

PullUp - Core App Concept (MVP)

Tagline: "Pull up. Match up. Race out."

What is PullUp?

PullUp is a location-aware mobile app that lets car enthusiasts swipe through other users' vehicles to set up local races or car meetups.

Users create car profiles, match with others based on shared interest or car specs, and initiate race challenges or connections.

Think Tinder meets the competitive racing scene.

Core MVP Goal:

Build a simple, mobile-first app where car enthusiasts can:

- Upload their car profile
- Swipe on nearby car profiles
- Match when interest is mutual
- Chat and plan a race or meetup

PullUp MVP Features:

1. User Profiles

- Username + photo
- Car make/model/year/mods
- Race preferences (drag, drift, circuit, meetups)
- Location tag (city or region — no GPS shared with users)

2. Car Swipe Feed

- Swipe left (pass), right (interested/challenge)
- View car pics, specs, and race tags

3. Match System

- Two users swipe right = match
- 'Let's Race' button opens chat

4. Chat Interface

- Real-time messaging
- Share meet-up suggestions
- Option to propose race type and time

Safety & Moderation:

- Simple report/block feature
- Email or phone verification required
- GPS is not shared between users

Target Audience:

Car enthusiasts of all ages interested in organized racing, track events, or car meetups.

Includes casual tuners, weekend warriors, and motorsport fans looking to connect locally.

Out of Scope (for MVP):

- Garage gallery (multiple cars)
- Race stats, videos, or leaderboards
- Clubs or public events
- Real-time maps of active users

Success Criteria:

- Onboard 100–200 users in a niche/local car community
- Enable swiping, matching, and chatting
- Facilitate real-world race or meetup connections