* Who We Are?
* Our Offer
* The Market-Autocare centres in Canada
* Type of Vehicle
* Market opportunity
* The problem
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* Product Features and competitive advantage
* Target Markets
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* Financial Highlights
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* Who We Are?
  + We are the UBER of Automotive Aftermarket presently focussing on Auto-Repair and Maintenance Industry
* Our Offer
  + A disruptive auto-repair shop software that shift the market from suppliers to consumers.
* The Market-Autocare centres in Canada
  + By Province
  + By Market Size
* Type of Vehicle
* Market opportunity
  + Economic driver
  + Stable growth
  + Limited players
  + Emerging market
* The problem
  + Over 38m vehicles in Canada with 44,000 Auto repair shops
  + Auto repair shop software emerging from desktop, hard code based, required computer knowledge to operate
  + Average waiting period for services of 45 minutes for oil change
  + High Repair cost
  + Limited opportunity to switch between repair shops- Client has limited access to maintenance Records
  + Trust and Loyalty not Equal to Quality of service
* The Solution
  + Provide opportunity to clients to switch between repair shops.
  + Reduce repair cost in the long run
  + Introduce healthy competitiveness between repairs shop owners
  + Industry becomes customer Centric- thereby improves quality of services to client
  + Mobile mechanics improve access to vehicle maintenance
  + Introduce industry cross-market shift- Road Assistance, tow trucking
* Product Features and competitive advantage
  + Generic product and can be used by different type of autocare centre irrespective of vehicle type.
  + Completely integrated Auto repair shop software that enables repairs shops to manage end-to-end of the business
  + Free Account available
  + Competitively priced when compare to other cloud-based Auto Repair Shop Software.
  + Simple to use when compare to other software. No computer knowledge required
  + Integration with other key resource, Carfax, Accounting software, Part Tech, Tire Butler etc.
  + Easy migration from existing software
  + Free Leads generation
  + CRM with instant messaging system
  + Secured and Safe- End-to-End encryption
* Target Markets
  + Individuals
    - Commercial
    - Non-commercial
  + Business
    - Corporation
    - Auto-Dealer
  + Autocare Centre
    - Freelancers, including experienced technicians
    - Small and Mid Size Autocare store
* Marketing Strategy
  + Partnership/Affiliation/Acquisitions
  + Mass Media
  + Social Media
  + Digital Marketing
* Revenue Stream
  + Subscriptions
  + Consulting
  + Revenue Splitting
* Critical Milestones and Objectives
  + Phase 1. (Year 1-3)
    - Growth of Individuals account to 20m
    - Achieve mix of 30% and 70% between Store Autocare and Mobile Mechanics
    - Improvement to mobile app for individuals
    - Software upgrade for Mobile Mechanic Service quality control and assurance
    - Strong financial report for qualification for quotation on the TSX- Exit strategy for seed capital and raising of funds for next phase
  + Phase 2. (Year 4-5)
    - Finance Structuring for mobile workshop for Mobile Mechanics
    - Establish centralised and well-equipped Auto service hub for major repairs for Mobile Mechanics at major cities in Canada
    - Strategic Partnership with Training Schools and colleges for training of technicians
    - Development of International Market - Partnership with EDC
* Our A- Team
  + Team Lead- Shalom (Segun) Adebiyi
  + Strategic Partners:
    - IQ Partners- Human Resources
    - GMJ Creative- Marketing Communication
    - InfoCanada/USA- Social and Digital Marketing
* Financial Highlights
* Funding Requirement & Utilisation of Funds
  + CAD 1m in Seed capital investments
  + Mobile App development
  + Technological Upgrade (including migrations, Integrations, API and Security)
  + Implementation of Marketing Plan
  + Acquisition of fixed assets
  + Working capital (including hiring of experienced personnel)
* Investment Information
  + Company Name: Professionals’ File Inc.
  + Year of Incorporation: federally incorporated on Sep 2017 in Canada
  + Founder: Shalom (Segun) Adebiyi
  + # of Employees and contractors: 6
  + Stage of Product: Live -95% Completion level
  + Current Burn Rate: $2,000 per month
  + Past Raise: Nill
  + Pre-money valuation - $10m
  + Investment Target Close date: Jan 31, 2019
  + Project Url: https://vimfile.com
* Contact Information