# 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

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

📍 **Depot-dependent**
Vehicles must return to facilities for basic cleaning

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

🔧 **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                                                                    03 / THE SOLUTION

# 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

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