



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.

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

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.

TJ Halpin — Founder & CEO

- Operator mindset: Built Tidy Tails (pet waste removal) from 0 to recurring revenue
- Understands gig economics, fleet operations, and service quality at scale
- Will relocate to target market for launch

Advisor Slots Open

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

Why We Win: Operator DNA • Startup Speed • 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 future of mobility needs infrastructure.

AUTONOMY, MAINTAINED.

TJ Halpin — Founder

tidytails.github.io/motra-landing