GarKar

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GarKar

"Your Neighbor's Car, Anytime"

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"The Problem"

Traditional car rental services are **expensive** and **inconvenient**, with lengthy processes and **hidden fees**.

Owning a car in urban areas is costly due to parking, insurance, and maintenance.

- **Urban Car Ownership:** High costs for parking, insurance, and maintenance make it burdensome.
- **Parking Costs:** Urban apartment parking frequently exceeds $300/month. Finding ways to offset these expenses can greatly benefit residents.

Lack of trust and security in existing peer-to-peer car rental platforms.

"Our Solution"

Introduction of GarKar: A peer-to-peer car rental app exclusive to apartment building residents.

Secure and convenient car rentals from trusted neighbors.

Affordable rates and transparent rental process.

"Market Opportunity"

The rise of the sharing economy and increased demand for cost-effective urban mobility solutions.

Market size: Projected growth of car-sharing market, particularly in urban areas.

Statistics: Present data on the market size and growth projections for car-sharing services.

"Product Overview"

Login/Signup: Easy registration with multiple verification options to ensure user authenticity.

Verification: Secure upload of welcome letters, utility bills, or driver's licenses.

Home Page: Display available cars with filtering options.

Booking System: Simple and efficient booking process.

Owner Dashboard: Features for car owners to manage bookings, set availability, and view rental history.

"Why GarKar?"

Exclusive to apartment communities, ensuring trust and security.

Simplified and reliable verification process.

Convenient access to neighbor's cars at affordable prices.

Comparison: Table comparing GarKar with traditional car rentals and other car-sharing platforms.

TURO

US Host protection plans

Plan*	60 plan	75 plan	80 plan	85 plan	90 plan
Host take	60% of the trip price	75% of the trip price	80% of the trip price	85% of the trip price	90% of the trip price
Deductible** (per claim of physical damage to your car)	None	$250	$750	$1,625	$2,500
Third-party liability insurance***	Up to $750,000 from Travelers Excess and Surplus Lines Company	Up to $750,000 from Travelers Excess and Surplus Lines Company	Up to $750,000 from Travelers Excess and Surplus Lines Company	Up to $750,000 from Travelers Excess and Surplus Lines Company	Up to $750,000 from Travelers Excess and Surplus Lines Company
Replacement Vehicle Reimbursement†	$50/day, 10 day max. In the event of a total loss, the full $500 will be paid. Or the Host may opt for Loss of Hosting Income.	$30/day, 10 day max. In the event of a total loss, the full $300 will be paid.	Not included	Not included	Not included
Exterior Wear & Tear†	Turo is responsible for eligible Exterior Wear and Tear	Not included	Not included	Not included	Not included
Loss of hosting income†	Turo is responsible for the vehicle's potential earnings, based on the last 60 days' average earnings, up to a maximum of 30 days. Or the Host may opt for Replacement Vehicle Reimbursement.	Not included	Not included	Not included	Not included

This table is only a summary. Refer to the detailed information below to learn more about the terms, exclusions, and conditions that may apply to protection plans. Any capitalized words are defined below under "General Definitions."

"Business Model"

Revenue Stream:

- **Commission on Transactions:** GarKar will take a 10% commission on each rental transaction.
- **Example:** For a $50 rental, GarKar earns $5.

Scalability: The more transactions on the platform, the higher the revenue.
Simplicity: Easy to understand and transparent for users.

"Go-to-Market Strategy"

Initial Launch: Focus on major cities with high apartment density.

Marketing Channels: Social media campaigns, influencer partnerships, local events, and targeted digital advertising.

Partnerships: Collaborate with apartment management companies and local businesses for promotions.

Promotions: Introductory offers, referral programs to drive user acquisition.

"Competitive Analysis"

Turo:

- A peer-to-peer car-sharing platform where car owners can list their vehicles for rent.
- Known for its wide range of vehicle options and availability in multiple locations.
- **Weaknesses:** High service fees, trust and security issues due to broader public access.

Zipcar:

- A car-sharing service that provides cars for rent by the hour or day.
- Vehicles are owned by the company and located in designated parking spots.
- **Weaknesses:** Limited availability of vehicles and locations; higher costs for longer rentals.

Getaround:

- Peer-to-peer car-sharing platform that allows users to rent cars from local owners by the hour or day.
- Emphasizes instant access and flexibility.
- **Weaknesses:** Security concerns due to broader public access; variable vehicle quality.

Comparison with GarKar:

- GarKar's exclusivity to apartment communities ensures higher trust and security.
- Simplified verification process for added security.
- Affordable pricing and convenient access to cars within the same community.

"Financial Projections"

Revenue Projections:

- **Year 1:** $500,000
- **Year 2:** $1.5 million
- **Year 3:** $3.5 million
- **Year 4:** $7 million
- **Year 5:** $12 million

Assumptions: Based on acquiring 50,000 users by Year 3 with an average transaction value of $50 and a 10% commission per transaction.

Key Metrics:

- Customer Acquisition Cost (CAC)
- Lifetime Value (LTV)

Visuals: Charts and graphs showing projected growth, revenue, and key financial metrics.

"Our Team"

Introduce key team members, their roles, and relevant experience.

Highlight expertise in technology, business development, and the car-sharing industry.

Visuals: Photos and brief bios of team members, emphasizing their expertise.

"Milestones & Roadmap"

Key development milestones achieved to date.

Future roadmap: upcoming features, market expansion plans, and strategic goals.

Visuals: Timeline or roadmap graphic showing past achievements and future plans.

"Our Ask"

Specific funding amount required and the purpose of the funds (e.g., development, marketing, team expansion).

Expected outcomes and milestones achievable with the funding.

Visuals: Use a clear and concise graphic to outline the funding ask and allocation.

"Contact Us"

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www.GarKar.com