

# Miata Fitment

“Perfect Fit, Every Time”



# Meet the team

- Anthony Devito, Technical Founder (WSU CS student, SEL intern, hobbyist mechanic)
- Antonio Casila, Business Founder (WSU Business Management student, WSU AROTC Battalion Commander, mechanic)
- Advisors:
  - April Needham (Bloom Consulting Founder)
  - Jared Kelnhofer (PicGenie, 2024 WSU BPC 2nd place)
  - Chris Cashion (SpeedyEFI Founder)

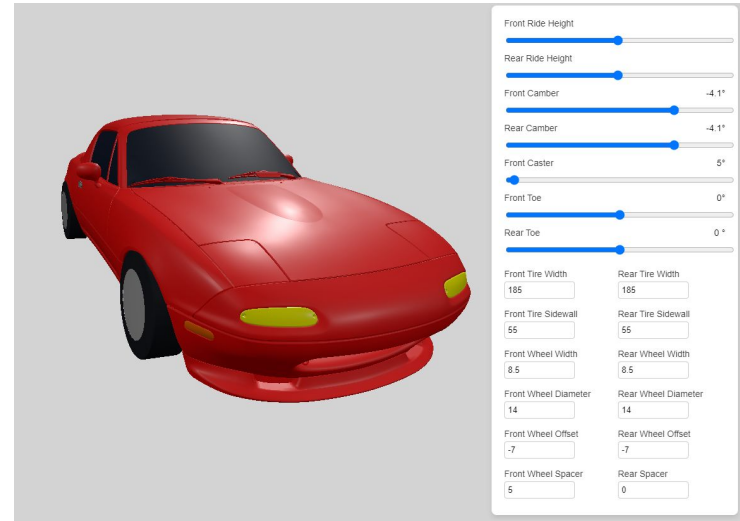
# Problem Statement

- Buying the *right* wheel, tire, and suspension setup is hard
  - Lots of math and things you just have to know
- Risks of costly mistakes due to incorrect fitment (\$X,XXX)
- Lack of simple, reliable solutions to help people buy wheels



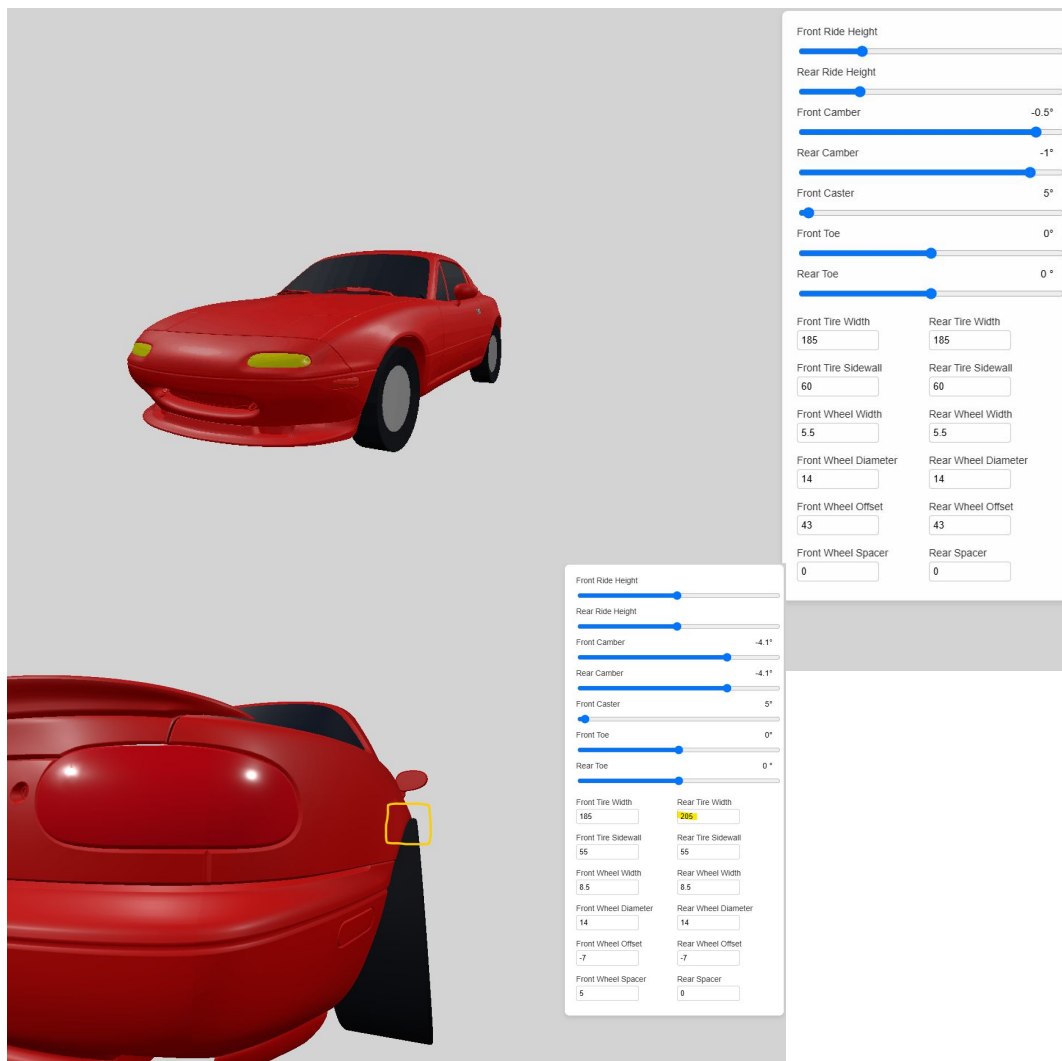
# Solution & Value Proposition

- Real-time 3D fitment visualizer
  - Eliminates guesswork and calculation errors
- Marketplace integration for seamless purchases
- Rebuilding and refinishing services



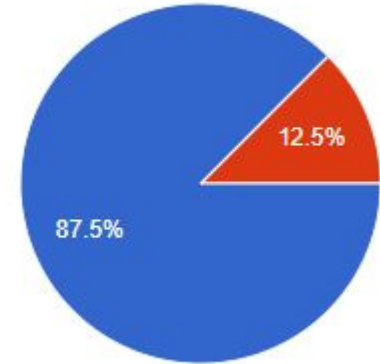
# Product Demo

- Gif showing going from factory wheel setup to aggressive spec wheel setup
  - Showing how much camber and what tire setup is needed to fit a 8.5j -6 wheel on a Miata
  - Showing if you used a slightly bigger tire, you'd have clearance issues!



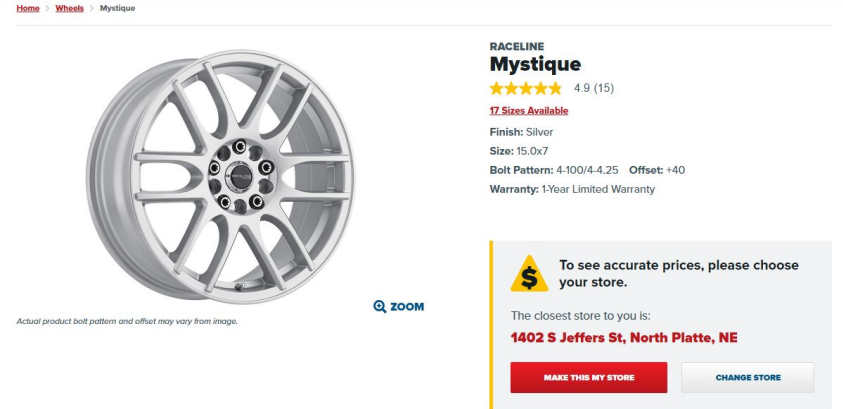
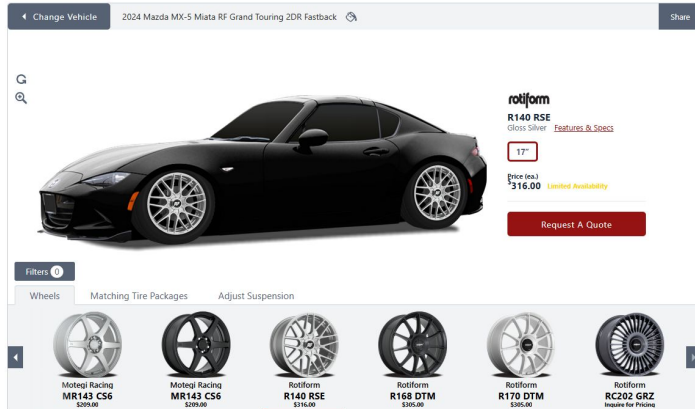
# Market Opportunity

- 1.2M Miatas sold since 1989, growing annually
- \$56.3B global car modification market, projected \$76.73B by 2032
- 87.5% of surveyed Miata owners modify their cars
- Spec Miata racing: Fastest-growing racing class in the U.S.
- Highly Fragmented



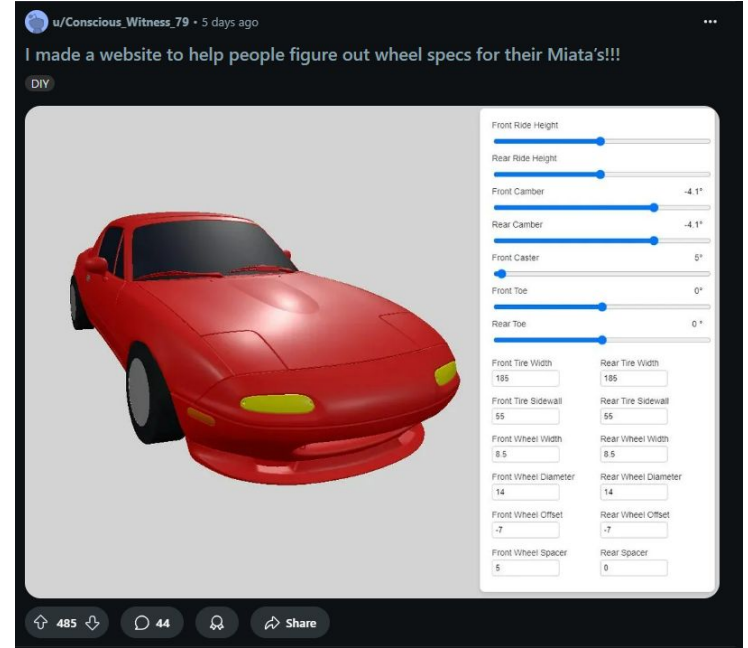
# Competitive Advantage

- Interactive real-time fitment visualizer vs static competitor listings
- Unique sourcing strategy: Japanese auctions and local inventory to capture the popular used wheel market, expand to new wheels as company grows
- The only company with a fitment visualizer this in depth
  - Competitors provide inaccurate information
  - Competitors solutions aren't 3d, you can't view from all angles
  - Competitors won't let you see the wheel on the car



# Go-to-Market Strategy

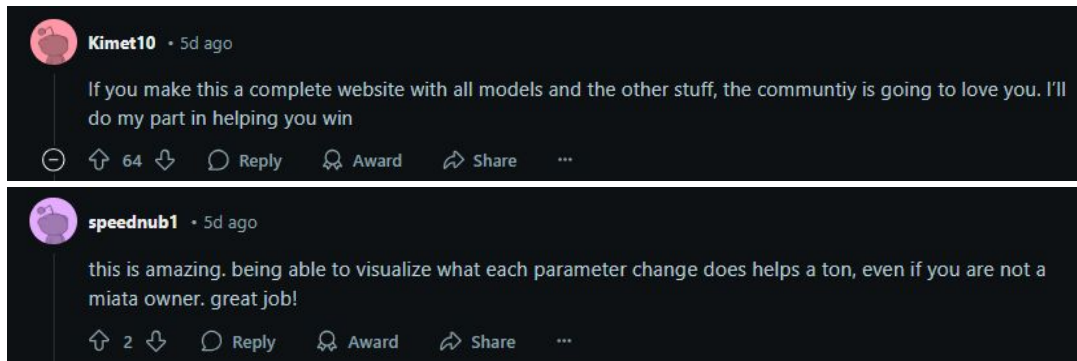
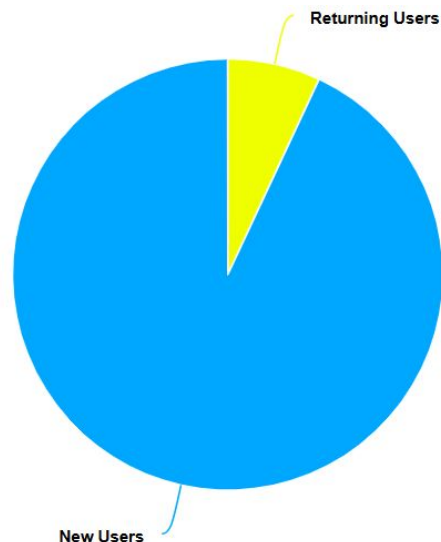
- Community-driven growth (Reddit, forums)
- Social media content strategy leveraging founder's expertise (YouTube, TikTok, Instagram)
- Expand to additional popular car communities (GR86, Nissan 240SX, BMW 3 Series, etc.)





# Traction

- 1,400+ unique visitors from minimal marketing
- User engagement: 13% repeat visitors
- Global reach: 47 countries
- Strong positive user feedback from MVP launch



# Merit Prizes

- Best Tech Venture
  - Impressive 3d model website
  - Responsive and lag free interface
  - Solves real problems
  - Hard math that is calculated and displayed correctly
- Best Social Impact Venture
  - Making a difference in the car community
  - Fair pricing to allow everybody to have access
  - People are vocal about the good this app brings to the community
  - Taking hard concepts, and making them accessible

# Revenue Model

- Two primary streams: Wheels segment & software subscriptions
- Wheels imported and sold with a 5% fee
- Wheel rebuilding/refinishing for \$1500
- Subscription priced at \$4.99/month (58.3% surveyed willingness)
- Year 1 projections: \$750K wheel sales, \$150K subscriptions, \$200K profit
- 20% annual growth projected
  - See Go-to-Market Strategy

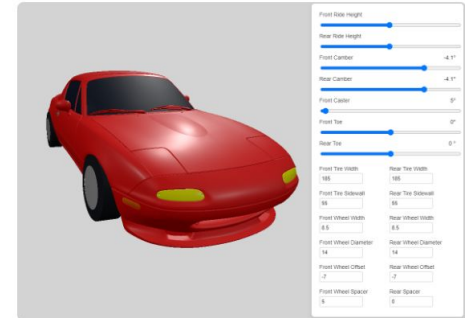


## Fitment Simulator

Dial in your Miata's fitment with our simulator. Select your Miata's generation and start customizing wheels, suspension, and more.

NA

GO



# Financial Projections (5 years)

- Year 1: \$900K revenue, \$200K profit
- Annual growth: 20%, adding two new car model platforms per year
- Estimated net profit margin: ~10% from Year 2 onward

Category	Y1 Q1	Y1 Q2	Y1 Q3	Y1 Q4	Y1 Total	Y2	Y3	Y4	Y5
Wheel Revenue	150,000	187,500	187,500	225,000	750,000	900,000	1,080,000	1,296,000	1,555,200
Subscription Revenue	25,000	35,000	40,000	50,000	150,000	330,000	546,000	705,200	1,116,240
<b>Total Revenue</b>	<b>175,000</b>	<b>222,500</b>	<b>227,500</b>	<b>275,000</b>	<b>900,000</b>	<b>1,230,000</b>	<b>1,626,000</b>	<b>2,001,200</b>	<b>2,671,440</b>
COGS (95%)	142,500	178,125	178,125	213,750	712,500	855,000	1,026,000	1,231,200	1,477,440
Rebuild Profit	6,250	6,250	6,250	6,250	25,000	30,000	36,000	43,200	51,840
<b>Gross Profit</b>	<b>38,750</b>	<b>50,625</b>	<b>55,625</b>	<b>67,500</b>	<b>212,500</b>	<b>405,000</b>	<b>636,000</b>	<b>813,200</b>	<b>1,245,840</b>
Rent (\$3K/month)	9,000	9,000	9,000	9,000	36,000	36,000	36,000	36,000	36,000
Salaries	50,000	50,000	50,000	50,000	200,000	200,000	270,000	270,000	340,000
Hosting & Expenses	1,000	1,000	1,000	1,000	4,000	6,000	7,000	9,000	10,000
One-time Startup Cost	500	-	-	-	500	-	-	-	-
<b>Total OpEx</b>	<b>60,500</b>	<b>60,000</b>	<b>60,000</b>	<b>60,000</b>	<b>240,500</b>	<b>242,000</b>	<b>313,000</b>	<b>315,000</b>	<b>386,000</b>
<b>Net Income</b>	<b>-21,750</b>	<b>-9,375</b>	<b>-4,375</b>	<b>7,500</b>	<b>-28,000</b>	<b>163,000</b>	<b>323,000</b>	<b>498,200</b>	<b>859,840</b>

Category	Y1 Q1	Y1 Q2	Y1 Q3	Y1 Q4	Y1 Total	Y2	Y3	Y4	Y5
Net Income	-21,750	-9,375	-4,375	7,500	-28,000	163,000	323,000	498,200	859,840
Reinvestment (50%)	-	-	-	-	-	-81,500	-161,500	-249,100	-429,920
Retained Cash (50%)	-	-	-	-	-	81,500	161,500	249,100	429,920
Investing – Tools/Models	-500	0	0	0	-500	-7,000	-7,000	-7,000	-7,000
New Hires	0	0	0	0	0	0	-70,000	0	-70,000
Inventory Purchase (Y5)	0	0	0	0	0	0	0	0	-100,000
<b>Net Cash Flow</b>	<b>-22,250</b>	<b>-9,375</b>	<b>-4,375</b>	<b>7,500</b>	<b>-28,500</b>	<b>74,000</b>	<b>84,000</b>	<b>242,100</b>	<b>252,920</b>
<b>Ending Cash</b>	<b>-22,250</b>	<b>-31,625</b>	<b>-36,000</b>	<b>-28,500</b>	<b>-28,500</b>	<b>70,500</b>	<b>154,500</b>	<b>396,600</b>	<b>649,520</b>

Category	Y1 Q1	Y1 Q2	Y1 Q3	Y1 Q4	Y1 Total	Y2	Y3	Y4	Y5
Cash	-22,250	-31,625	-36,000	-28,500	-28,500	70,500	154,500	396,600	649,520
Equipment & Tools	500	2,000	3,500	5,000	5,000	15,000	30,000	50,000	80,000
Inventory	0	0	0	0	0	0	0	0	100,000
<b>Total Assets</b>	<b>-21,750</b>	<b>-29,625</b>	<b>-32,500</b>	<b>-23,500</b>	<b>-23,500</b>	<b>85,500</b>	<b>184,500</b>	<b>446,600</b>	<b>829,520</b>
Liabilities (Payables)	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	10,000
Owner's Equity	-26,750	-34,625	-37,500	-28,500	-28,500	80,500	179,500	441,600	819,520
<b>Liabilities + Equity</b>	<b>-21,750</b>	<b>-29,625</b>	<b>-32,500</b>	<b>-23,500</b>	<b>-23,500</b>	<b>85,500</b>	<b>184,500</b>	<b>446,600</b>	<b>829,520</b>

# Funding Requirements

- Target funding: \$300K minimum, \$500K ideal at the start
- Angel investment facilitated by advisor April Needham
- Bootstrapping possible with minimal funding (\$10K)
  - We really want to make this happen!

# Questions

Thank you for listening! Any questions?