



MOTRA

AUTONOMY, MAINTAINED

WHAT WE DO

MOTRA is the **infrastructure layer** for autonomous vehicle fleet care.

We deploy a gig-powered network of mobile technicians to clean and service robotaxis on-location, on-demand — keeping fleets running 24/7 without depot downtime.

Think **AWS for autonomous fleet maintenance** — invisible, essential, everywhere.

MARKET PAIN

Autonomous vehicles run 24/7. Their maintenance infrastructure **doesn't**.

The Pain Points

1 No driver = no eyes
Nobody notices trash, spills, or wear between rides

2 Depot-dependent
Vehicles must return to facilities for basic cleaning

3 Downtime = lost revenue
Every minute in depot is a ride not taken

4 Sensors are safety-critical
Dirty LiDAR/cameras = degraded driving

Current Reality

Waymo **hand-washes every vehicle** at centralized depots.

That doesn't scale to **millions of rides**.

OUR ANSWER

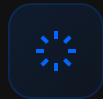
Mobile fleet care, **dispatched like an Uber.**

MOTRA deploys certified technicians directly to vehicles — wherever they are.



Quick Clean

5-10 min between-ride wipe-down, trash removal, odor neutralization



Deep Clean

30-60 min full interior detail, sensor cleaning, exterior wash



Maintenance

Light repairs, tire checks, fluid top-offs, emergency response

Vehicles stay in service zones | Variable cost model | Scales instantly | 24/7 availability

MARKET TIMING

The robotaxi industry is hitting an inflection point.

TREND	DATA
Waymo Scale	400K rides/week — targeting 1M/week by end of 2026
Fleet Growth	2,500 vehicles today — " tens of thousands " planned
New Entrants	Tesla Robotaxi, Zoox, Cruise rebuild — all scaling 2026-2027
Gig Infrastructure	Uber/DoorDash proved the model — workforce is trained and ready

The window is NOW — before AV companies build in-house or a competitor emerges.

THE OPPORTUNITY

\$500M+ market emerging, scaling to \$5B+

\$547M

TAM 2028

\$2.2B

TAM 2030

\$5.5B

TAM 2032

\$2M

Year 1 SOM

10% of one operator, one city

Expansion vectors: Electric fleet services (Amazon, FedEx vans) • International AV markets • Adjacent services

LANDSCAPE

Blue ocean with **fragmented alternatives.**

AV In-House Ops	High fixed cost, doesn't scale
Traditional Fleet Services	Not mobile, not AV-specialized
Car Washes	Damages sensors, no interior
Mobile Detailing	Not scaled, not fleet-focused

Our Advantages

- AV-Specialized (sensors, EVs, safety)
- Mobile-First (go to the vehicle)
- Gig-Powered (variable cost, instant scale)
- Tech-Enabled (API integration)
- First Mover (no scaled competitor)

Platform + Network + Expertise

For Fleet Operators

- Fleet Dashboard — real-time status, scheduling, quality metrics
- API Integration — connects to existing systems
- Analytics — predictive maintenance, cost tracking

For MOTRA Techs

- Mobile App — job dispatch, checklists, earnings
- Certification — AV-specific training program
- Equipment Kits — standardized tools

MILESTONE	TIMELINE
MVP launch in one market	Q3 2026
API integrations with Waymo	Q4 2026
Expand to 3 markets	Q1 2027
iOS/Android apps	Q2 2027

Waymo pays MOTRA. MOTRA pays Techs.

Step 1

Fleet Operator → MOTRA

- Pays per service (\$15 avg)
- Monthly invoice or API billing
- Enterprise volume discounts

Step 2

MOTRA takes platform cut

- 25-35% margin (\$4-5)
- Covers: platform, insurance, QA
- Support and training

Step 3

MOTRA → Technician

- \$10-11 per service (65-70%)
- 1099 contractor status
- Weekly or instant payout

Key: Waymo gets ONE vendor, ONE invoice, ZERO worker management. MOTRA handles everything.

HOW WE MAKE MONEY

Platform take-rate on **every service.**

METRIC	VALUE
Avg service price	\$15
Tech payout	\$10-11
Platform margin	\$4-5 (27-33%)
Services/tech/day	15-20
Tech daily earnings	\$150-220

25-35%

Platform Margin

High operating leverage — platform costs don't scale linearly with services

At Scale: 10,000 services/day = \$150K revenue, \$40-50K margin

WHO WE ARE

Built to **win this market.**

Adonis Williams — Founder & CEO

- Deputy Functional Chief Engineer at Boeing
- Engineering Manager, Boeing Research & Technology
- Deep expertise in complex systems, fleet operations, and scaling infrastructure
- Education: Missouri University of Science and Technology
- Based in Seattle, WA — epicenter of tech and mobility innovation

Advisor Slots Open

- AV industry veteran (Waymo, Cruise)
- Gig economy operator (Uber alumni)
- Enterprise sales leader

Why We Win: Engineering Excellence • Systems Thinking • 100% Focus on AV Fleet Care

INVESTMENT

Path to **\$10M ARR** in 36 months.

YEAR	MARKETS	VEHICLES SERVED	REVENUE
Year 1	1	500	\$1.2M
Year 2	3	3,000	\$5.5M
Year 3	7	10,000	\$15M

\$1.5M

Seed Round

Use of Funds

- Product (40%) — App, API integrations
- Operations (30%) — Techs, training, equipment
- Sales (20%) — Enterprise BD
- G&A (10%) — Legal, insurance

THE FULL PICTURE

MOTRA Business Model Canvas

Key Partners

AV Ecosystem:

- Waymo, Cruise, Zoox, Tesla
- Fleet management software

Gig Economy:

- Existing gig platforms
- Training providers
- Equipment suppliers

Supporting:

- Insurance providers
- Payment processing

Key Activities

- Platform development
- Tech recruitment
- AV-specific training
- Quality assurance
- Enterprise sales

Key Resources

- Dispatch platform
- Fleet dashboard
- Technician app
- Trained tech network
- Training curriculum

Value Propositions

For Fleet Operators:

- Reduce downtime
- Variable cost model
- Scale instantly
- 24/7 availability
- API integration

vs. In-House:

- 50% cost reduction
- 30% more uptime

For Technicians:

- Flexible gig work
- \$15-20/hour

Customer Relationships

- Dedicated account mgrs
- API integration support
- Performance dashboards
- SLA guarantees
- 24/7 support

Channels

- Direct enterprise sales
- Industry conferences
- Fleet dashboard
- API integration
- Mobile dispatch

Customer Segments

Primary:

- Waymo (2,500+ vehicles)
- Cruise (rebuilding)
- Zoox (Amazon)
- Tesla Robotaxi

Secondary:

- Amazon Delivery EVs
- FedEx/UPS electric
- Corporate EV fleets

Buyers:

- VP of Operations
- Fleet Ops Manager



The future of mobility needs **infrastructure.**

AUTONOMY, MAINTAINED.

Adonis Williams — Founder

Seattle, WA

tidytails.github.io/motra-landing