



# 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	<b>400K rides/week</b> — targeting <b>1M/week</b> by end of 2026
Fleet Growth	2,500 vehicles today — " <b>tens of thousands</b> " 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

MVP launch in one market

### TIMELINE

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	<b>\$4-5 (27-33%)</b>
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](https://tidytails.github.io/motra-landing)