You can turn an “automotive‑savvy AI copilot” into a real business.

Below is a concise growth blueprint: what to sell, how to stand out, and levers that move revenue from prototype‑hobby to 7‑figure ARR.

1. Who Pays, for What?

| Customer Segment | Burning Pain | “A‑ha” Outcome You Deliver | Will Pay… |
| --- | --- | --- | --- |
| Independent repair shops (5–25 bays) | Tech turnover, bad comebacks, OEM data locked behind paywalls | Faster triage → fewer mis‑diagnoses; printable torque sheets | $149–$399 / month / site |
| Tier‑1/Tier‑2 suppliers (CAD/CAE depts.) | Junior engineers drain senior time, FEA loops slow | Auto‑formatted design briefs + on‑demand FeatureScript | Seat‑based SaaS ($99/mo) |
| Aftermarket parts brands | Customer support costs, warranty claims | “Self‑service” chat widget on their site that off‑loads tech queries | API MAUs ($0.02–$0.05 / msg) |
| Voc‑tech & community colleges | Outdated lab manuals, need industry‑realistic tasks | Classroom license with tracked competency modules | Campus licence ($5k / yr) |

Start with indie repair shops—fast sales cycle, clear ROI, low InfoSec friction.

2. Differentiate Beyond “Another ChatGPT Wrapper”

| Vanilla Chatbot | Your Unique Angle |
| --- | --- |
| Generic answers | Shop‑grade torque specs + image call‑outs to OEM service manuals |
| No accountability | Citation bubble linking to PDF & page number (trust) |
| “Maybe” dimensions | Auto‑generated Onshape parametric model in < 10 s |
| Only text | Voice + AR overlay option (visionOS / Hololens) shows bolt order on engine image |
| Usage‑based | Outcome‑based pricing: e.g. “$4 / successful repair ticket” (share upside) |

3. Feature Road‑map (Next 12 Months)

| Quarter | Must‑Build Feature | Moat it Creates |
| --- | --- | --- |
| Q1 (MVP) | RAG over OEM PDFs, junior‑friendly 5‑section answer template | Competitors still copy/paste spec sheets |
| Q2 | Upload OBD‑II log / vibration .CSV → bot auto‑diagnoses | Proprietary signal‑analytics models |
| Q3 | Photo‑to‑CAD sketch (take phone picture of part → reverse‑engineer dimensions) | Bridges physical–digital gap |
| Q4 | Marketplace plug‑ins: order gaskets, bearings via Stripe click | Ecosystem lock‑in & rev‑share |

4. Monetisation Flywheel

Core SaaS (recurring MRR)

On‑demand CAD jobs → credits (high margin GPU time)

Parts Affiliate: when bot says “replace coil‑pack (PN 123)” → 6‑8 % cut from retailers

Data Insights: anonymised failure‑mode heat‑maps sold to parts OEMs

Certification Module: paywalled quizzes; shops tout “AI‑verified tech” badge

5. Go‑To‑Market Sprint Plan (Day 1 → Day 120)

| Week | Activity | KPI Gate |
| --- | --- | --- |
| 1‑2 | Build landing page + 2 demo videos | 200 wait‑list emails |
| 3‑6 | Cold‑call 30 garages, run Zoom demo, offer 2‑week free | 10 active pilots |
| 7‑10 | Capture before/after metrics: diag time, come‑back rate | Avg. 25 % faster fix |
| 11‑12 | Publish case study + testimonial video | MQL → Paid conversion ≥ 30 % |
| 13‑16 | Launch on ShopOwner, SEMA, LinkedIn; referral $50 credit | 100 paying shops |

6. Team & Tech Ops for 100 k Users (Year‑1 View)

| Discipline | FTE | Stack Choice |
| --- | --- | --- |
| Founding ME + PM | 1 + 1 | Owns the playbooks |
| Full‑stack (TS/React + FastAPI) | 2 | Serverless (AWS Lambda) until >20k DAU |
| ML / Prompt Eng | 1 | OpenAI + mini‑LoRA fine‑tunes on parts diagrams |
| DevRel / Content | 1 | Weekly teardown videos of real repairs |
| Sales (SMB) | 2 | HubSpot + Loom async demos |
| Total burn | ~$55 k / mo (incl. API) |  |

7. De‑risking Steps Before You Quit Your Day Job

Pre‑sell: Secure LOIs from 5 garages (>> $1k MRR).

Legal: draft liability waiver + disclaimer; carry E&O insurance.

API Cost Test: Simulate 2 k concurrent chats to size monthly OpenAI bill; explore GPT‑4o vs Vision.

Data Licensing: verify your use of OEM manuals complies with “fair use / repair exception” or secure a Mitchell1 or ALLDATA license.

Take‑away Play

Launch narrow & deep (junior techs in repair shops). Give them step‑by‑step, tool‑ready answers with cited torque specs.  
From there, layer CAD and e‑commerce hooks. The mix of trusted data + instant 3‑D outputs is hard to copy and lets you charge real money.

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