

TreadWise Tire Co.

Smart, sustainable tire solutions that keep you rolling.

Mission

To make road travel safer and greener by combining high-quality tires, mobile service, and sensor-driven analytics that extend tire life and reduce waste.

Services Offered

- Retail & online tire sales (passenger, SUV, light truck, commercial).
- Mobile installation at home or work; same-day in most metros.
- Fleet monitoring: IoT pressure & temperature sensors with predictive alerts.
- Retreading & refurbishment for commercial clients.
- Alignments, balancing, TPMS service, rotations, and seasonal swaps.
- 24/7 roadside assistance and emergency replacements.
- Closed-loop recycling program with certified partners.

Team

- **Maya Patel — CEO** — Former senior tire design engineer; led safety programs that reduced blowouts by 18% across a 2M-tire portfolio.
- **Luis Romero — CTO** — Telematics and IoT specialist; ex-logistics startup where he scaled a 100k-device sensor network.
- **Jenna Brooks — COO** — 15 years in operations for national auto chains; expert in last-mile scheduling and field service.
- **Dr. Koji Tanaka — Head of Sustainability** — Materials scientist focused on rubber recycling and low-rolling-resistance compounds.

Unique Value Proposition

- The Smart Tread™ platform: AI-driven wear and pressure analytics that cut tire-related downtime by up to 40%.
- Mobile install in under 60 minutes—no waiting rooms.
- Circular model: retread, reuse, and recycle with clear carbon reporting.
- Transparent pricing with a membership that includes rotations, flat repairs, and roadside coverage.