

## Autonomy, Maintained — Mobile Fleet Care for Autonomous Vehicles

- **AV Ecosystem:**
  - Waymo, Cruise, Zoox, Tesla
  - Fleet management software providers
  - AV industry associations
- **Gig Economy:**
  - Existing gig platforms (recruiting)
  - Detailing training providers
  - Equipment suppliers
- **Supporting:**
  - Insurance providers
  - Background check services
  - Payment processing (Stripe)
  - EV charging networks

- **Platform:**
- Dashboard development
- Mobile app (iOS/Android)
- API integrations
- **Operations:**
- Tech recruitment
- AV-specific training
- Quality assurance
- **Sales:**
- Enterprise BD
- Pilot management

- **Technology:**
  - Dispatch platform
  - Fleet dashboard
  - Technician app
- **Human:**
  - Engineering team
  - Operations team
  - Trained tech network
- **IP:**
  - Training curriculum
  - Quality standards

- Reduce downtime — no depot trips
- Variable cost — pay per service
- Scale instantly — no facilities
- 24/7 availability
- API integration
- Quality guaranteed

**vs. In-House:**

- 50% cost reduction
- 30% more vehicle uptime
- Zero facility buildout

**For Technicians:**

- Flexible gig work
- Consistent demand
- \$15-20/hour earnings

- **Enterprise:**
- Dedicated account managers
- API integration support
- Performance dashboards
- SLA guarantees
- **Ongoing:**
- 24/7 support
- Quarterly reviews
- Custom reporting

- **Acquisition:**
  - Direct enterprise sales
  - Industry conferences
  - AV ecosystem partnerships
- **Delivery:**
  - Fleet operator dashboard
  - API integration
  - Mobile dispatch

- **Primary:**
  - Waymo (2,500+ vehicles)
  - Cruise (rebuilding)
  - Zoox (Amazon)
  - Tesla Robotaxi (2026)
- **Secondary:**
  - Amazon Delivery (100K+ EVs)
  - FedEx/UPS electric fleets
  - Corporate EV fleets
- **Buyer Personas:**
  - VP of Operations
  - Fleet Operations Manager
  - Facilities Director

**Variable (scales with volume):**

- Technician payouts: 65-70% of revenue
- Payment processing: 2-3%
- Per-service insurance

- Platform dev: \$15-20K/mo
- Team salaries: \$40-60K/mo
- Marketing: \$10-15K/mo
- Insurance/legal: \$5-10K/mo

- MVP development: \$100-150K
- Market launch: \$50K
- Working capital: \$100K
- **Total seed: \$1.5M**

**Per-Service Pricing:**

- Quick Clean: \$12-18
- Deep Clean: \$45-75
- Light Maintenance: \$25-50
- Emergency: \$75-150

- Avg service: \$15
- Tech payout: \$10-11 (70%)
- Platform margin: \$4-5 (30%)
- Target: 10K services/day

- Y1: \$1.2M (1 market)
- Y2: \$5.5M (3 markets)
- Y3: \$15M (7 markets)
- **TAM 2032: \$5.5B**