



**MOTmatch**

# **The Garage-First Booking Platform**

Built for independent garages. Backed by smart investors.



# The Problem: Garages Are Being Exploited

## Customer Exploitation

Aggregators take ownership of garage customers, leaving owners powerless

## Excessive Commissions

High fees cut into already thin margins, reducing profitability

## Lost Control

Garages become invisible behind platforms, losing their brand identity

## No SEO Benefits

Garages don't rank locally—customers can't find them directly

# Massive Market Opportunity

£12B

## Total Market

## UK MOT & servicing annual market size

£2.4B

## Serviceable Market

## Independent garages and smaller chains

# £240M

## Obtainable Market

Achievable with 2% market penetration



Every car needs an MOT—guaranteed recurring demand in a stable, essential market.

# The MOTmatch Solution

## Branded Microsites

Garages own their brand identity and customer relationships

## Direct Stripe Payouts

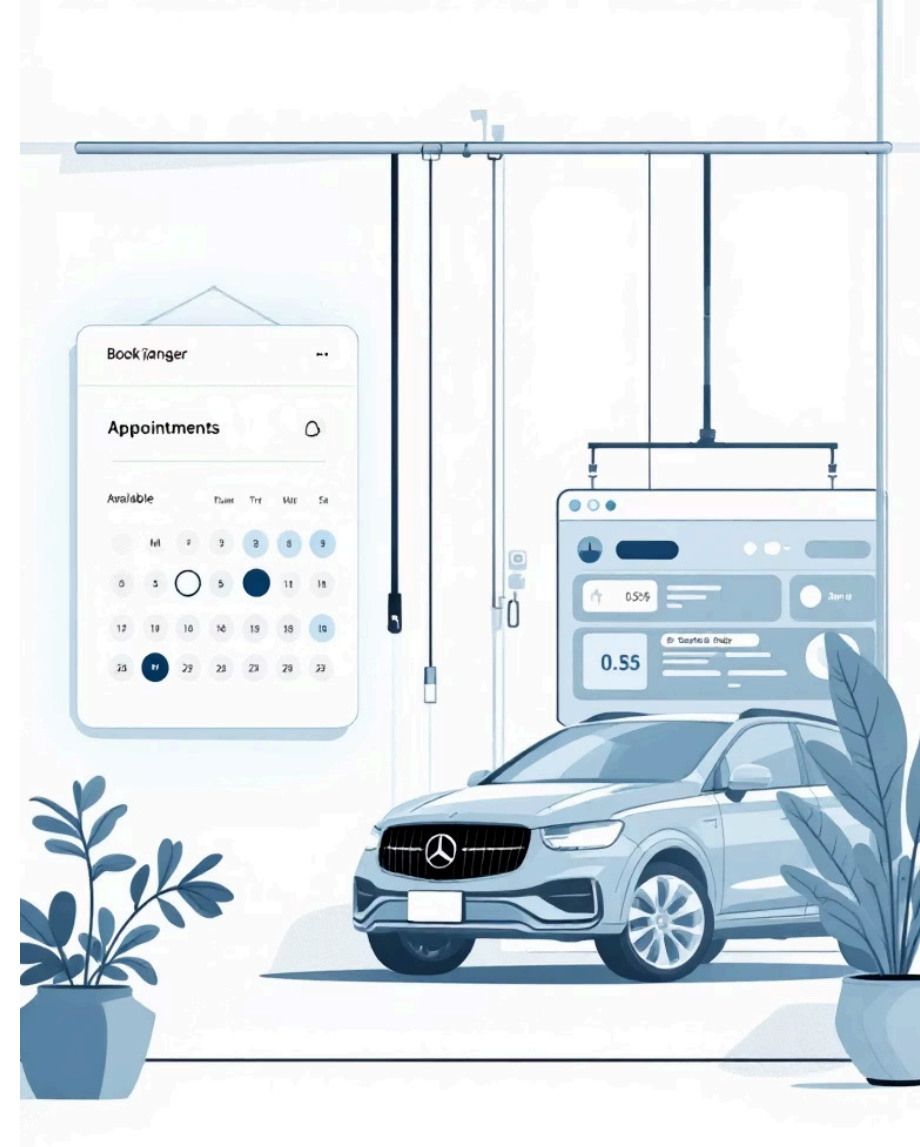
Instant cash flow with no middleman taking commissions

## Customer Ownership

Garages retain their own customer data and contacts

## Smart Reminders

Automated MOT recalls, reviews, and repeat booking systems



# Clear, Fair Revenue Model

<b>Setup Investment</b> <del>£1,499 normally</del> <b>£999 Early Partner Offer</b>	<b>SaaS Subscription</b> <b>£99–£149</b> per month Recurring revenue foundation	<b>Transaction Fees</b> <b>1–3%</b> per completed booking Small, fair percentage model
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Transparent pricing with no hidden fees—garages know exactly what they're paying for.

# Proven Early Traction



## Swift Motors Results

+40% direct bookings

£8k monthly revenue uplift

4.8★ Google rating improvement

## Newtown Garage

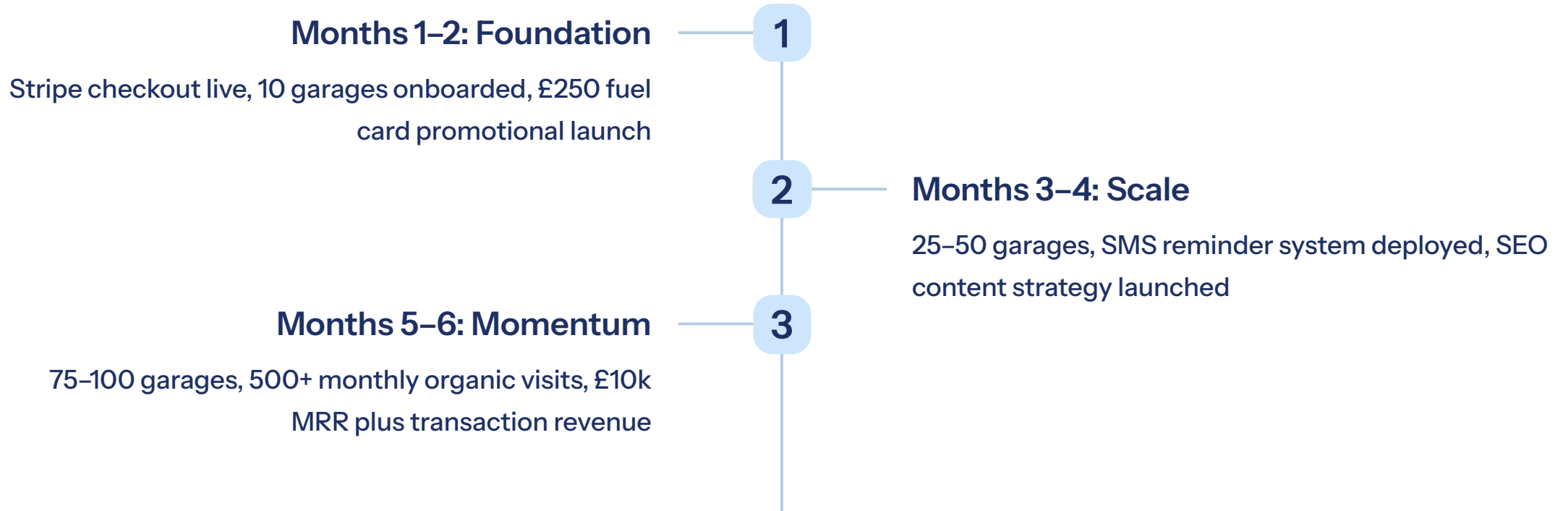
Dramatically improved local visibility

Significant increase in direct customer calls

**Pipeline:** 20,000 MOT stations identified in our Supabase database, ready for targeted outreach.



# Aggressive 6-Month Growth Plan



**Year 1 Target:** ~100 garages generating £250k–£300k base revenue with strong foundation for exponential growth.



# Competitive Moat & Differentiation

## Garage-First Philosophy

We're not an aggregator—we empower garages to own their customer relationships

## Instant Direct Payouts

Stripe integration ensures immediate cash flow with no payment delays

## Complete Data Ownership

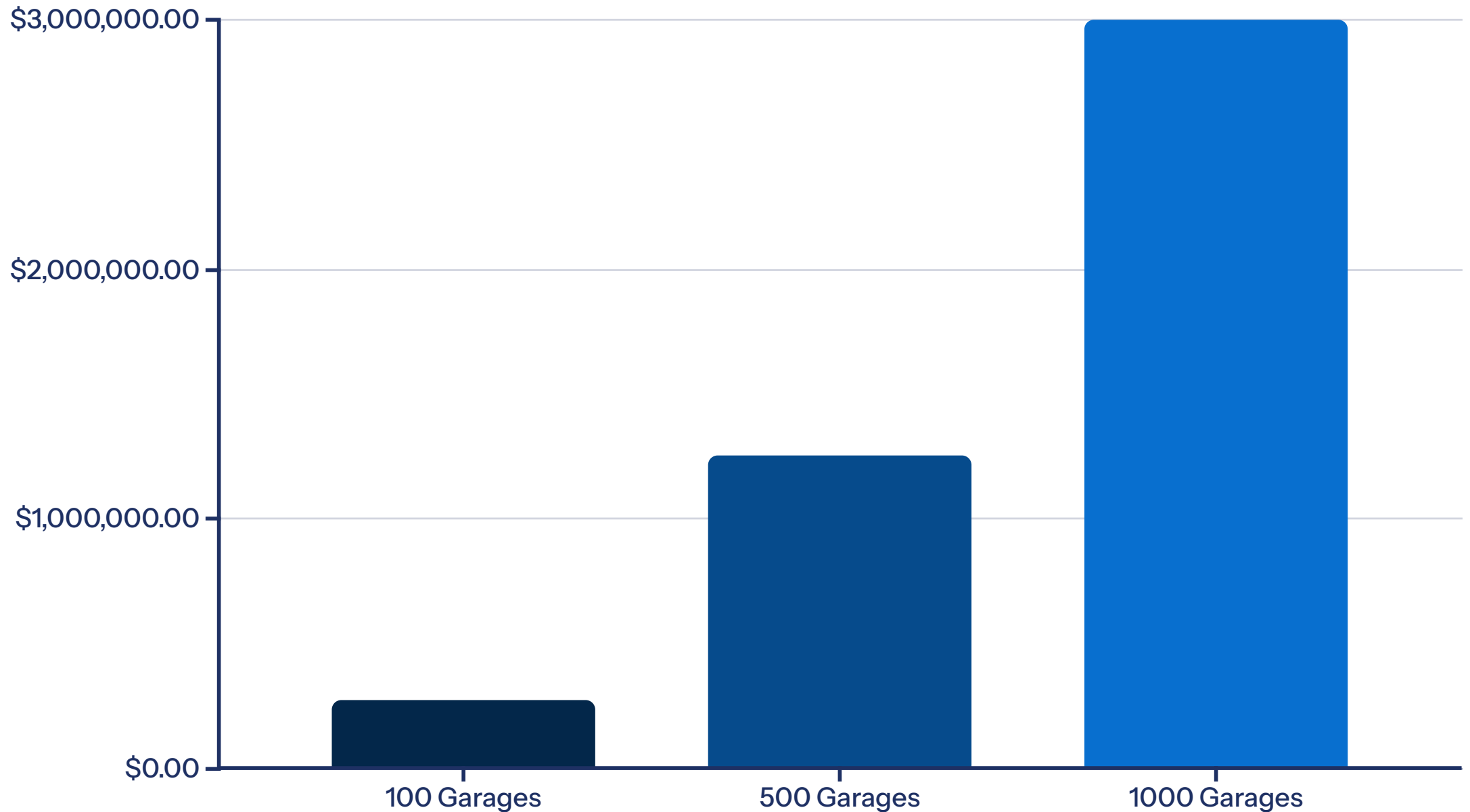
Garages retain full control of customer data, building long-term value

## Smart Retention Tools

AI-lite features and customer incentives that drive repeat business without complexity



# Conservative £1M Pre-Money Valuation



£1M pre-money represents **less than 0.05x** near-term revenue potential—a **conservative entry point** with exceptional upside for early angels in a £12B market.



# The Ask: Join Our Journey



## Raising £150k

£1M pre-money valuation

10–15% equity for early angels



## Use of Funds

Sales & onboarding  
infrastructure

Technology development &  
integrations

Marketing & customer  
incentives



## Growth Trajectory

100 garages = foundation

1,000 garages = significant scale

UK-wide then European expansion

*"MOTmatch—Redefining garage bookings. Built for garages first, not aggregators."*

Join us as an early investor and help shape the future of garage bookings.

Made with **GAMMA**