Key partners

Leading automobile manufactures

Small, medium and large sized car maintenance and repair shops

Key activities

Developing relationships with service providers

Gathering information from customers about quality of customer service

Key resources

Relationships with dealerships, repair shops and other service providers

Verification of quality service provides

Value prop

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

Customer segments

Mass market

18,210,000 motor vehicles in **Canada**

**148/1000 Motor vehicles per 1000 people globally**

Channels

By being online, we can suggest other services to help maintain the health of their car, and moving away from one time transactional services.

Customer relationships

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

Cost structure

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

Revenue streams

2.85% + 30¢ Simple Pricing, MasterCard Simplify Commerce