

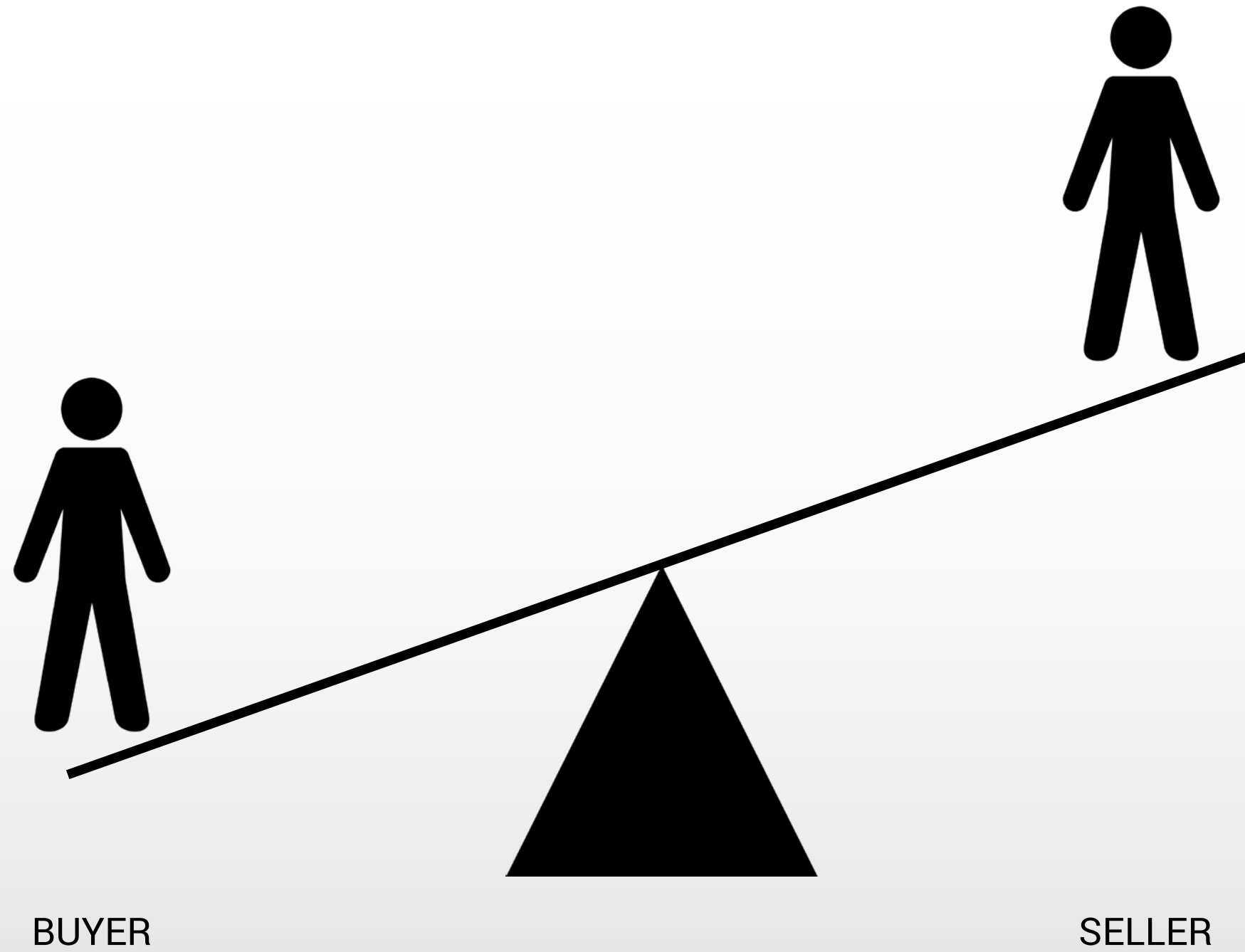


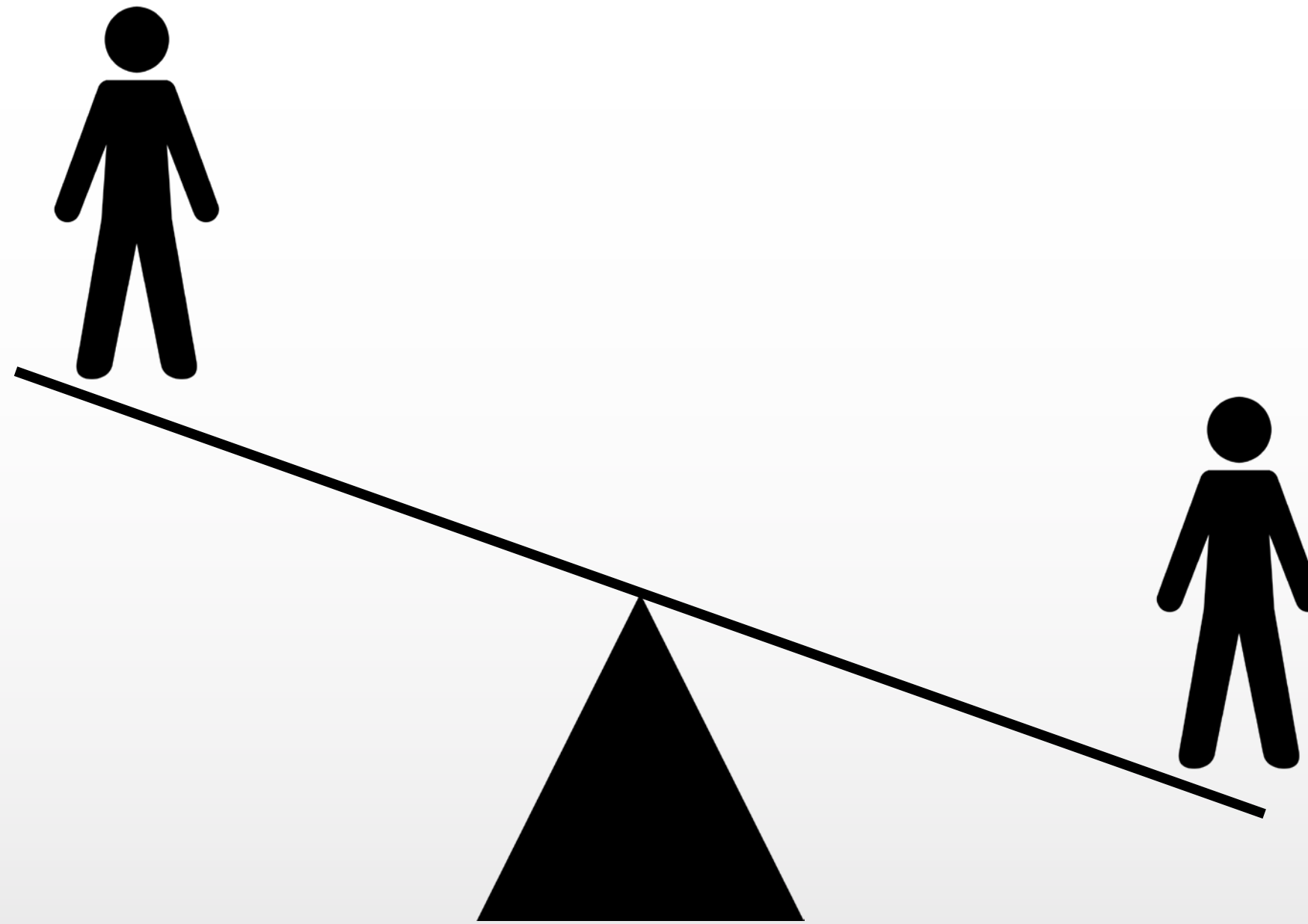
TECHNOLOGY OVERLOAD

A wide-angle photograph of a sunset over the ocean. The sun is a bright, glowing orb in the center of the horizon, casting a warm, golden light across the sky and water. The sky transitions from a pale yellow near the horizon to a clear blue at the top. The ocean is a deep blue with gentle waves. In the foreground, white foam from a wave is visible at the bottom of the frame. The text "NEEDS NEW MARKETS" is overlaid in white, bold, sans-serif capital letters on the right side of the image.

NEEDS NEW MARKETS

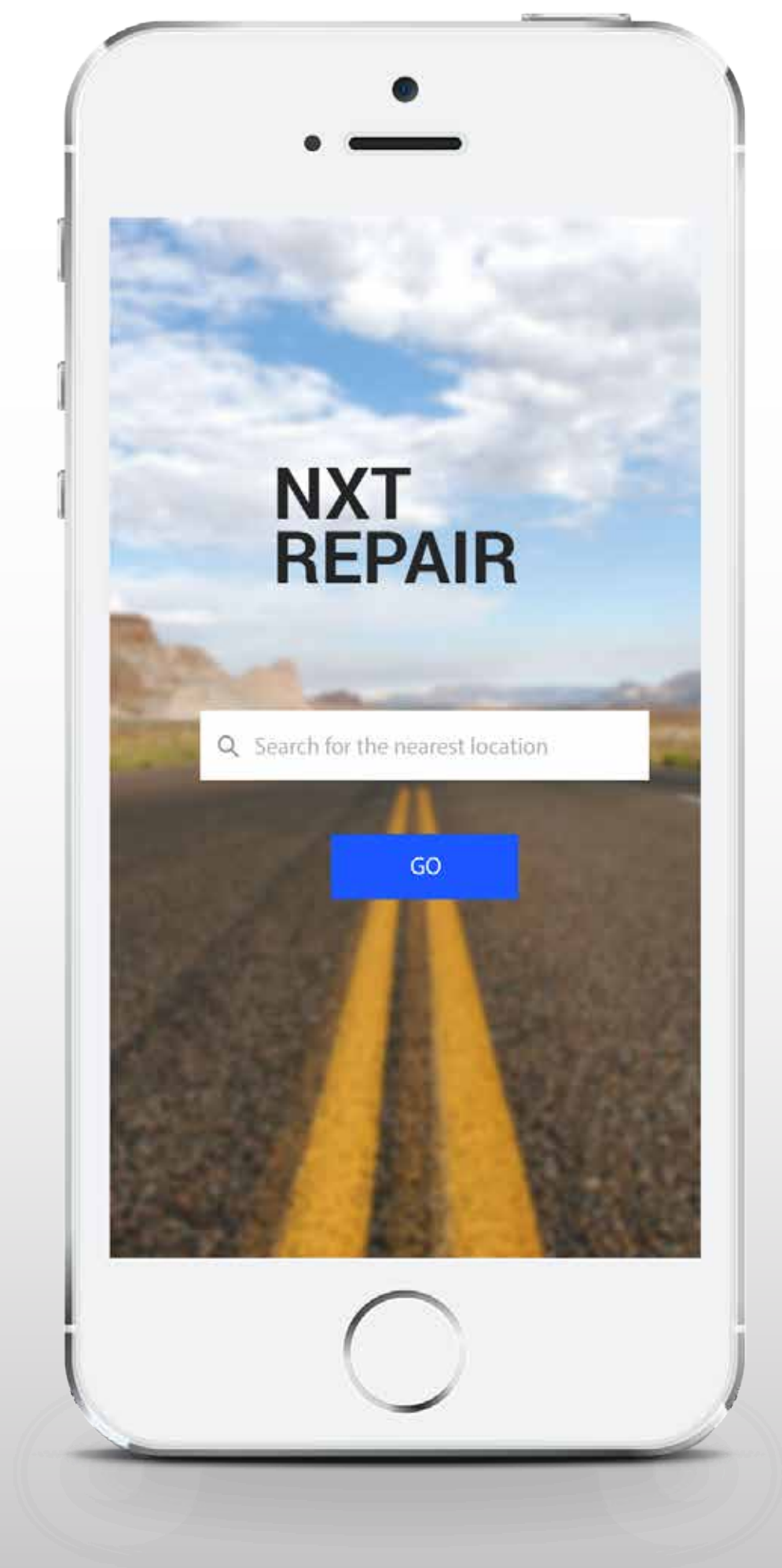
**FORTUNATELY FOR
MASTERCARD,
WE FOUND ONE!**

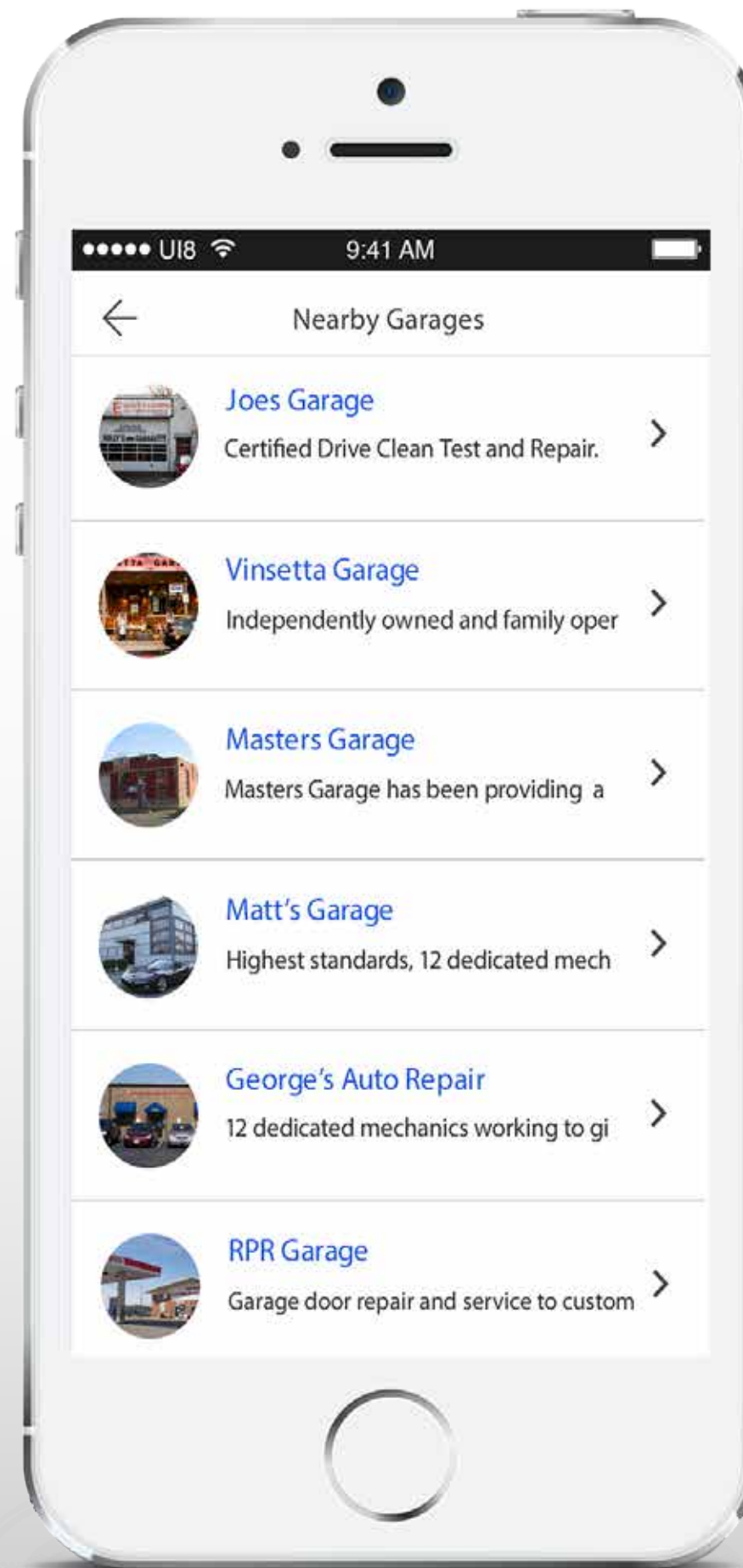




BUYER

SELLER





UI8 9:41 AM

← Nearby Garages

 **Joe's Garage**
Certified Drive Clean Test and Repair. >

 **Vinsetta Garage**
Independently owned and family oper >

 **Masters Garage**
Masters Garage has been providing a >

 **Matt's Garage**
Highest standards, 12 dedicated mech >

 **George's Auto Repair**
12 dedicated mechanics working to gi >

 **RPR Garage**
Garage door repair and service to custom >

VALUE PROPOSITION

IDEA

REVOLUTIONIZING the way people maintain their cars and interact with the automobile industry.

VALUE TO CONSUMER

Streamlining the service industry, providing all the information in one location, as well as **EMPOWERING** the customer with the information to make the right choices for them.

VALUE TO COMPANY

Organization of customers to increase efficiency of service and provide a **UNIQUE DIGITAL EXPERIENCE**.

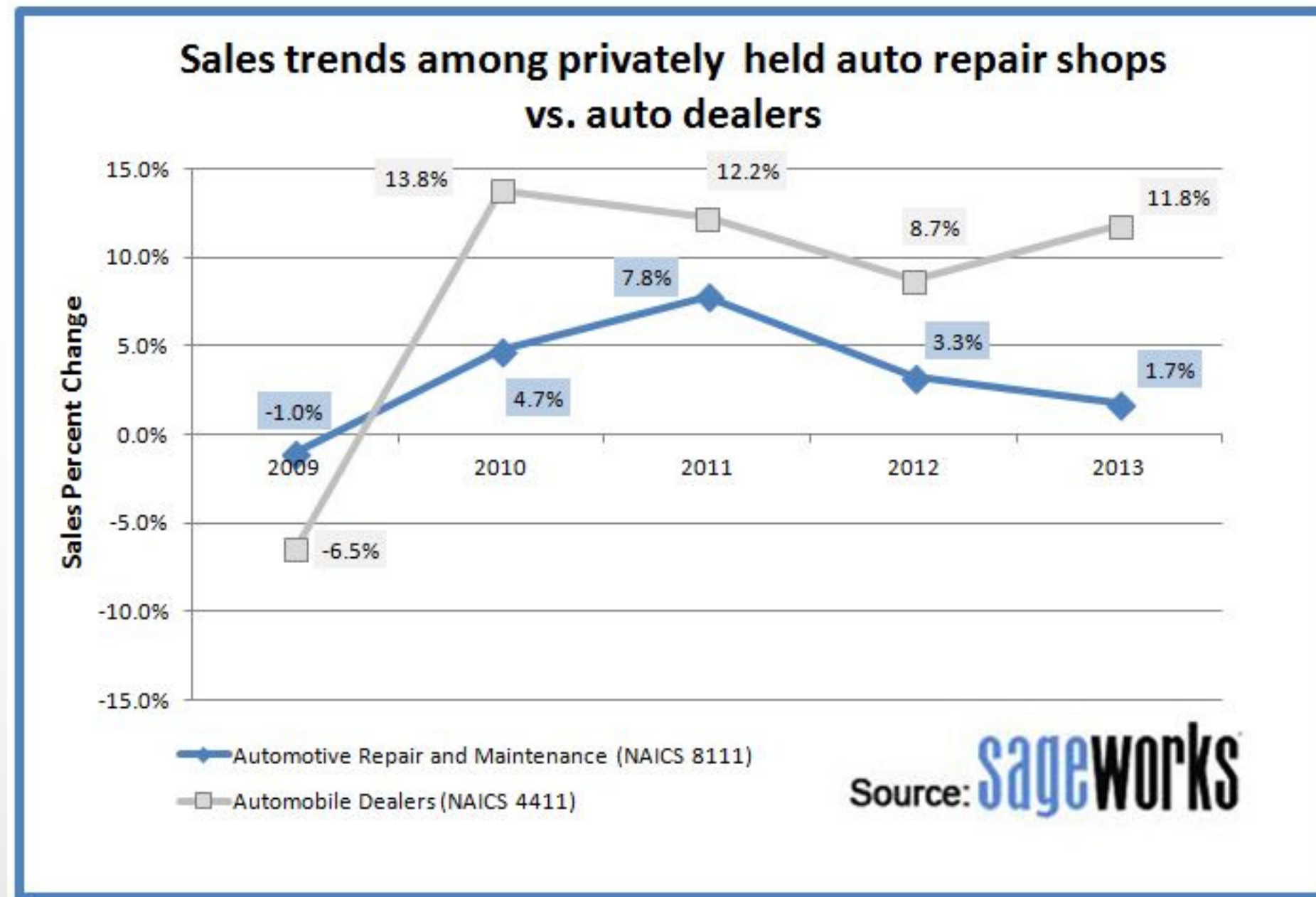
INSPIRATION

Auto maintenance and repairs are not currently embracing digital payments or technology, providing the opportunity to **LEAPFROG** over existing tech solutions.

BUSINESS MODEL CANVAS

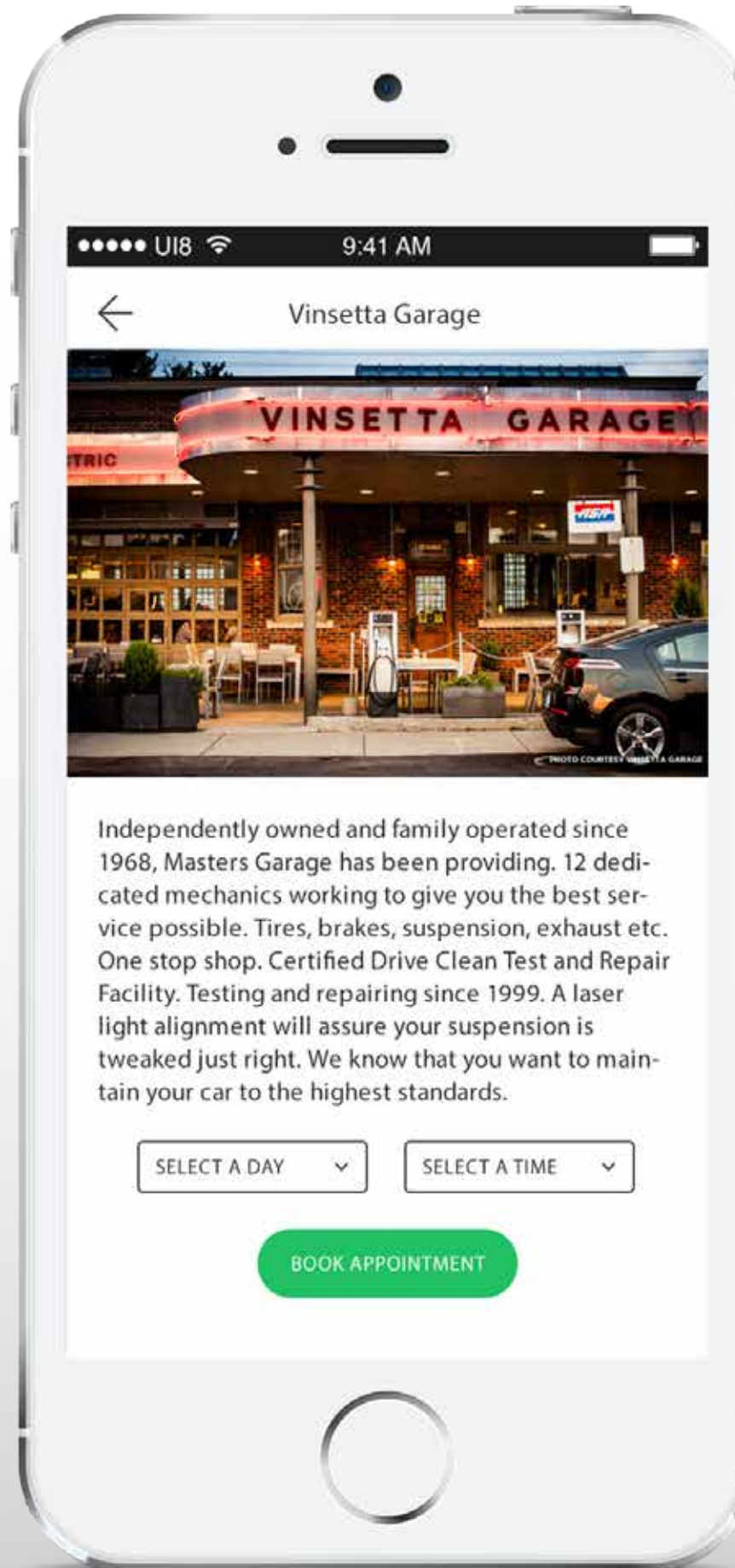
<div>Key Partners</div> <ul style="list-style-type: none">• LEADING automobile manufactures• Small, medium and large sized car maintenance and repair shops	<div>Key Activities</div> <ul style="list-style-type: none">• Developing relationships with service providers• Gathering information from customers about QUALITY of customer service <div>Key Resources</div> <ul style="list-style-type: none">• Relationships with dealerships, repair shops and other service providers• VERIFICATION of quality service provides	<div>Value Proposition</div> <ul style="list-style-type: none">• Empowering customers to make informed choices about the HEALTH of their cars by giving them in app information• Streamlining the process of making appointments, getting a quote, learning about repairs, and paying for services.• A digital solution in a currently analogue industry	<div>Customer Relationships</div> <ul style="list-style-type: none">• To provide ongoing service retaining digital records to recall knowledge of needs and provide the best solutions for the customers next visit• Building on existing relationships, adding more information to ENHANCE the experience for both parties <div>Channels</div> <ul style="list-style-type: none">• By being online, we can SUGGEST other services to help maintain the health of their car, and moving away from one time transactional services.	<div>Customer Segments</div> <ul style="list-style-type: none">• MASS market• 18,210,000 motor vehicles in Canada• 148/1000 motor vehicles per 1000 people globally
<div>Cost Structure</div> <ul style="list-style-type: none">• Constant updating information for RELEVANCE and to provide best customer service• Possibility to scale to other service providers in other industries i.e. trades, home maintenance			<div>Revenue Streams</div> <ul style="list-style-type: none">• 2.85% + 30¢ Simple Pricing, MasterCard SIMPLIFY COMMERCE	

TECHNOLOGY OVERLOAD



<http://www.forbes.com/sites/sageworks/2014/01/26/auto-repair-shops-financial-analysis/>

Privately held auto repair and maintenance shops on average posted **1.7 PERCENT SALES GROWTH LAST YEAR**. That makes the industry one of the slowest-growing of all, and it is the industry's smallest sales growth since 2009, when sales actually decreased



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← Vinsetta Garage

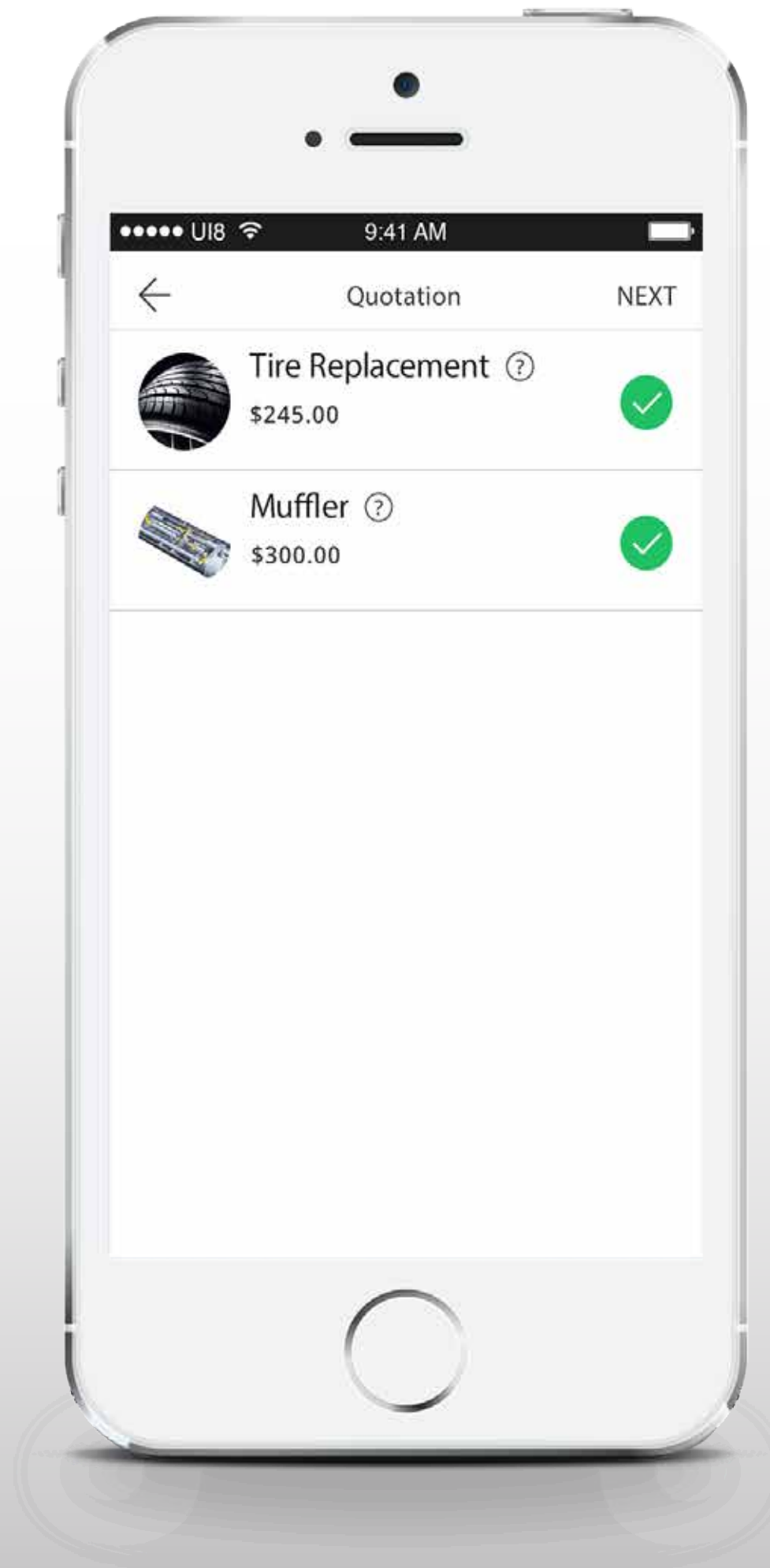


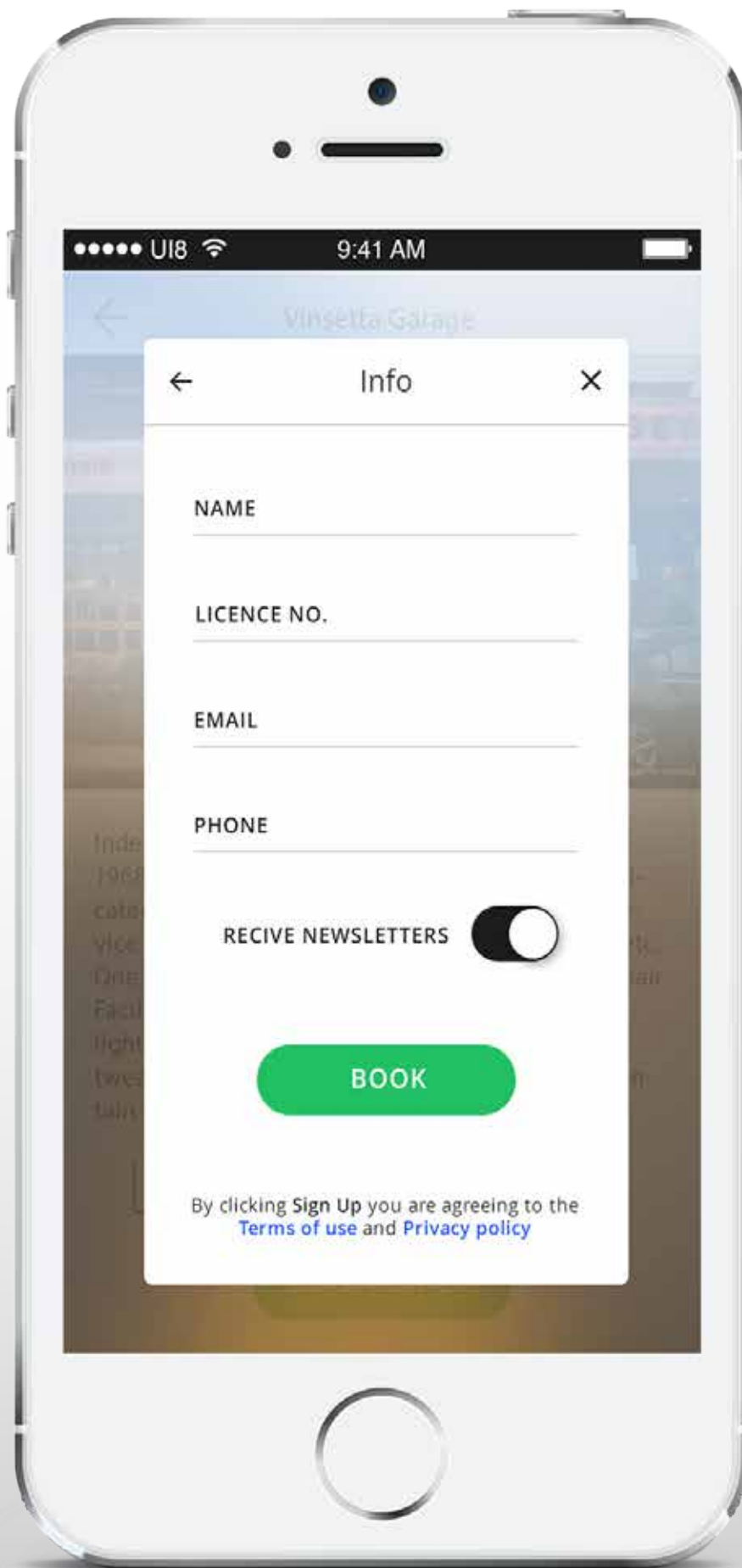
Independently owned and family operated since 1968, Masters Garage has been providing. 12 dedicated mechanics working to give you the best service possible. Tires, brakes, suspension, exhaust etc. One stop shop. Certified Drive Clean Test and Repair Facility. Testing and repairing since 1999. A laser light alignment will assure your suspension is tweaked just right. We know that you want to maintain your car to the highest standards.

SELECT A DAY ▼

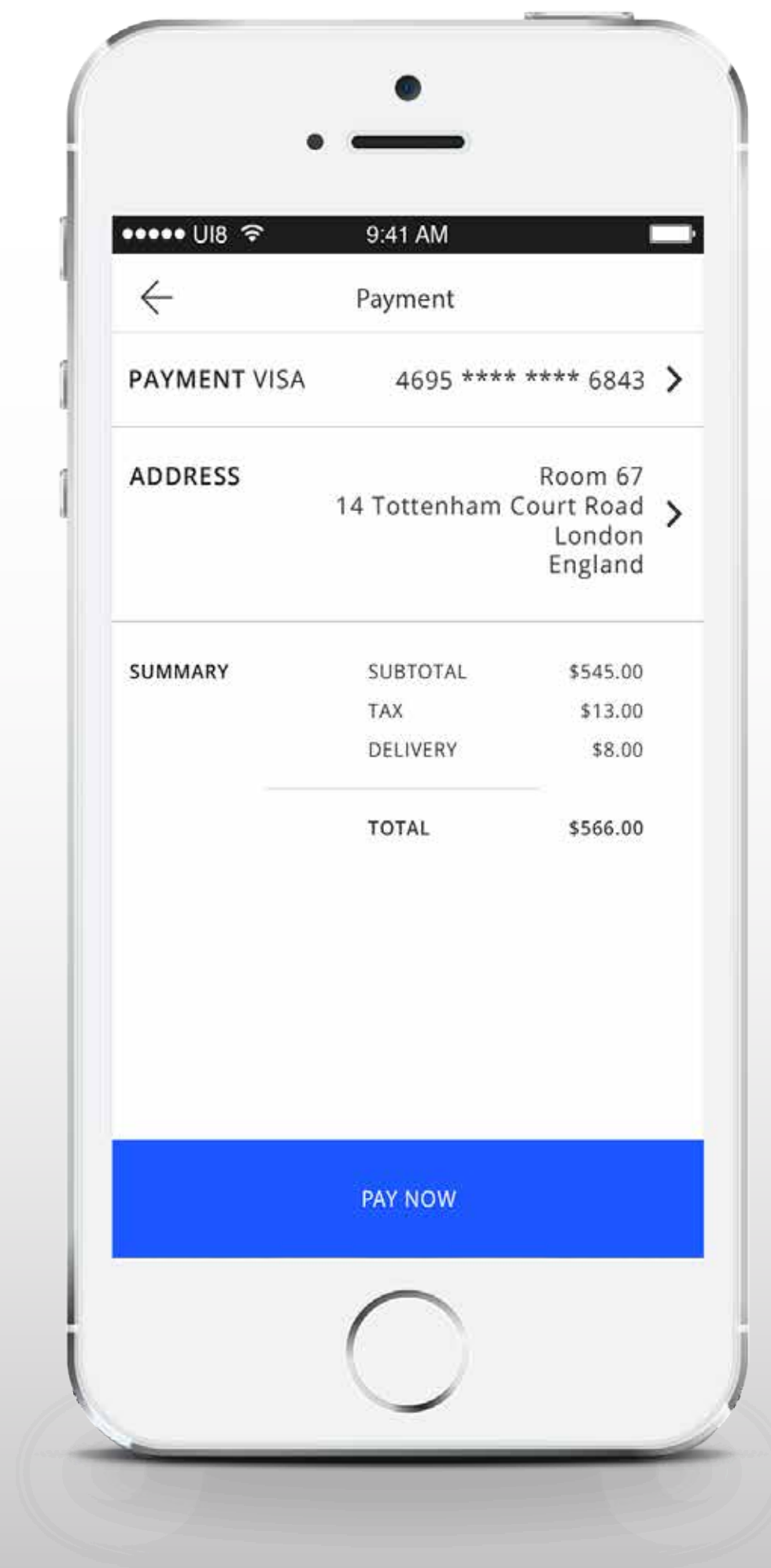
SELECT A TIME ▼

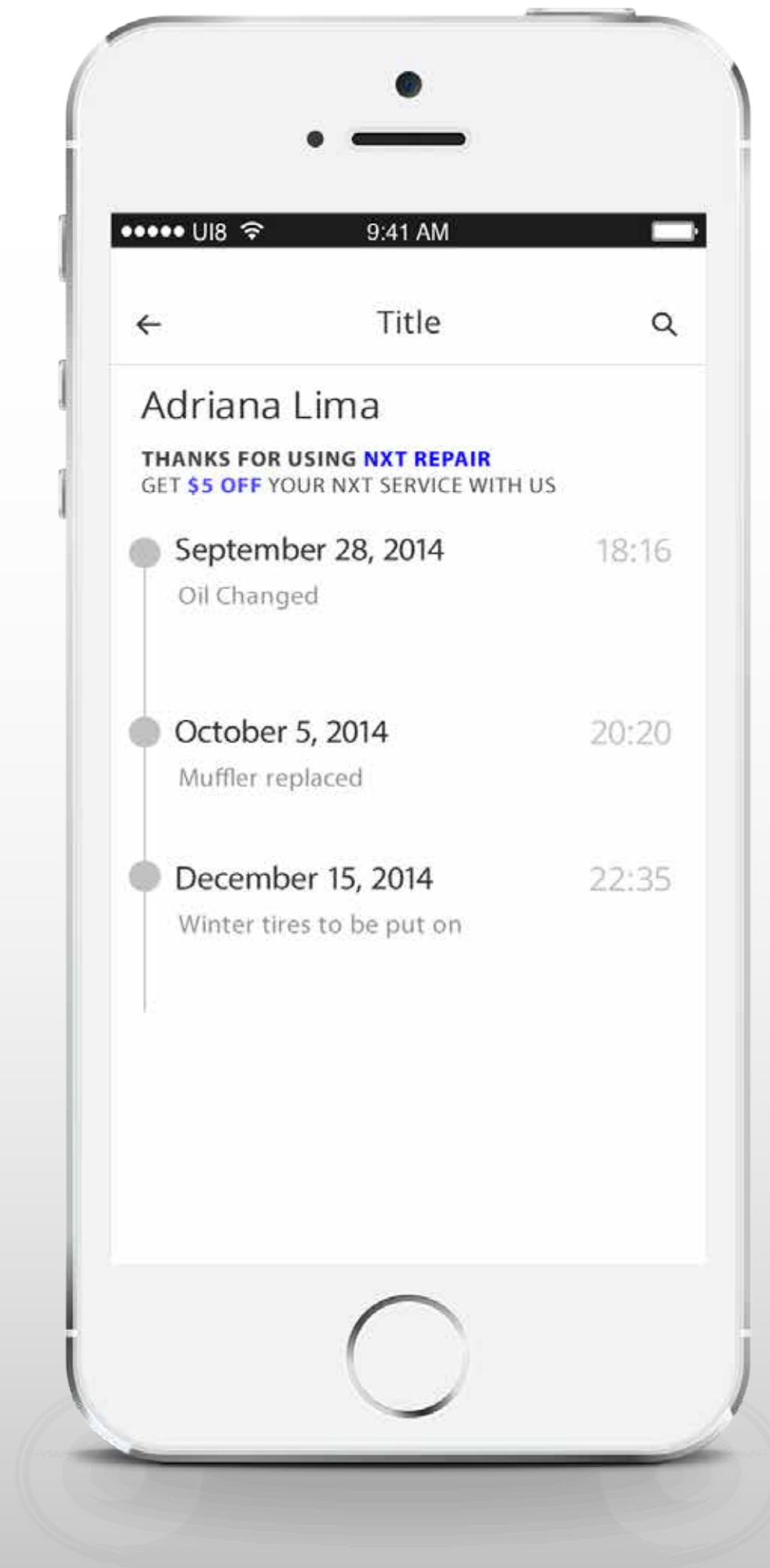
BOOK APPOINTMENT











FACTS & FIGURES

14 MILLION MOTORISTS

in the UK feel like they are being ripped off by their garage. That is 45% of motorists.

<http://www.motorcodes.co.uk/motorist>

160,000 BUSINESSES

In the US automotive repair and maintenance services industry in 2012

<http://www.sbdcnnet.org/small-business-research-reports/auto-repair-business-2012t>

1.84-2.53 CENTS

per kilometer is the cost of maintenance for cars in Canada according to CAA

<http://www.caa.ca/driving-costs/>

80 MILLION DOLLARS

combined annual revenue of repair shops in US. The industry is expected to grow at a low rate over the next two years. More consumers replacing their old cars after postponing new car purchases during the recession

<http://www.sbdcnnet.org/small-business-research-reports/auto-repair-business-2012t>