



motominion

Modernizing powersport and recreational vehicle retail

Nick Lauwers, Founder & CEO

✉ nlauwers@motominion.com

☎ (415) 400-9009



Overview

Motominion is a listing platform for powersport and recreational vehicles, connecting customers and dealers in a consolidated retail experience; our mission is to digitize every step of the customer journey, from search to sale.

Note: Powersport vehicles include, but are not limited to ATVs, motorcycles, side-by-sides, snowmobiles, and leisure boats.



Problem

Consumers of powersport and recreational vehicles navigate a disjointed retail experience:

1

Vehicle selection is difficult, requiring hours of online research, as well as input from family and friends.

2

After selecting a vehicle, buyers endure intimidating negotiations, followed by lengthy purchasing paperwork.

No way exists to seamlessly select and then purchase powersport and recreational vehicles from trusted sellers online.



Solution

Motominion is a listing platform for powersport and recreational vehicles, connecting buyers and sellers in a seamless retail experience that is transparent and efficient. Our mission is to digitize each phase of the customer journey:



Phase 1

Vehicle Selection

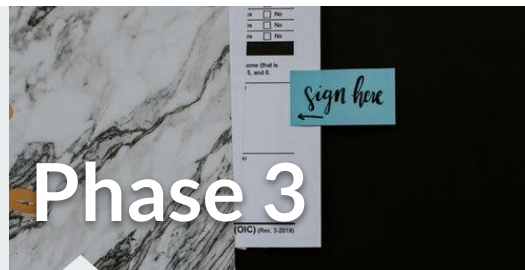
Personalized shortlists connect buyers to the most relevant vehicles.

Dealer Outreach

Consumer confidence features (e.g. market insights, dealer reviews, etc.) strengthen buyer-seller trust.



Phase 2



Phase 3

Vehicle Purchase

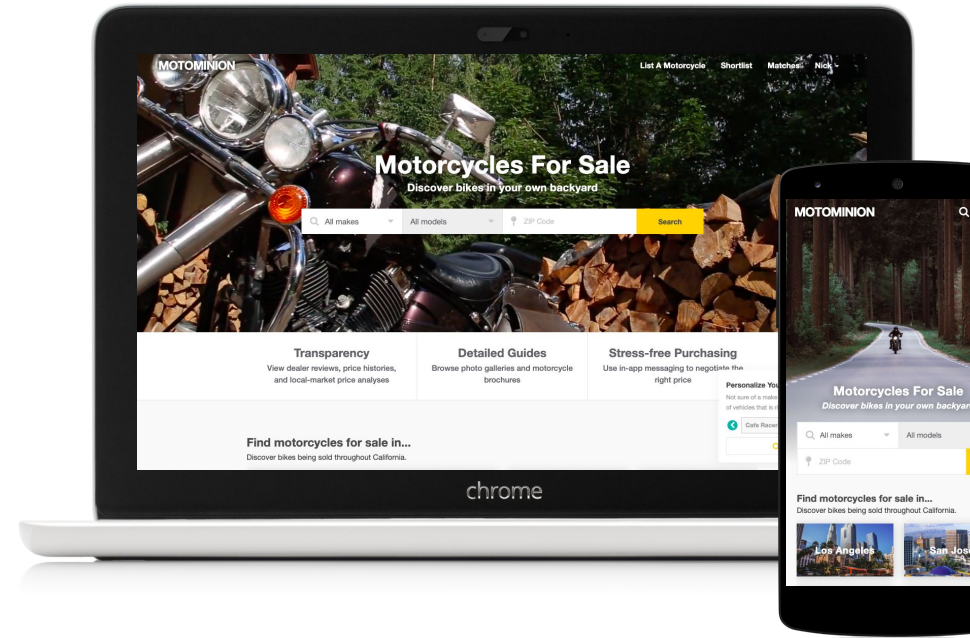
An end-to-end e-commerce solution for local dealership offerings reduces in-store sales pressure.

Demo

Only motorcycle listings are featured in today's prototype; Other vehicle types will be added later.

Prototype | <https://www.motominion.com/>

Demo Video | <https://youtu.be/HeF7hL8oo7k>

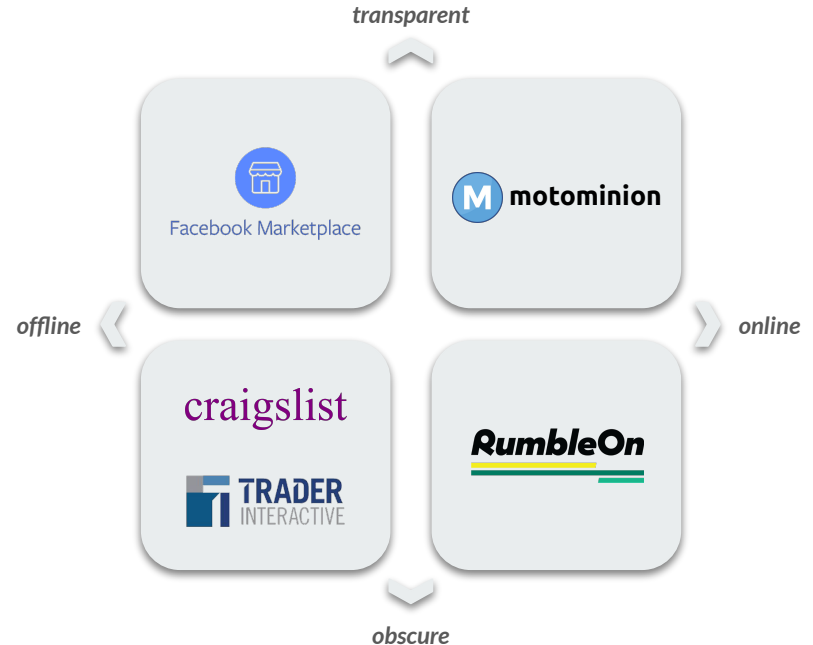


Competitive Landscape

Customers expect a *transparent* and *efficient* retail experience:

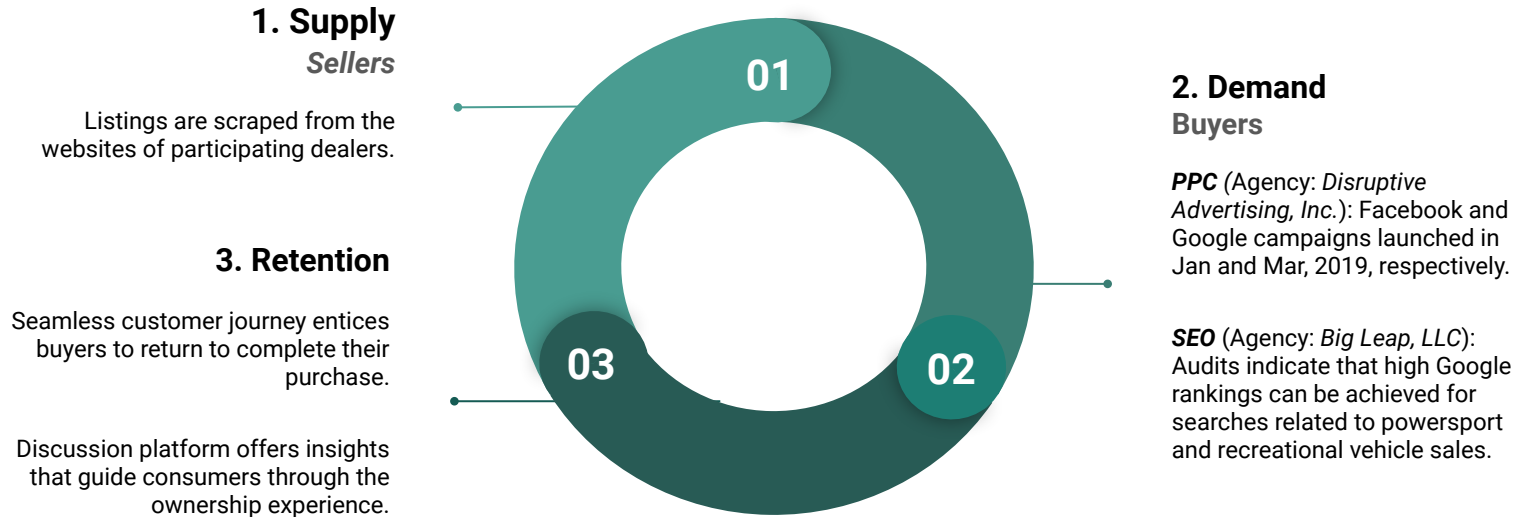
- 1 Transparency**
Market insights, dealer reviews, and in-app exchanges strengthen buyer-seller rapport
- 2 Efficiency**
Best achieved when complete transaction occurs online

By providing both, Motominion occupies a unique space in the competitive landscape.



Go-To-Market Strategy

Motominion's go-to-market strategy consists of three phases:

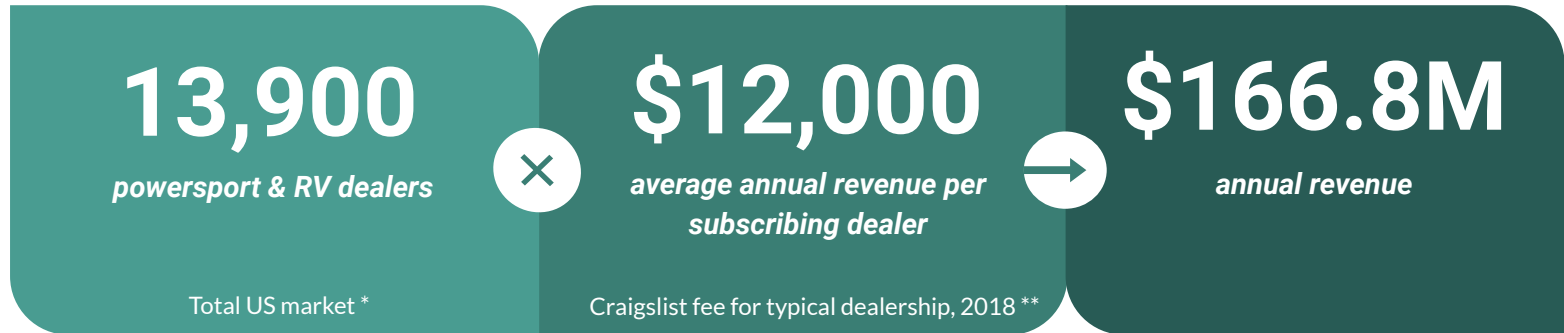


Business Model

Private sellers use the platform for free. Dealers are offered a **freemium service**:

Non-Paying Dealers | Anonymized leads; A subset of dashboard tools.

Paying Dealers | Non-anonymous leads; All dashboard tools.



* Source: [firstresearch.com](https://www.firstresearch.com)

** Source: [craigslist.com](https://www.craigslist.com)

Founder & CEO

Nick Lauwers

 <https://www.linkedin.com/in/nicklauwers/>

Strong technical, C.S. background | Considerable industry knowledge (auto, powersports) | Proven leadership under stress



Automotive Engineer, Ford Motor Company
Controls engineer for autonomous vehicle division



Pilot, Royal Canadian Air Force
Commissioned officer of the *Canadian Forces*



B.Eng (Mechanical), Royal Military College of Canada
Top of class; Nominated to the *Rhodes Scholarship*



Staff

Seok Lee

 <https://www.linkedin.com/in/seoklee/>

Strong engineering background | Considerable experience in automotive industry



Automated Simulation Engineer, Ford Motor Company
Controls and dynamic modelling



Automotive Engineer, Cummins
Diesel emission controls and diagnostics



M.Sc. (Eng.), University of Michigan
Rackham Graduate School (Dearborn, MI)



Progress To Date

Open beta was launched for motorcycle segment in **January, 2019**; other vehicle types will be added later.

Platform hosts **35 dealers** from the **L.A. and San Francisco** areas, including:



Dealers will not be asked to pay until platform can consistently deliver **one lead per week for every dealership of 100 units**.



Future Milestones

We are seeking a **pre-seed investment** of **\$550K** to achieve the following in the next **12 months**:

1

Hire VP of Sales;

2

Expand to California, Florida, and Texas (25% of all U.S. motorcycle dealers);

3

Grow PPC and SEO campaigns.

+ 12 months

Seed Round

- Hire VP of Sales;
- Expand to Texas;
- Grow PPC campaign to accommodate Texas expansion;
- Continue product development.

+ 7 months

Florida Expansion

- Expand to Florida;
- Grow PPC campaign to accommodate Florida expansion;
- Continue product development.

+ 2 months

Marketing Push

- Finish integrated e-commerce solution;
- Expand to remaining regions of California;
- Contract *Big Leap, LLC*, for SEO work;
- Grow PPC campaign:
 - Launch Facebook campaign;
 - Grow Google campaign to accommodate California expansion.

Present

Pre-Seed Round

- Open beta launched;
- Platform hosts 35 dealers from L.A., S.F. regions;
- *Disruptive Advertising, Inc.*, contracted for PPC work:
 - Google campaign launched;
- *Big Leap, LLC*, interviewed for SEO work.

Thank You

Contact | Nick Lauwers, Founder & CEO

✉ nlauwers@motominion.com

☎ (415) 400-9009





Appendix





Defensibility

There are no “magic bullets” that provide defensibility. That being said, we have developed several strategies to address upstarts and incumbents making moves in the space:

1

Motominion provides a **seamless customer journey**; consumers are unlikely to leave the platform for a more disjointed experience.

2

Motominion offers **freemium services**; even if dealers are not satisfied with the platform, they are unlikely to leave if a portion of the service is offered for free.

3

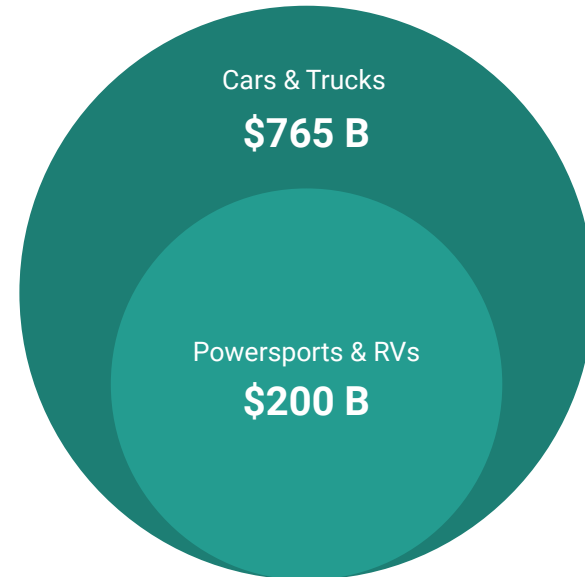
The powersport and recreational vehicle segments are **niche industries**; we have found that businesses offering similar services target automotive, where larger profits can be made.



Market Size

In 2018, the powersport and recreational vehicle segments were valued at **\$200 billion***, collectively.

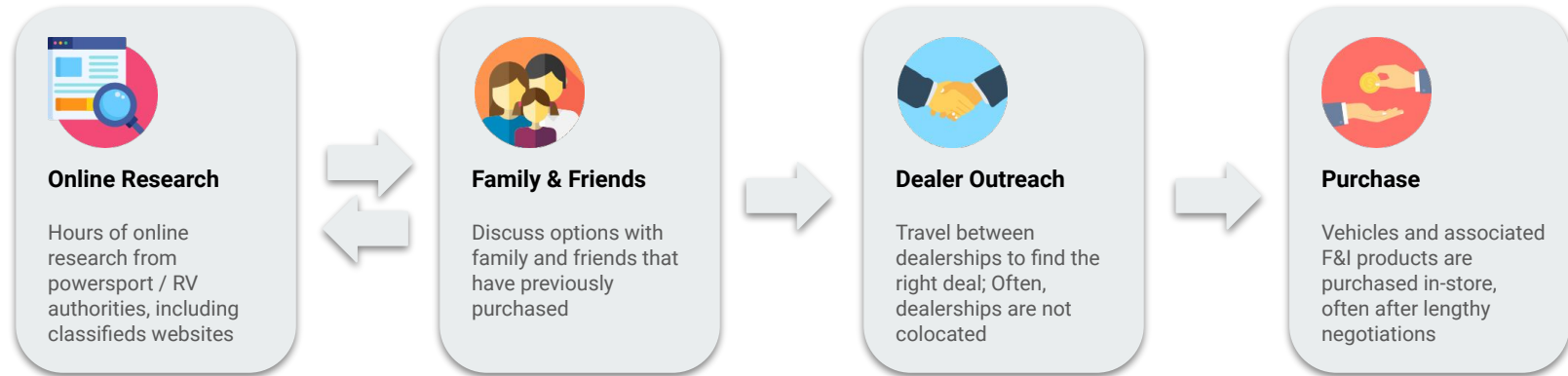
In the future, we hope to expand into the more lucrative car and truck business, valued at **\$765 billion***.



* Source: proactiveinvestors.com

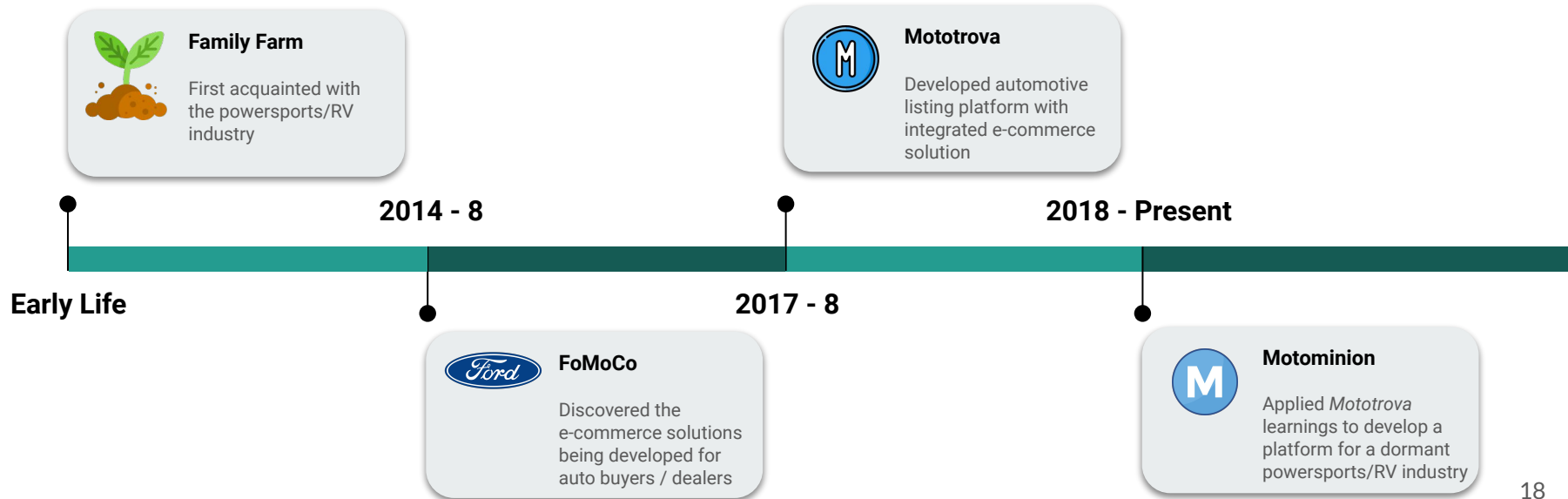
Today's Solution

Since the introduction of the Internet, little has changed in the way that powerport and recreational vehicle consumers navigate the retail experience:



How We Got Here

Motominion was developed out of frustration with the powersport and recreational vehicle industries, as well as out of an understanding of innovations recently seen in the automotive business:



Modelling Automotive

Innovation in the powersport and RV segments will be similar to what has already taken place in the automotive industry:

