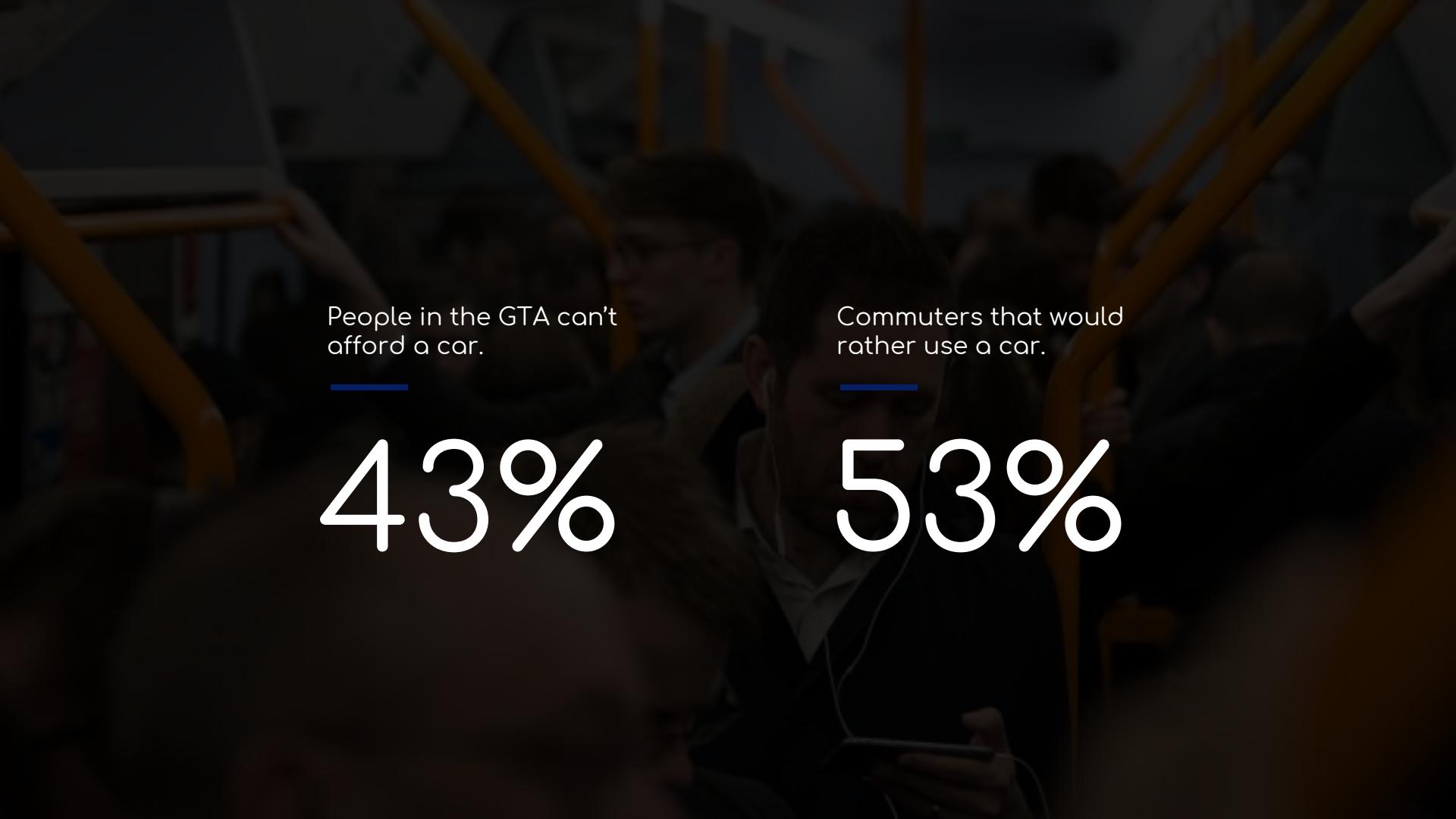
A dark, grainy photograph of a busy city street, likely Bangkok, Thailand, based on the license plates and signs. The street is filled with various vehicles, including yellow taxis and sedans, moving in both directions. In the background, there are tall apartment buildings and commercial signs for "Paradigm" and "MIURA". The overall atmosphere is hazy and suggests a typical day in a bustling urban environment.

Average annual cost of owning a used car.

\$7,900



People in the GTA can't afford a car.

43%

Commuters that would rather use a car.

53%



\$4,369 annually.

GO



\$1,799 annually.

TTC



\$23,130 annually.

UBER



\$8,876 annually.

CARSHARE



Distributed car ownership.

Leisure

How it works



MATCHING

Users in a 5km radius get paired on the platform based off loyalty rating.



SELECTION

Users mutually select a car and right plan to lease for the next month.



CONTRACTING

Users sign on a one month lease using their mobile devices.



SCHEDULING

A mutual based scheduling system is fitted to each person's needs.



DEALERSHIP

Scheduled user picks up vehicle from the nearest dealership.



Annual cost / user.

\$4,500

Profit margin

\$760 / user

15% Surcharge
10% Commission



Annual cost / user.

\$3,100

Profit margin

\$700 / user

20% Surcharge
10% Commission



Annual cost / user.

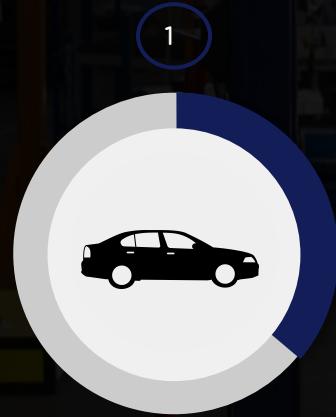
\$2,400

Profit margin

\$660 / user

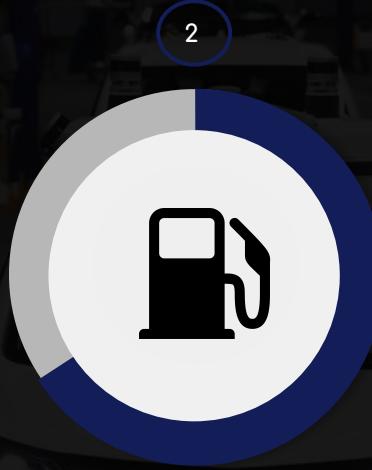
25% Surcharge
10% Commission

Things to account for



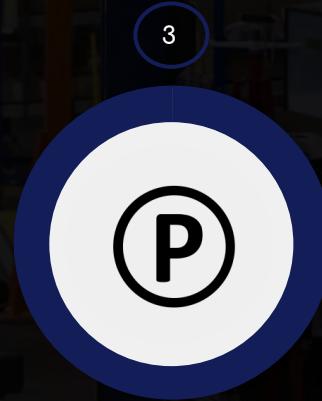
Insurance

The vehicle is insured by dealership partnered insurance provider.



Gas

Factored into bill at beginning of the month, once a user pays a gas bill they're compensated in store credits.



Parking

Factored into bill at beginning of the month, user submits receipt and is compensated accordingly.

Cheap



leisure



Long Travel

Short Travel



MAVEN



lyft



Expensive



AJAX



PICKERING



VAUGHAN

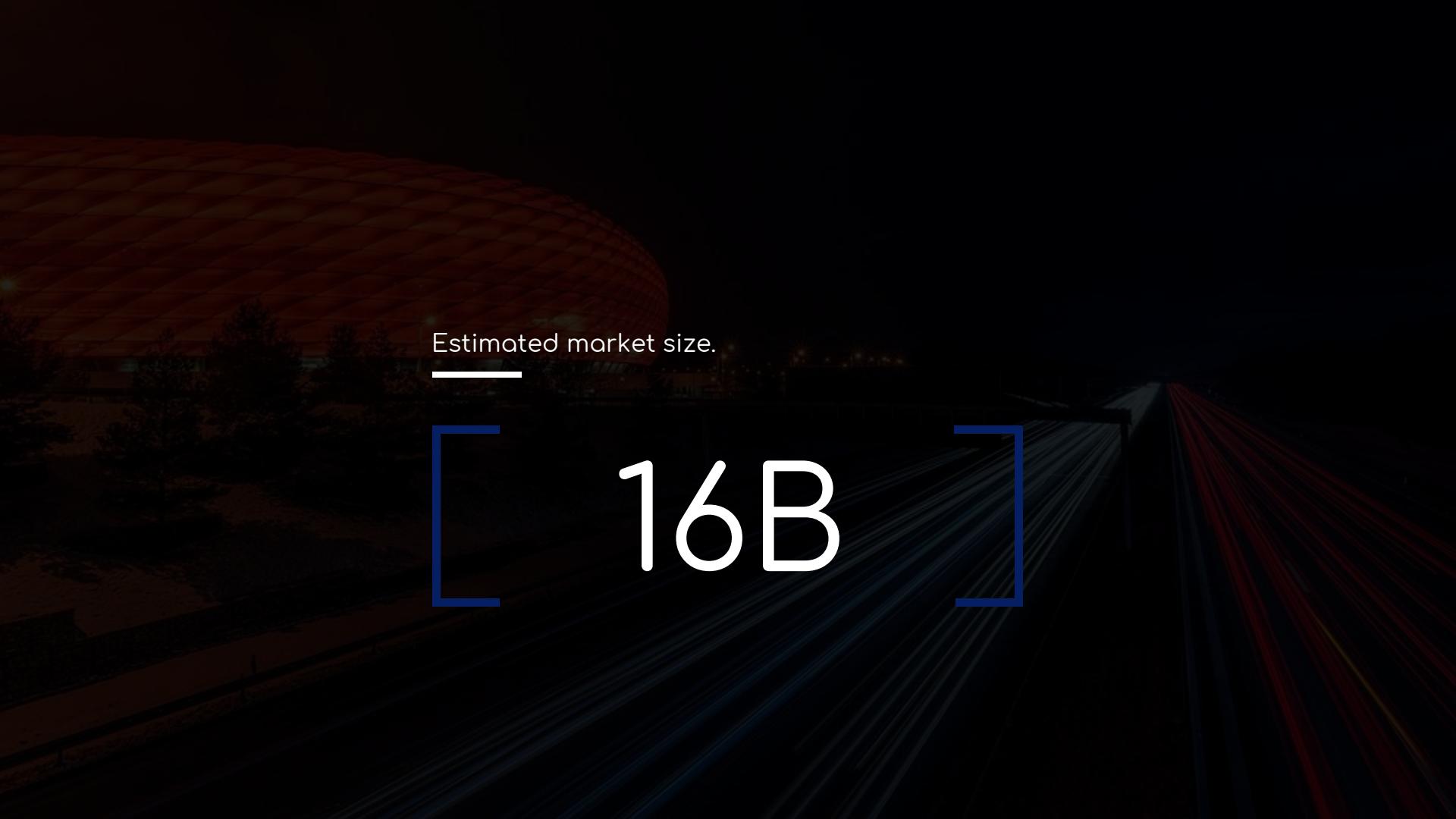


PORT PERRY



Number of commuters from outer cities in TO.

1.24M



Estimated market size.

16B

Case study 1



Matching

Has 3 other people within 3 blocks who work 5 minutes away from him, finds them with our app and all together lease a Chevrolet Sonic.



User

User lives in Ajax, spends \$17/day on the GO train commuting to downtown TO where they work





Cost distribution

Now spending \$9/day on commute,
saving \$1816/year in transportation,
plus giving more transportation
flexibility outside of commute time.

Case study 2



Matching

Has 3 other people within 3 blocks who work 5 minutes away from him, finds them with our app and all together lease a Chevrolet Sonic.



User

User lives near downtown Toronto, spends \$6.50/day on the TTC commuting back and forth from work.





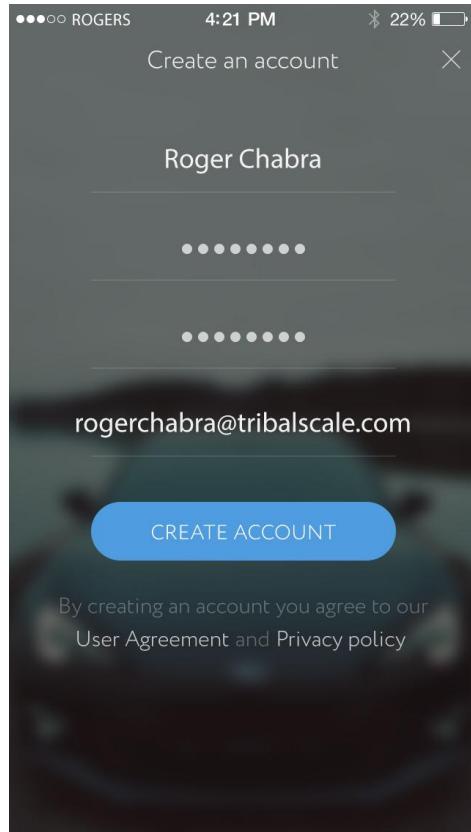
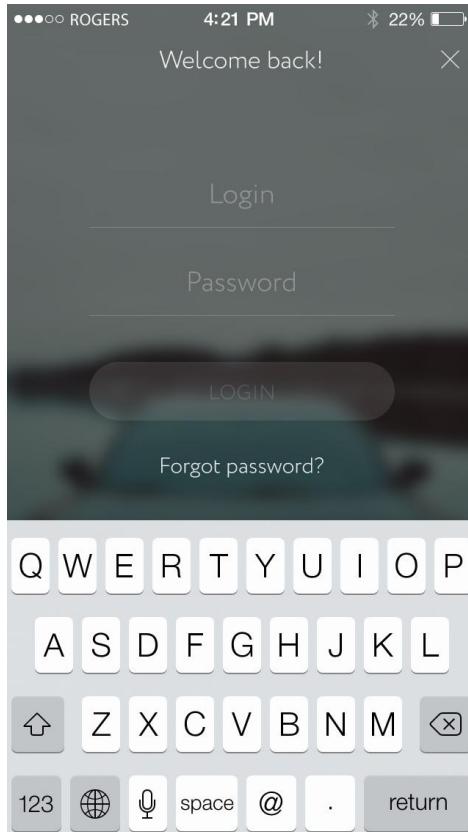
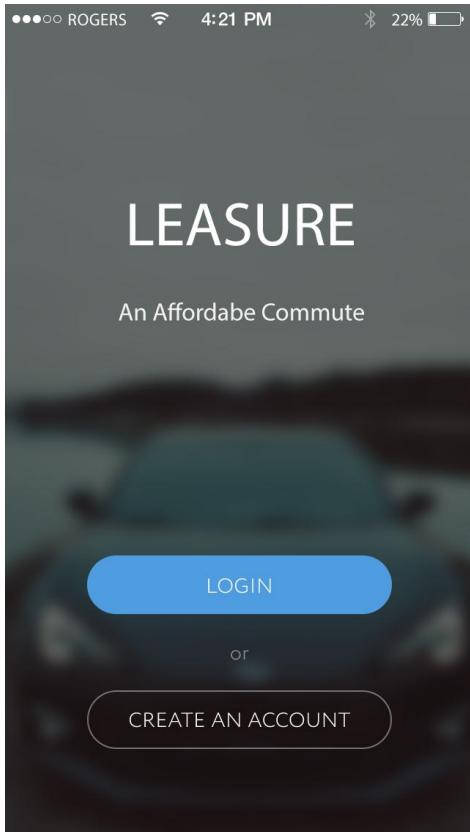
Cost distribution

Now spending \$9/day on commute, losing \$883/year in transportation fees, at the cost of having a more convenient and comfortable means of travel.

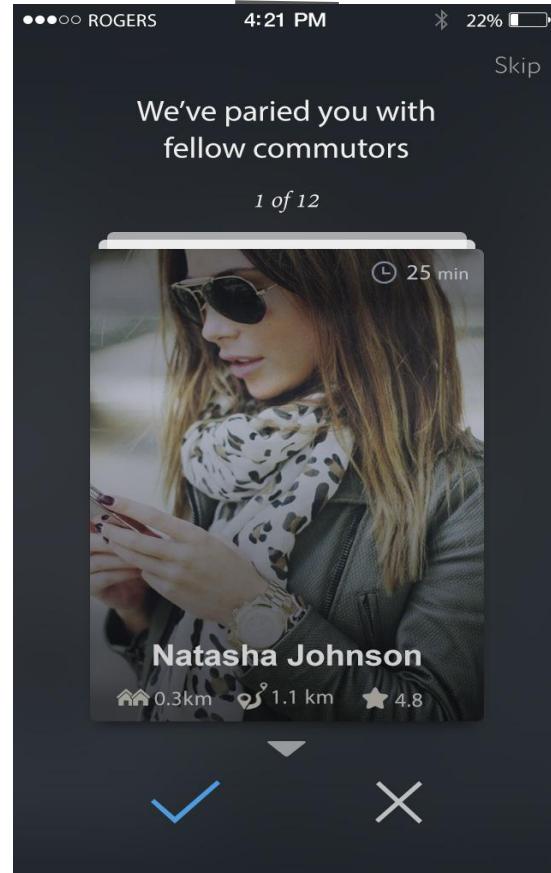
A close-up photograph of a person's hand holding a smartphone. The phone is oriented vertically, showing its screen which is mostly black. The hand is visible from the thumb up, gripping the device. The background is a solid, dark gray.

User Interface

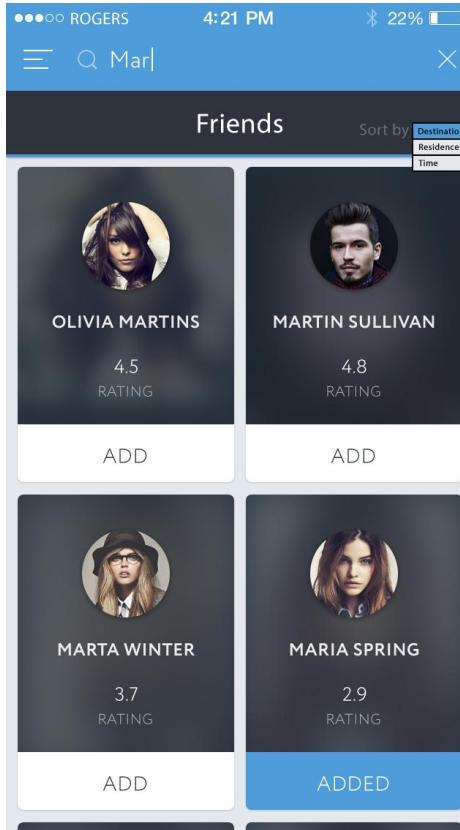
UI
Registering as a user



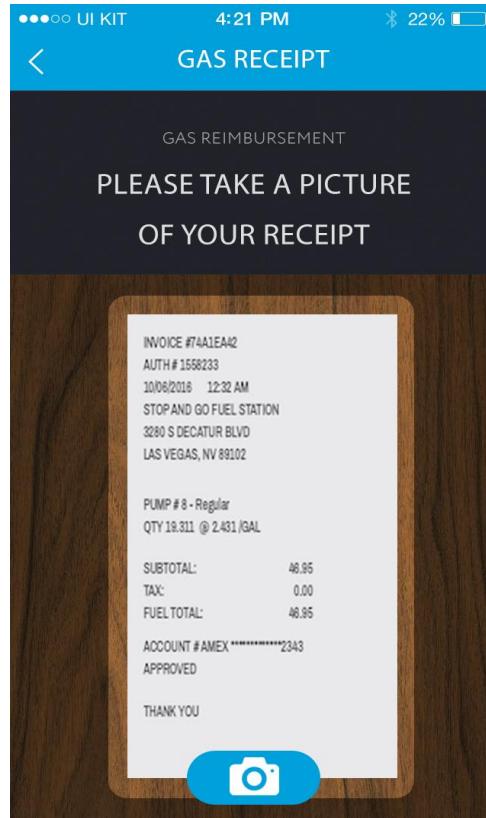
UI Matching with other people



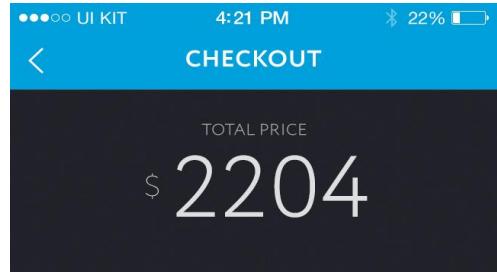
UI
Connecting you with people in your area



UI
Gas receipts for in store credits



UI Payment



NAME ON CARD

ROGER CHABRA

CARD NUMBER

4749 3854 3587 3456



EXPIRY DATE

11 / 2018

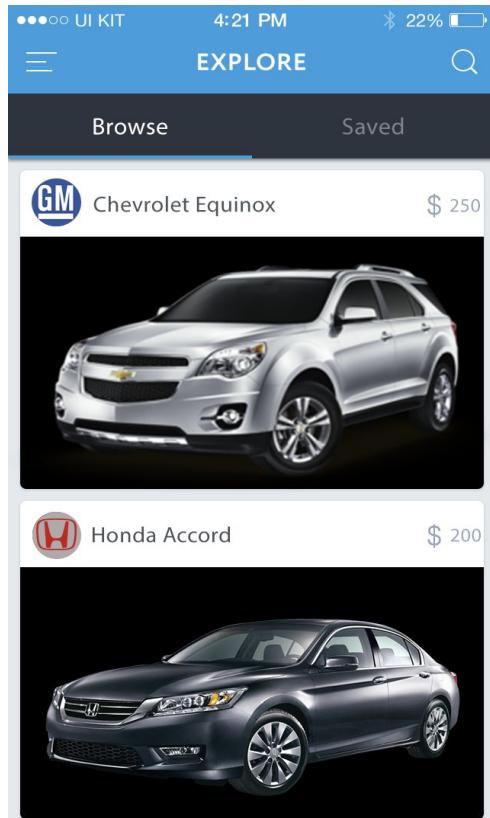
SECURITY CODE

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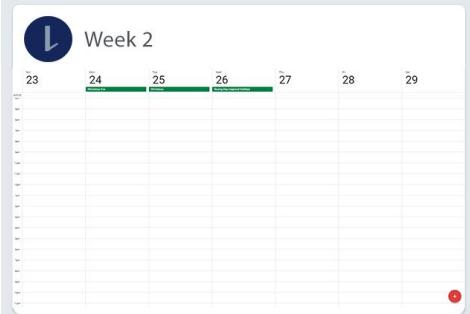
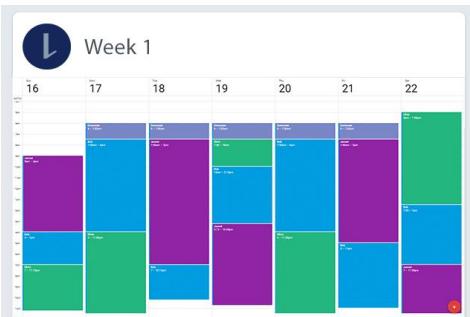
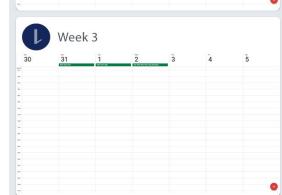
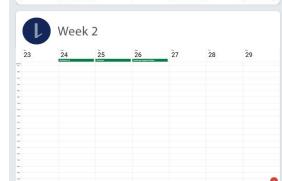
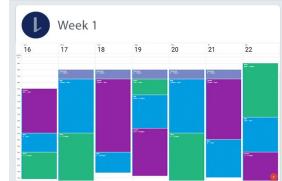
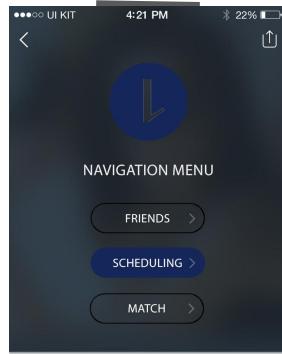
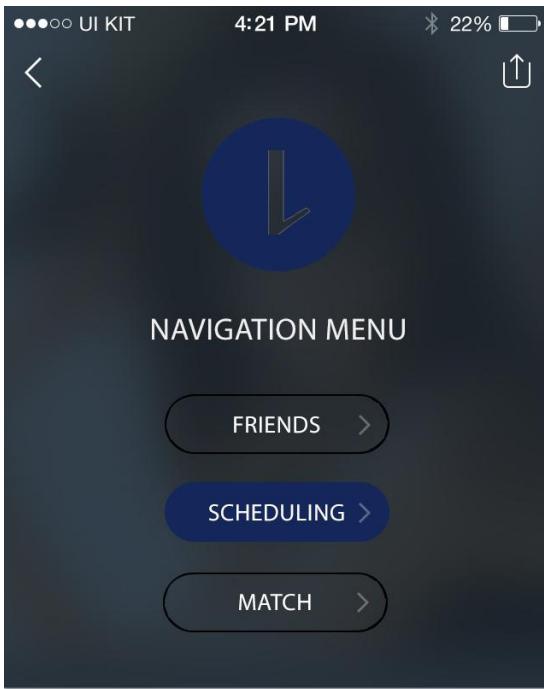


PAY \$2204

UI Browse Cars



UI Schedule Days



3 month roadmap



USER BASE

Finding commuters in Ajax near highway 401 that use GO on a day to day basis.



REFERRAL

Referring them to dealerships such as VanDusen for affordable cars.



PARTNERSHIPS

Partner with dealers for referral commissions to decrease user cost while increasing revenue.



APP

Releasing mobile and web app to gain a larger user base and speed up the matching process.



GROWTH

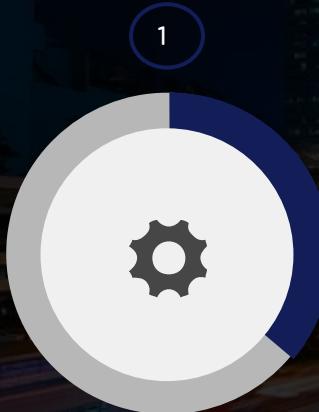
Expanding to communities like Pickering or Vaughan for a user base

Referrals

Shared
residence

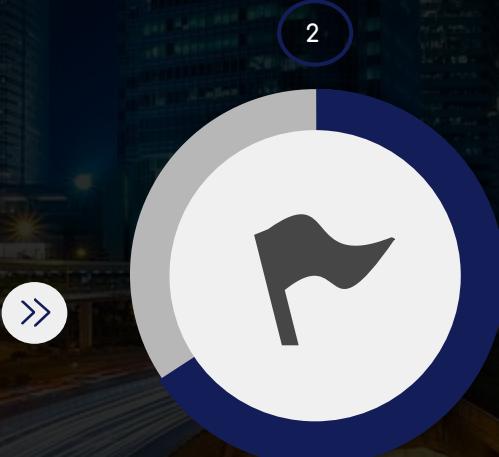
Social
media

Future optimizations



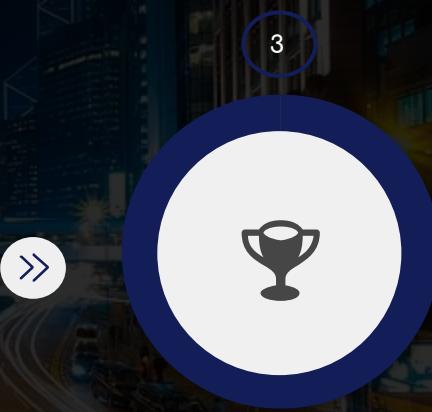
GM

Get cars directly from GM to lease out like Chevrolet Sonics or Sparks to increase GM's overall profitability



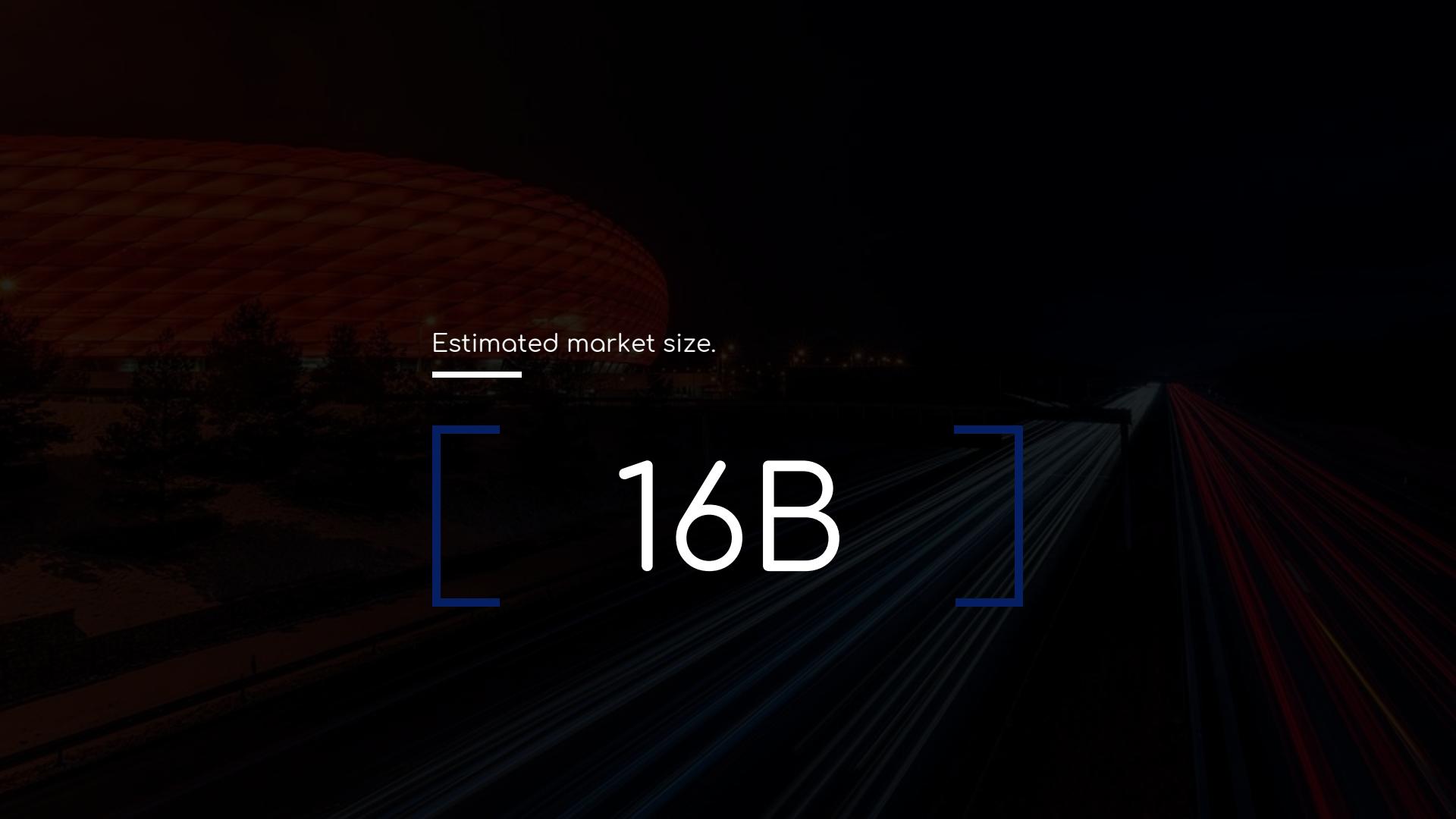
Recreation

Implementing a points system to allocate each group member a certain amount of time to use the car alone



Troupe

Partner with and use troupe's matching service to find ideal customers at the lowest cost



Estimated market size.

16B

