

# Yelp for Fleets

Commercial vehicle repair is fragmented and inefficient, creating unnecessary friction for fleet managers and repair shops alike.



# The Fleet Manager's Burden

## High Cost of Downtime

Non-performing assets halt revenue and disrupt schedules.

## Unpredictable Costs

Budget-breaking repairs with no way to forecast expenses.

## Trust Deficit

Consumer platforms lack B2B-grade verification and risk data.

Source - <https://heavyvehicleinspection.com/blog/post/tackling-the-top-5-operational-pain-points-of-fleet-managers>

# The Repair Shop's Dilemma

## Price Commoditization

Expertise in diesel, hydraulics, or EV repair is invisible in generic listings.

## Low-Quality Leads

Consumer platforms send price-shopping, low-commitment inquiries.

## Marketing Friction

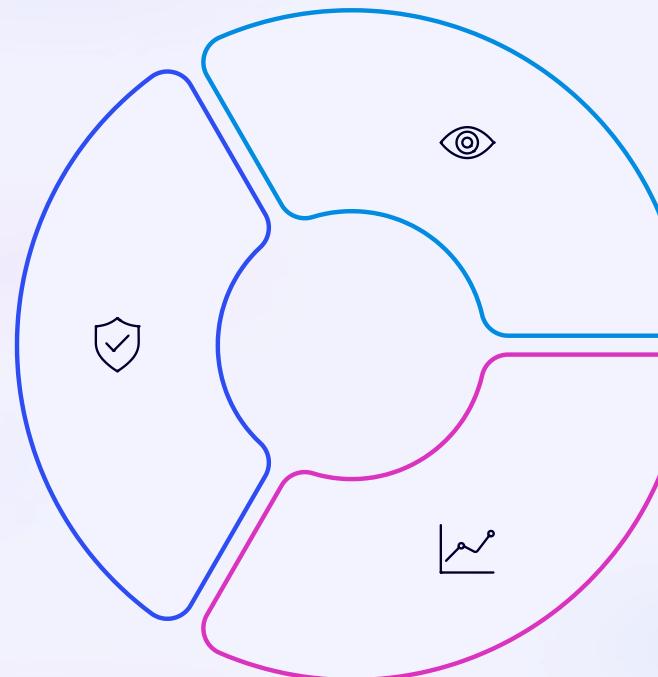
Expert technicians lack the tools to reach their ideal B2B customers.

# The Opportunity

## Building the Operational Efficiency Engine

Goal: Shift focus from the lowest price to the lowest total cost of repair.

**Trust**  
Verifiable credentials and performance data replace subjective reviews.



### Transparency

Real-time visibility into repair progress and shop qualifications.

### Data

Intelligent matching and performance insights for smarter decisions.

# The Fleet Manager: The Uptime Imperative

## Key Pain Points

- Financial Pressure
- Operational Urgency
- Administrative Burden
- Verification Risk

 **Core Job-to-be-Done:** "Help minimize asset downtime and move from reactive, budget-breaking repairs to a predictable, planned maintenance program."

# The Repair Shop: The Quest for Quality Business

## Key Pain Points:

- Price Commoditization
- Inefficient Marketing
- Operational Friction
- Hidden Expertise

❑ **Core Job-to-be-Done:** "Bring high-intent, pre-qualified fleet customers who value quality and are looking for a long-term partner, not a one-off discount."

# Prioritisation

| Priority             | Feature  | Segment                     | Rationale  |
|----------------------|--|-----------------------------|--|
| Must Have            | Verified Repair Shops & Profiles                                   | Fleet Manager / Repair Shop | Builds trust and credibility, essential for initial adoption.              |
|                      | Review & Rating System (Two-sided)                                 | Both                        | Trust loop and drives marketplace transparency.                            |
|                      | Smart Search (Rules-based)   | Fleet Manager               | Core marketplace logic to connect demand and supply                        |
|                      | Repair Tracking (Pickup to Delivery Status)                        | Fleet Manager               | Directly impacts operational reliability and transparency.                 |
|                      | SLA / Turnaround Time Estimates                                    | Fleet Manager               | Reduces downtime and helps fleet managers plan better.                     |
| Should Have          | Shop Performance Dashboard   | Repair Shop                 | Shops can manage quality and differentiate beyond pricing.                 |
|                      | Shop Capacity Management   | Repair Shop                 | Improves shop efficiency and fleet scheduling.                             |
|                      | Invoicing & Payment Reconciliation                                 | Both                        | Streamlines financial workflow once core usage stabilizes.                 |
| Could Have           | Maintenance Log API Integration                                    | Fleet Manager               | Adds intelligence; valuable once trust and scale are built.                |
| Won't Have (for MVP) | Dispute Resolution Workflow  | Both                        | Important for maturity but wait until user base expands.                   |
| Won't Have (for MVP) | Predictive Demand Forecasting / Advanced Analytics/ Smart Matching | Both                        | High effort, low initial ROI, future phase once data volume is sufficient. |

# MVP: The Core Value Proposition

## For Fleet Managers

The trusted marketplace that minimizes asset downtime by connecting you with vetted, high-performance repair shops measured by speed and reliability, not just reviews.

## For Repair Shops

A steady stream of high-value fleet customers and tools to showcase expertise, manage work efficiently, and grow without competing on price.

# The Fleet Manager Experience

Designed for speed, trust, and confidence. Fleets can find the right shop fast, with the data they need to make confident decisions.

## Smart Search & Filtering

- 1 Filter by asset type (reefer truck, cab), service needed (gate repair), certifications, and real-time availability, not just location.

## Verified Profiles

- 2 Standardized, data-rich profiles with verified credentials, insurance, licenses, specializations, and technician qualifications.

## Streamlined Requests

- 3 Simple, templated workflow with VIN lookup, photo uploads, and a central hub creating automatic digital record trails.

# The Repair Shop Experience

Designed to win quality business on reputation and capability. Shops gain tools to differentiate, manage leads efficiently, and build lasting fleet relationships.

1

## Differentiated Profiles

Showcase certifications, specialized equipment, and technician expertise to attract high-value, long-term fleet partnerships.

2

## Lead Management Dashboard

Command center to manage pre-qualified fleet leads: accept, decline, or message directly, turning chaos into a manageable pipeline.

3

## Real-Time Status Updates

One-click progress notifications build trust, reduce "is it done yet?" calls, and keep fleet managers confident.

# Platform & Data Strategy



## Inbound Data (Platform Consumes)

- **Telematics and Maintenance History:** Diagnostic codes, mileage, and fault data to suggest the right shops
- **Parts Availability:** APIs from suppliers to check stock and estimate turnaround
- **Shop CRM and Scheduler:** Pull availability, completion times, and job data to display live capacity
- **Maps and Routing:** Provide proximity, ETA, and pickup/drop-off planning



## Outbound Data (Platform Exposes)

- **Booking and Job Status:** Sync updates into fleet's own maintenance dashboards
- **Performance Benchmarks:** Give shops feedback and analytics compared peers
- **Lead Management:** Enable shops to manage leads directly from their CRM through APIs

# The Strategic Feedback Loop (Ecosystem View)



# The Roadmap Ahead

## Near-Term: MVP

Verified profiles, smart search, real-time tracking, and two-sided reviews to establish trust and core marketplace liquidity.

## Horizon 2 (6–18 months)

Integrated payments, deeper telematics integration, performance benchmarking, and AI-driven smart matching.

## Horizon 3 (18+ months)

Predictive maintenance, automated parts procurement, and embedded financial services.

**North Star Metric:** Fleet downtime reduction per job

# Monetization Strategy



## Near-Term Revenue (MVP)

- Success Fee per Completed Job:**  
5–10% commission charged to shops only when a fleet booking is completed.
- Premium Shop Subscription:**  
Monthly plan for promoted listings, analytics dashboard, and access to performance benchmarking tools.



## Mid-Term Opportunities

- Fleet Analytics Subscription:**  
Offer fleet operators insights into downtime, spend trends, and shop performance.
- API / Data Licensing:** Provide aggregated, anonymized repair and reliability data to OEMs, insurers, or logistics networks.



## Long-Term (Maturity)

- Predictive Maintenance Service:**  
Charge for AI-driven alerts predicting vehicle failures before they occur.
- Partnership/Contract Revenue:**  
Integrations with telematics providers or fleet management platforms.

# Metrics Framework

Driving Uptime, Trust & Marketplace Health

| Category          | Fleet (Demand Side)   | Platform  | Repair Shops (Supply Side)   |
|-------------------|---|---|--|
| North Star Metric | Fleet Downtime Reduction per Job  | Match Success Rate (Quote-to-Booking Conversion %)  | Average On-Time Completion %   |
| Success Metrics   | Repeat Booking Rate (%)<br>Avg Time to Resolution (hrs)<br>Fleet Satisfaction Score (1–5) | Active Fleets per Active Shop Ratio (liquidity)<br>Jobs per Active Shop per Week<br>Commission Revenue / GMV Growth | Lead Acceptance Rate (%)<br>Win Rate (Quotes to Jobs)<br>Avg Turnaround Time (hrs) |
| Guardrail Metrics | Dispute / Complaint Rate (<2%)  | Supply/Demand Imbalance (Jobs per Shop Variance)<br>Fraud / Low-quality Listing Rate                                | Customer Churn Rate (inactive shops %)<br>Quote Accuracy                           |

# Appendix: Datapoints for API

| API type                           | Datapoints  |
|------------------------------------|---|
| Vehicle & Diagnostic Data          | <ul style="list-style-type: none"><li>• VIN, make, model, year, Mileage, Maintenance history (last service date, service type, shop used)</li><li>• Vehicle health status (battery, oil, tire pressure), Downtime duration (hours/days vehicle unavailable)</li></ul> |
| Shop Discovery & Reliability Data  | <ul style="list-style-type: none"><li>• Shop certification data, Warranty claim rate (%)</li><li>• Shop on-time completion rate (%), Average repair turnaround time (in days/hours), Fleet satisfaction score / NPS</li></ul>   |
| Parts & Inventory Data             | <ul style="list-style-type: none"><li>• Part availability, Estimated delivery time for required parts</li><li>• Supplier location and shipping ETA, Average part cost</li></ul>   |
| Location, Routing & Logistics Data | <ul style="list-style-type: none"><li>• Shop proximity to vehicle location, Shop operating hours &amp; capacity availability</li><li>• Pickup/drop-off or towing ETA, Fleet route optimization (which shop fits best in current route path)</li></ul>                 |
| Cost & Transactional Data          | <ul style="list-style-type: none"><li>• Average cost per repair type (benchmark from internal platform)</li><li>• Historical spend per vehicle or per shop, Quote-to-book conversion rates</li></ul>  |
| Demand & Lead Intelligence         | <ul style="list-style-type: none"><li>• Incoming lead volume by service type, Fleet company size and fleet type (light truck, reefer, EV)</li><li>• Quote acceptance rates, Geographic demand heatmap</li></ul>   |
| Performance & Benchmark Analytics  | <ul style="list-style-type: none"><li>• Shop on-time completion % (vs. local avg), Average quote-to-completion time</li><li>• Fleet repeat rate (%), Dispute or rework rate (%), "Fleet Quality Index" score</li></ul>  |
| Operational Efficiency Data        | <ul style="list-style-type: none"><li>• Current active jobs and their status, Average technician utilization (%), Inventory stock-out frequency,</li><li>• Common cause of delays (awaiting parts, pending approval)</li></ul>  |
| Financial & Growth Insights        | <ul style="list-style-type: none"><li>• Average revenue per fleet customer, Average invoice settlement time (payment lag), Top-performing customer segments</li></ul>   |
| Feedback Data                      | <ul style="list-style-type: none"><li>• Fleet satisfaction breakdown (service quality, communication, turnaround), Historical job reviews (structured, verified, not open text), Benchmark vs. top 10% of shops in region</li></ul>                                   |