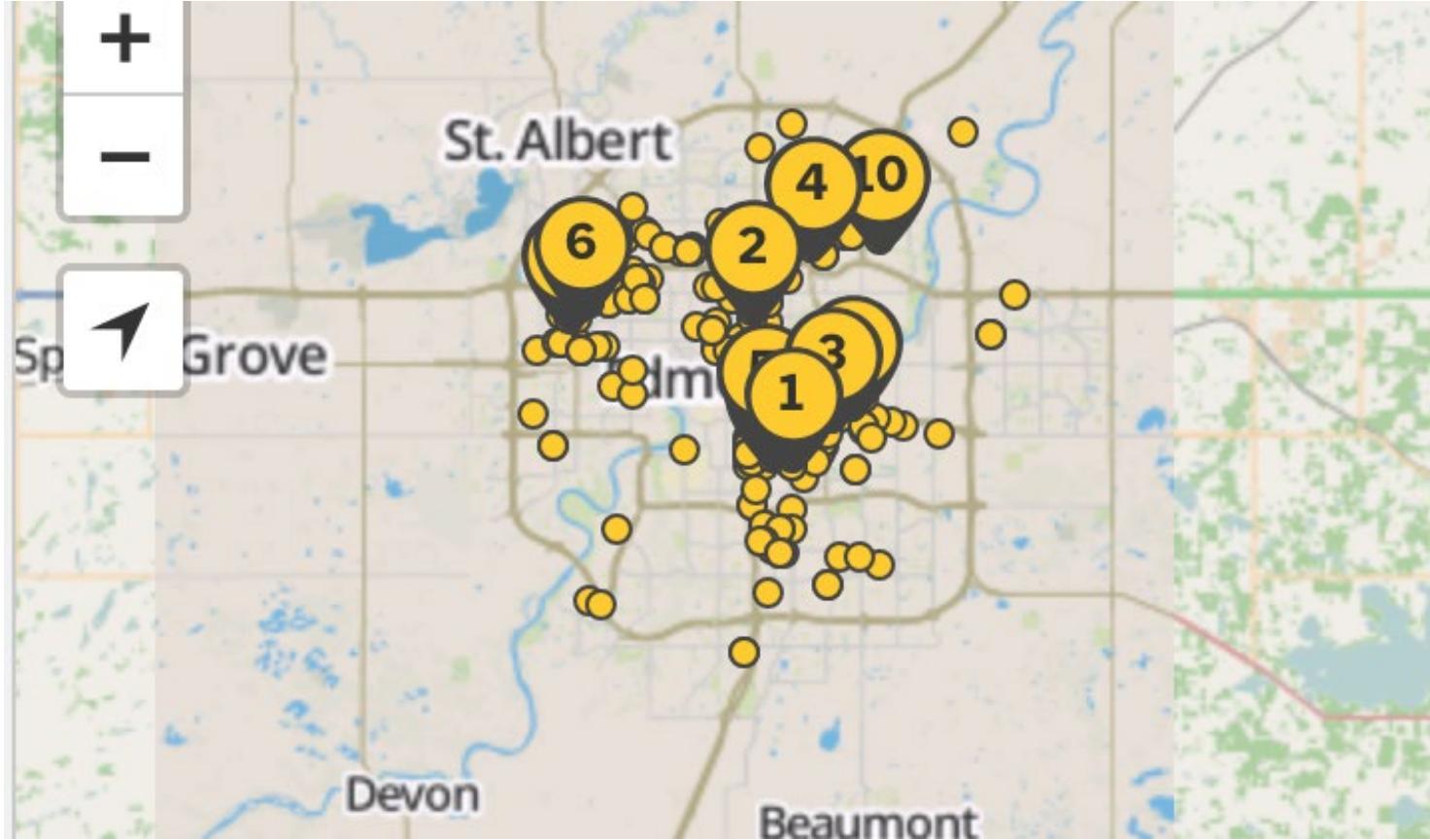
Target Market Year 2: 344,400
(20% increase)

Target Market Year 3: 574,000
(40% increase, up to SAM)

- 22 million cars in Canada in 2017
- 2 million new cars sold in Canada 2017
- At any time, 4 million under warranty
 - 18% of cars



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Market Size Mechanic Shops

TAM: 636 shops
(Independent and Chain,
Edmonton
Area)(YellowPages)

SAM: Of 437 in Edmonton,
150 are Independent

Target Market Year 1: 15 (10%
of SAM)

Target Market Year 2: 45 (3x
increase)

Target Market Year 3: 90 (2x
increase)



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Customer Relationships

Busy Edmontonian

Get

- Online ads
- Word of mouth

Grow

- Loyalty Program
- Premium Service

Keep

- Customer Care
- Keeps track of vehicle repair history



Customer Relationships

Mechanic Shop Owners

Get

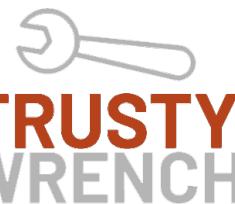
- Sales force
- Other mechanics sharing TW

Grow

- Premium Services
- Promoted Mechanic

Keep

- Analytics
- Only pay if you get results
- Customer Care



Marketing Channels

Busy Edmontonian



Google Ads
Ads on common search terms on Google.

Free Search Result
~\$2.46 click/~\$0.10 view



Facebook Ads
Ads in micro targeted Facebook user's feeds

~\$7.99 for 30,000 views



Word of Mouth
Customers sharing their experiences

Free



Map Ads
Appears at top of "mechanic" Map searches

~\$2.46 click (US)
~\$0.10 view (US)



Marketing Channels

Mechanic Shop Owner



Google Ads
Ads on common search terms on Google.

Free Search Result
~\$2.46 click/~\$0.10 view



Sales Force
Sales force that goes out to mechanics and talks to them.

Base salary + commission



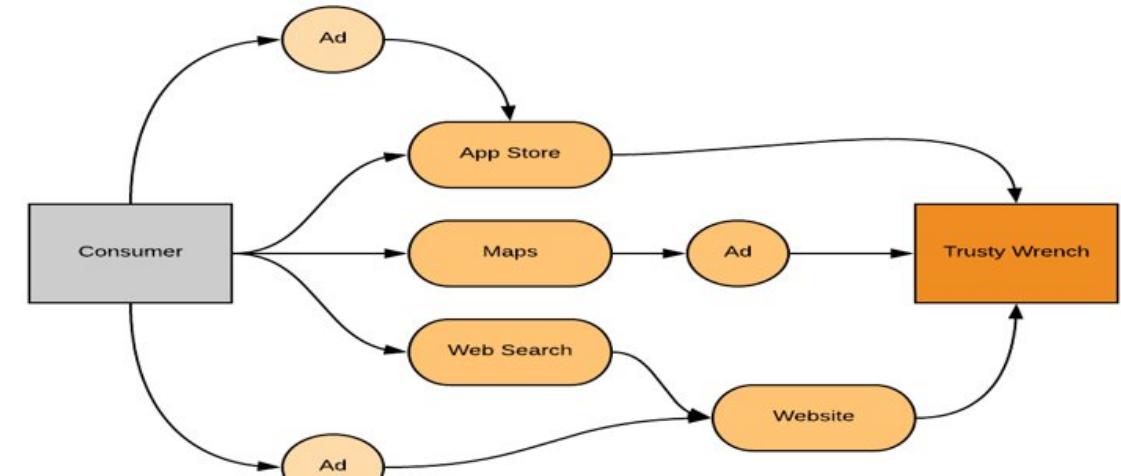
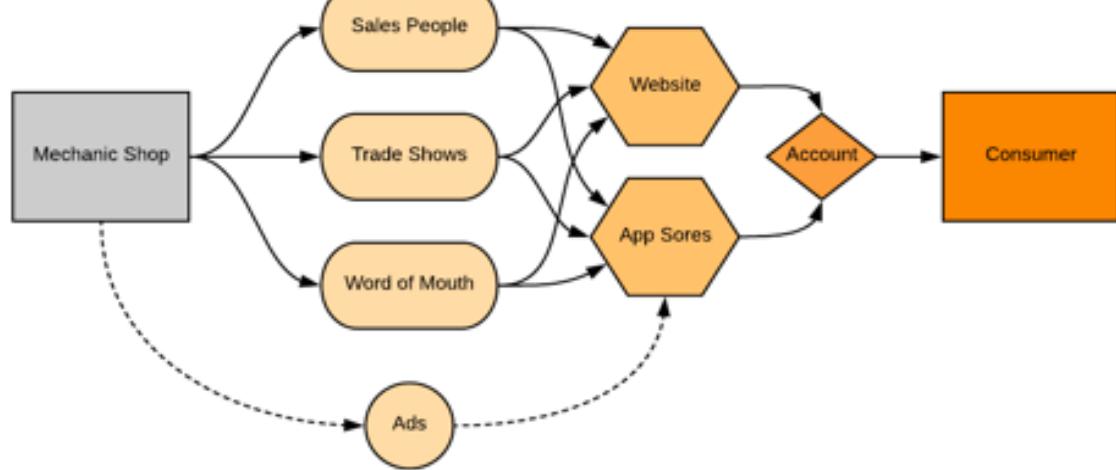
Word of Mouth
Mechanics tell other mechanics

Free



Customer Segment 1 & 2

Distribution Channels



Revenue Streams



Commission from Mechanics
2-5% commission on purchases,
with a \$10 cap per purchase.
Phased in slowly.



Commission From Customer
10% commission, baked into the
price, with a cap, per purchase.
Phased in.



Auxiliary Services

- Promoted ads for certified mechanics
- Trusty Wrench Certified partner program





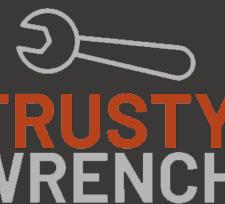
Cash Flow | Year 1

Start Up Costs

Up to

\$10,013

Start-up Item	Cost of Item
General Start-up Costs	
Business Insurance	500
Business License - Incorp	250
Computer, printer, fax machine	1,800
Accounting Consultation to set up books	1,000
Legal fees to review contracts	1,000
Website	313
App Store Fees	150
Marketing Costs	5,000
TOTAL START-UP COSTS	
Start-up Totals	\$10,013



Cash Flow | Year 1 - 3

Revenue Estimate

Average year 1

\$76,076

Average year 2

\$83,683

Average year 3

\$100,610

Orders/Revenue	YEAR ONE			YEAR TWO			YEAR THREE			
	Initial year - no Y2Y growth	LOW	MEDIUM	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM	HIGH
LOW, LOW	\$ 104.00	\$ 109.20	\$ 114.40	\$ 119.60	\$ 114.66	\$ 125.84	\$ 137.54			
LOW, MEDIUM	\$ 1,300.00	\$ 1,365.00	\$ 1,430.00	\$ 1,495.00	\$ 1,433.25	\$ 1,573.00	\$ 1,719.25			
LOW, HIGH	\$ 2,600.00	\$ 2,730.00	\$ 2,860.00	\$ 2,990.00	\$ 2,866.50	\$ 3,146.00	\$ 3,438.50			
MEDIUM, LOW	\$ 7,280.00	\$ 7,644.00	\$ 8,008.00	\$ 8,372.00	\$ 8,026.20	\$ 8,808.80	\$ 9,627.80			
MEDIUM, MEDIUM	\$ 91,000.00	\$ 95,550.00	\$ 100,100.00	\$ 104,650.00	\$ 100,327.50	\$ 110,110.00	\$ 120,347.50			
MEDIUM, HIGH	\$ 182,000.00	\$ 191,100.00	\$ 200,200.00	\$ 209,300.00	\$ 200,655.00	\$ 220,220.00	\$ 240,695.00			
HIGH, LOW	\$ 10,400.00	\$ 10,920.00	\$ 11,440.00	\$ 11,960.00	\$ 11,466.00	\$ 12,584.00	\$ 13,754.00			
HIGH, MEDIUM	\$ 130,000.00	\$ 136,500.00	\$ 143,000.00	\$ 149,500.00	\$ 143,325.00	\$ 157,300.00	\$ 171,925.00			
HIGH, HIGH	\$ 260,000.00	\$ 273,000.00	\$ 286,000.00	\$ 299,000.00	\$ 286,650.00	\$ 314,600.00	\$ 343,850.00			
AVERAGE (LOW)	\$ 1,334.67	\$ 1,401.40	\$ 1,468.13	\$ 1,534.87	\$ 1,471.47	\$ 1,614.95	\$ 1,765.10			
AVERAGE (MED)	\$ 93,426.67	\$ 98,098.00	\$ 102,769.33	\$ 107,440.67	\$ 103,002.90	\$ 113,046.27	\$ 123,556.77			
AVERAGE (HIGH)	\$ 133,466.67	\$ 140,140.00	\$ 146,813.33	\$ 153,486.67	\$ 147,147.00	\$ 161,494.67	\$ 176,509.67			
AVERAGE (OVERALL)	\$ 76,076.00	\$ 79,879.80	\$ 83,683.60	\$ 87,487.40	\$ 92,178.75	\$ 92,051.96	\$ 100,610.51			
VALUES (ORDERS) (YEAR 1)										
Low	1 week									
Medium	70 week	(1/day)								
High	100 week	(10/day)								
VALUES (REVENUE) (YEAR 1)										
Low	2 order									
Medium	25 order									
High	50 order									
YEAR ON YEAR GROWTH RATES (%)										
Low	5 year									
Medium	10 year									
High	15 year									



Cash Flow Years 1 - 3 Statement

Cash Flow Statement: Year 1, 2, and 3				
Cash From Operating Activities	Year 1	Year 2	Year 3	Assumptions
Revenue from services	76,000	84,000	92,000	10% increase per year, based on avg of overall revenue
Revenue from other offerings	0	5,000	5,500	Trusy Wrench Certified service, loyalty programs
Advertising	1,000	1,100	1,210	"Bump to the top" like Kijiji. Avg \$10 per ad per year
Funding Sources				
Owner contributions	10,000	0	0	Each member will contribute \$2000 in year 1
Total Cash Inflow	87,000	90,100	98,710	
General Expenses				
Employee wages	70,000	70,000	70,000	2 employees @ \$35k a year. Bootstraped yo
Legal Fees	1,500	1,000	1,000	
Accounting Services	1,000	1,000	1,000	
Advertising/Promotion	5,000	10,000	15,000	
Business Insurance	500	500	500	
Utilities (internet)	250	250	250	
Credit Card Transaction fee (2%)	1,520	1,680	1,840	
Website	313	350	375	
App Store Fees	150	150	150	
Equipment (printers/computers)	1,800	1,800	1,800	
Total General Expenses	82,033	86,730	91,915	
Net increase (decrease) in cash	4,967	3,370	6,795	
Opening Cash Balance	0	4,967	8,337	
Closing Cash Balance	4,967	8,337	15,132	



Key Partners

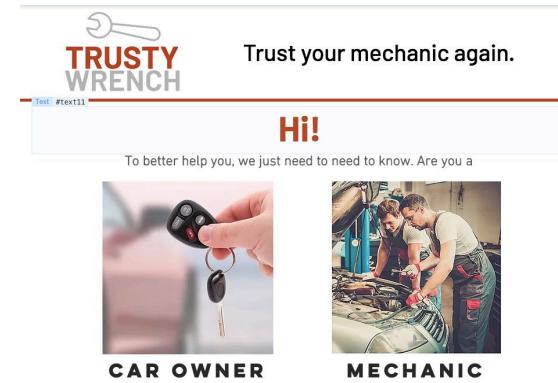
	Why are they Key?	Benefits to Partner	Barriers	Cost
Mechanic Shops	The backbone of our business	Free Marketing, Revenue, Increased Market Share	Trust	Transportation
Payment Provider	To facilitate our payments	Revenue	No Barriers	2.9% Transaction Fee +\$0.30
App Provider	To host and allow us to provide our service	Revenue	No Barriers	\$5.00/Month
Website Host	To host and allow us to provide our service	Revenue	No Barriers	\$22.50/Month



Key Resources



App



Website



Algorithm



Our
Relationships



Key Activities

- Customer service
- Ensure compliance
- Communication with garages



Customer Development & Research

Car Owners

Interview Difficulty
It got easier as we went along

Number Interviewed
Forty-eight

Methods Interviewed
In person, survey, form, telephone

Key Points
Transparency, convenience, trust important

How did it change us?
Pivoted on reviews & what we offered



Customer Development & Research

Mechanic Shops

Interview Difficulty

Hard to get their defenses lowered

Number Interviewed

Ten

Methods Interviewed

In person, telephone

Key Points

Do not force a bidding war OR schedule them

How did it change us?

Pivoted on scheduling and pricing



Takeaways

01

Ideas need to
be worked on

02

Ask open
ended
questions

03

Get out of the
building

04

Pivot when
required

05

The customers
build the
business.



Thank you!



We would like to thank **all the experts** for coming in and sharing their time with us!

Trusty Wrench would like to thank **Drew** for facilitating this amazing opportunity.

We'd like to thank our **fellow classmates** for feedback and Launchpad information.



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- <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=2010000101#timeframe>

