

■ StormTune Pitch Deck v1.0 (Year 3)

Vision

StormTune is the all-in-one motorsport performance advisor. It empowers racers across drag, circuit, rally, and street racing to adapt in real-time to weather, track, and vehicle conditions. Version 1.0 integrates advanced analytics, spark gap recommendations, and adaptive tuning guidance to improve performance, reliability, and user experience.

Problem

Racers invest heavily in cars and tuning, but track performance is often inconsistent due to rapidly changing weather, surface conditions, and lack of data-driven insights. Traditional tuning requires experts, time, and internet connectivity, limiting accessibility.

Solution

StormTune v1.0 provides real-time adjustments, offline capabilities, and learning-based analytics. It delivers clear recommendations for fuel, timing, tire pressure, and now spark plug gap—empowering racers to make fast, reliable decisions at the track or on the street.

Key Features (v1.0)

■ Weather Auto-Fetch	Real-time conditions: temp, pressure, humidity.
■ Map Screenshot Analysis	Highlight where to adjust maps from ECU screenshots.
■ Tire Pressure Advisor	Recommend pressures by tire type, compound, and weather.
■ SparkGap Advisory	Suggest safe plug gaps by boost, temps, fuel, and mode.
■ Race Mode Presets	Tailored recommendations for Drag, Circuit, Rally, Street.
■ Data Analytics (Pro)	Lap times, 60ft, wet/dry conditions to track improvements.
■ Learning Engine	App refines suggestions with user input history.

Target Market

• Amateur racers (drag, circuit, drift, rally) seeking affordable performance tools. • Street enthusiasts wanting safe improvements. • Semi-pro teams aiming to cut tuning costs. • Global ECU ecosystem: Haltech, MoTeC, Honddata, AEM, FuelTech, ECUMaster, HPTuners, and more.

Business Model

- Freemium model: Basic features free, Pro analytics and expanded ECU support in subscription.
- Partnerships with ECU companies, racing shops, and tire brands.
- Monetization via premium tiers and affiliate product links.

Branding

StormTune stands for speed, adaptability, and empowerment. The branding uses adrenaline red, electric blue, and metallic silver for energy, precision, and premium feel. The StormTune logo symbolizes power and adaptability—fire meets lightning.

Next Steps

- MVP Testing with drag and circuit users.
- Expand learning engine and ECU screenshot compatibility.
- Launch Pro tier with advanced analytics.
- Prepare investor-ready prototype by Year 3.