



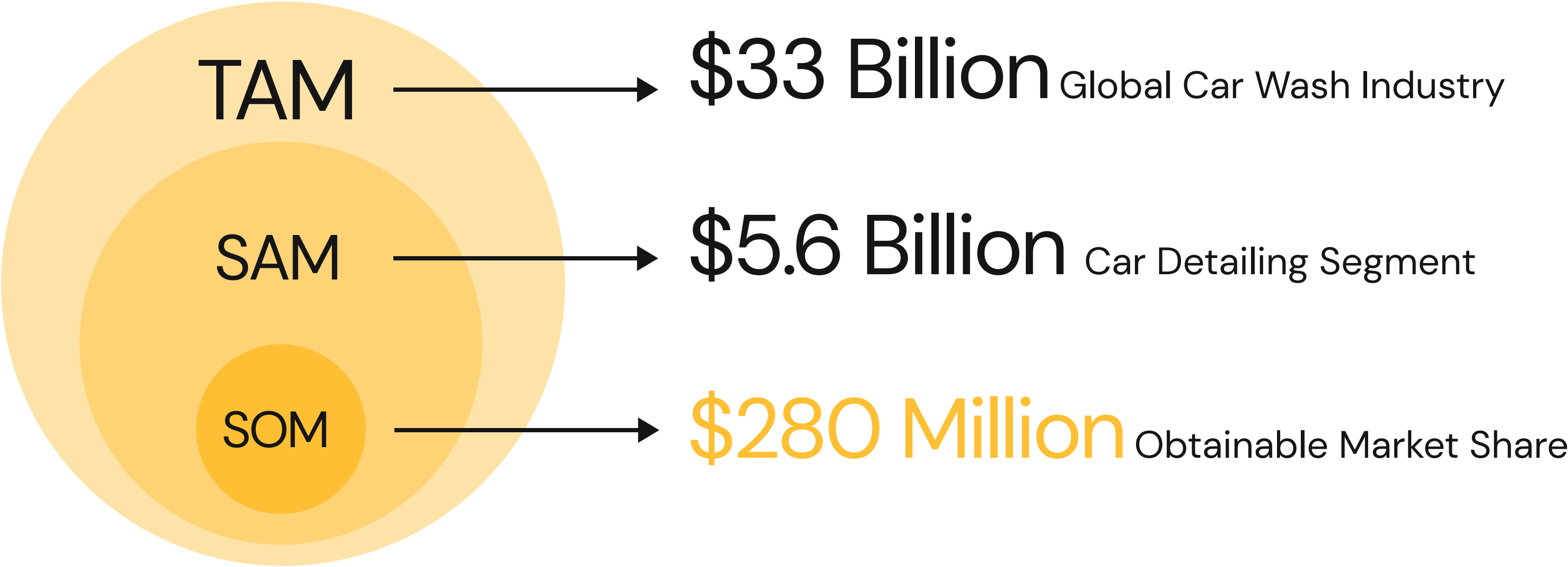
Detailing Reimagined

Our Mission

To change how people experience
car detailing services globally.

ALPHASHINE

The Industry



Leading the way forward.



Founder & CEO

Martin Kulinich

TD Bank - PS&I Deployment | \$12M AUM
Queens U - Varsity Basketball | Dean's List



Partner & CTO

Arpit Dalmia

Moneris - MD2 Portal | 100K+ Merchants
UofT - Steven Mann Award | Dean's List

Advisors



Arjun Kumar | CIO
WELL Health



Will Moyer | CEO
TFI Foods, Pizza Forno



Alex Taskey | CEO
Merchant Broker



Dmitry Vodiansky | CTO
eBlock, eAutomotive



Keith Crone | EVP Marketing
Evolve ETFs

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The Problem

Getting your car detailed is a chore. We all love a clean car, but we cannot be bothered by the cumbersome process.

The Personal



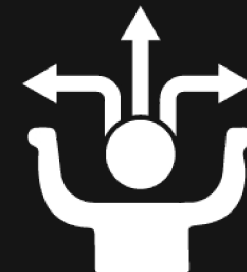
Lack of
Time



Limited Industry
Knowledge



Intimidating
Environment



Confusing
Choices



Lack of
Digitalization



Inconsistent
Results

The Industry

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The Solution

Monthly Subscriptions for convenience.

City-Wide Network for accessibility.

Standardization for scalability.

Mobile App for seamless use.

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Pricing

Subscriptions

ALPHA
\$225/MO
1 Interior
&
2 Exteriors

Most Popular

BETA
\$175/MO
1 Interior
&
1 Exterior

GAMMA
\$120/MO
1 Interior
OR
2 Exteriors

Multi-Car Pass | Valet Service | Priority Booking

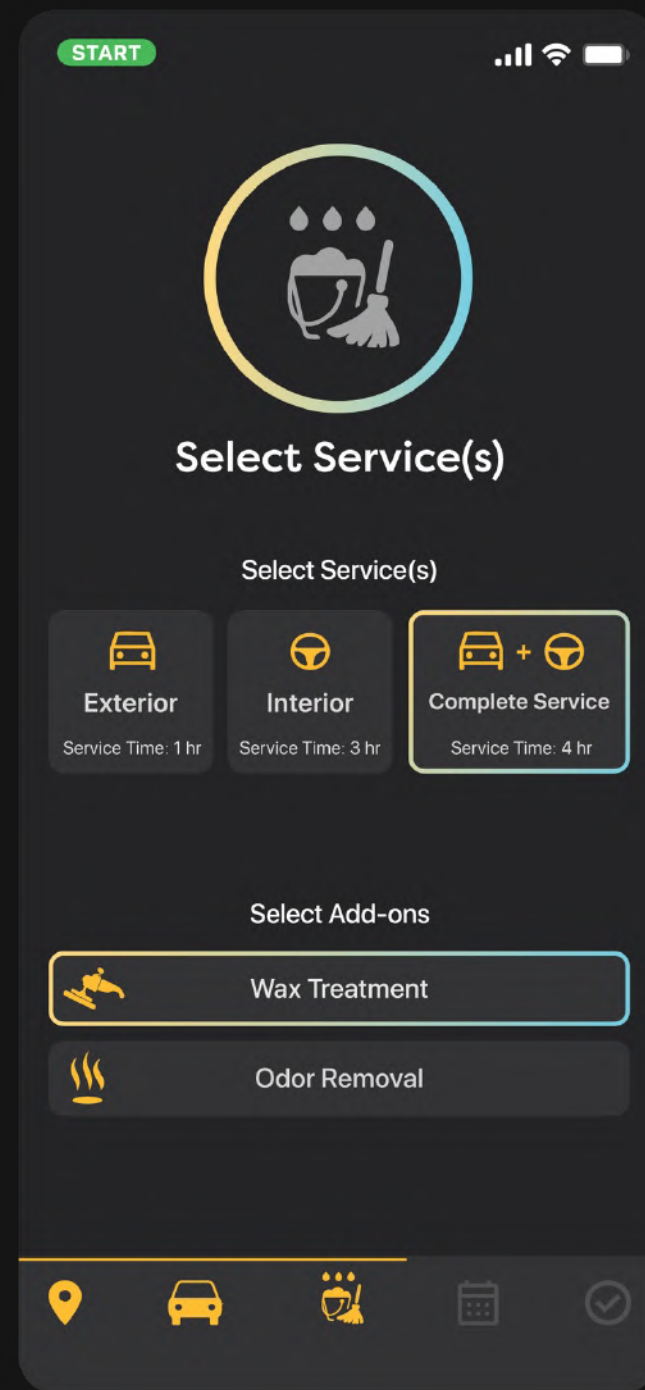
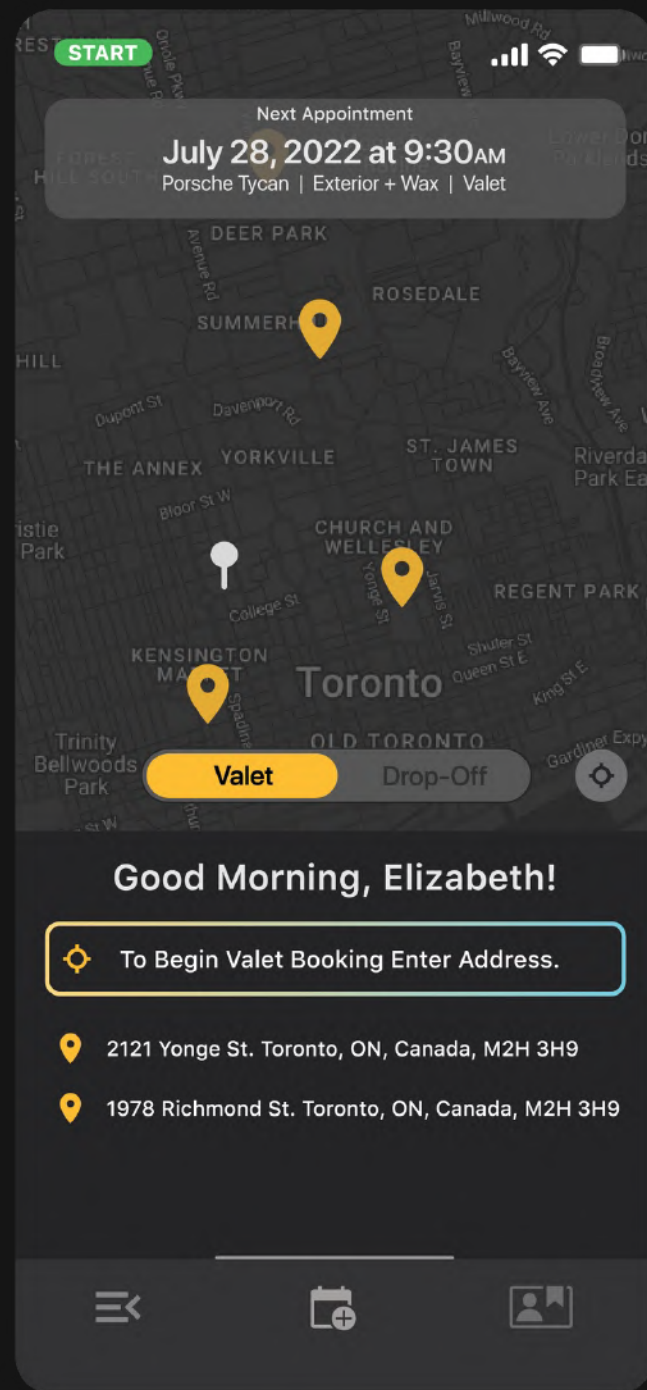
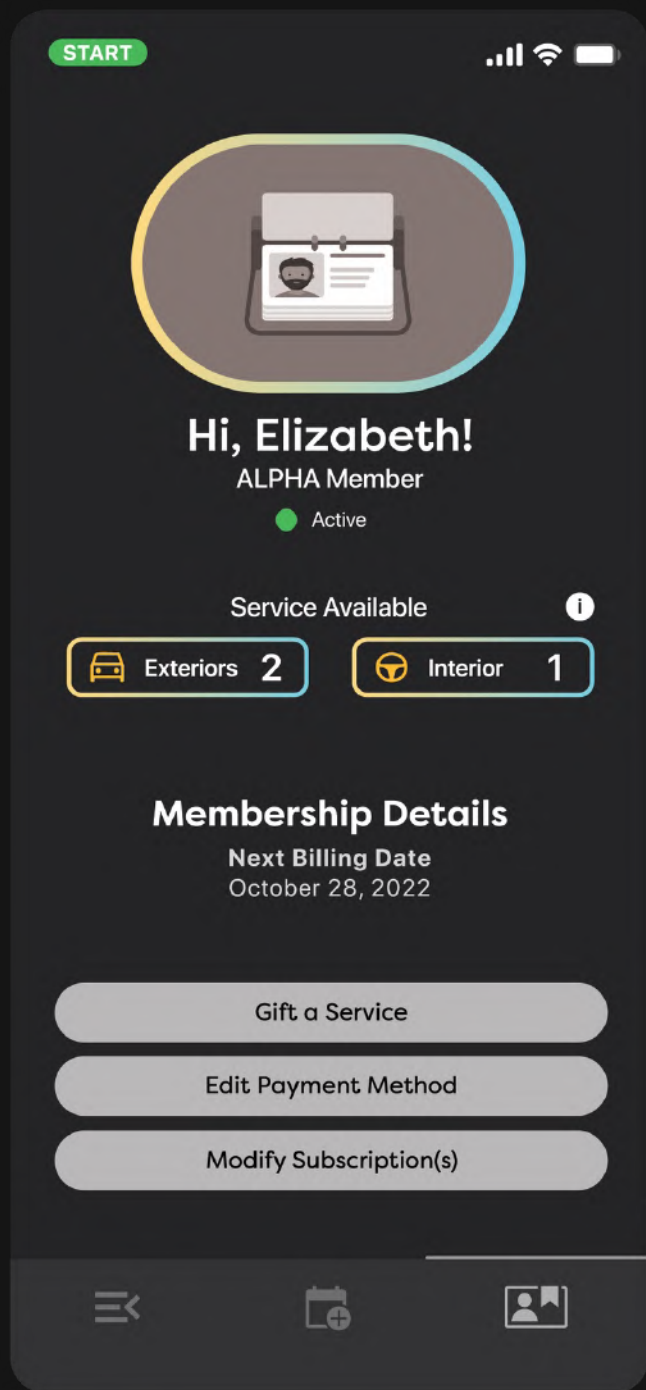
Services

Interior \$195
Exterior \$85
Wax \$60
Valet \$50

Ceramics
\$1200+

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Mobile App



Convenient Access

A network of locations allows us to be where our customers are.

Instant Results

1.5 Mile operating radius allows users on the app to book a service and have it picked up in less than 30 minutes.

Brand Position

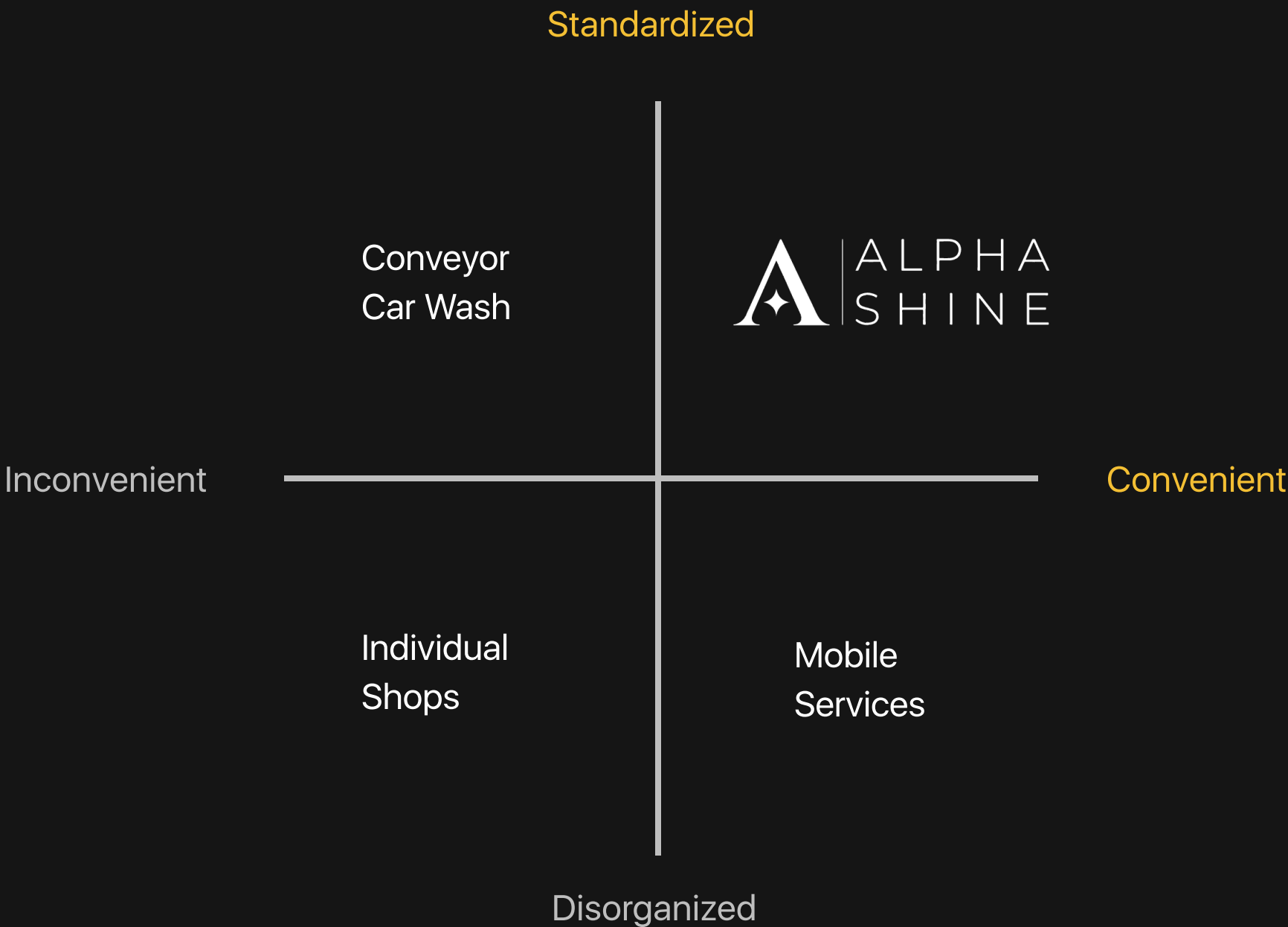
Business Professionals

Where: Downtown Core | NYC, Toronto, San Fran

Salary: 150k+

Drive: Premium Vehicles | Tesla, Porsche, Mercedes-Benz

Value: Convenience | Personal Image | Lifestyle Brands



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Customer Acquisition

\$150 _{CAC}

\$800 _{LTV}

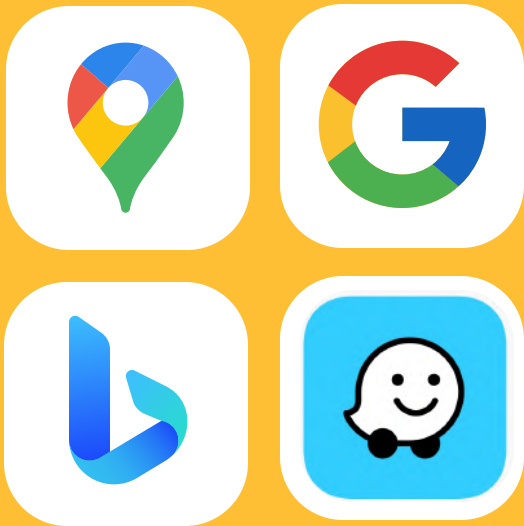
82% _{RR}

Affiliate Program

Sales Associates at **Dealerships**
Valet/Parking Attendants



+



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B2B Segment



Fleet Management



THE HAZELTON



Client Benefits

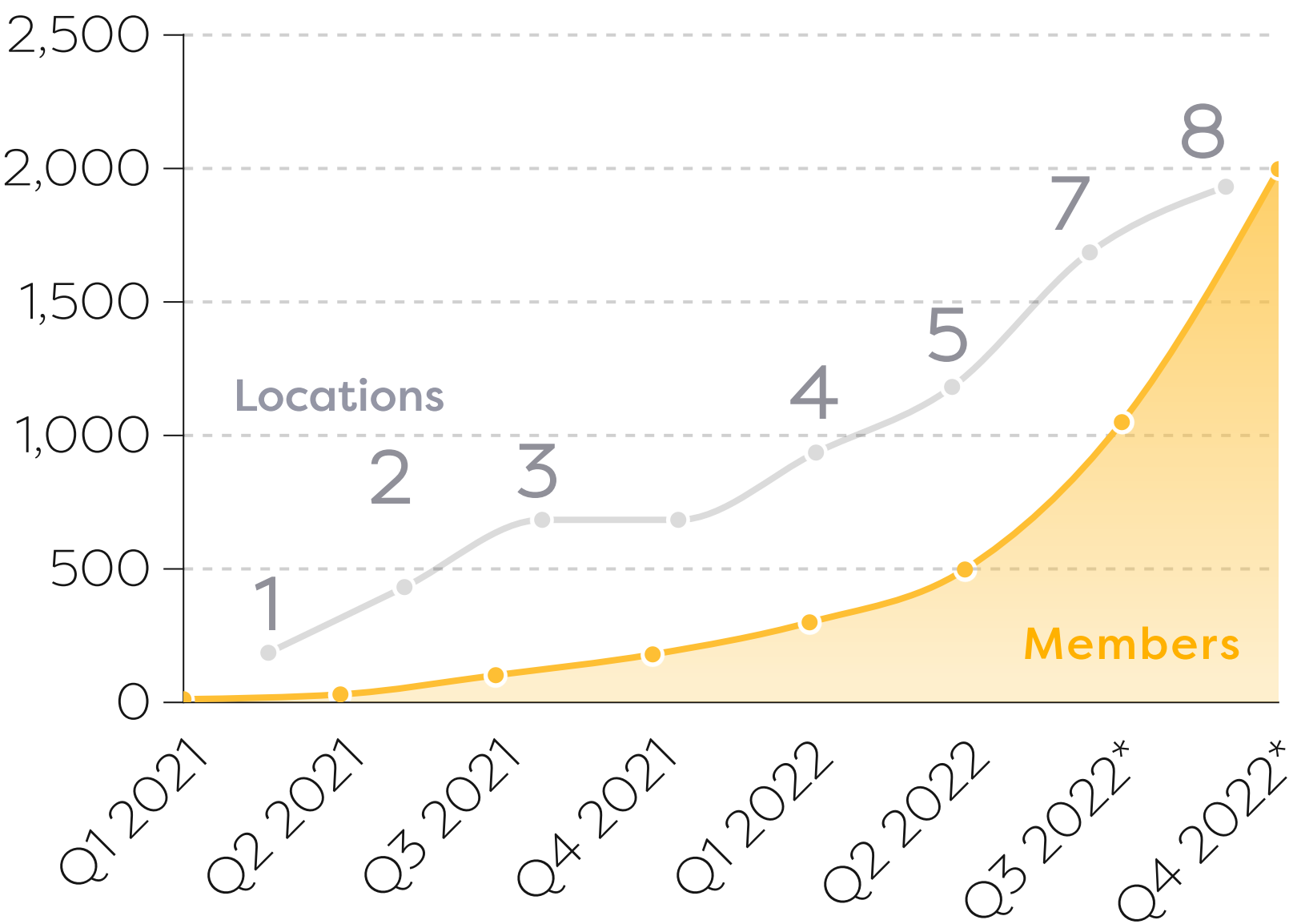
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Traction & Growth

8,212 VEHICLES SERVICED

450 SUBSCRIPTIONS

16 B2B CLIENTS



Financial Results

Y/E June 2022

104% Annual Growth

\$1.5M Revenue

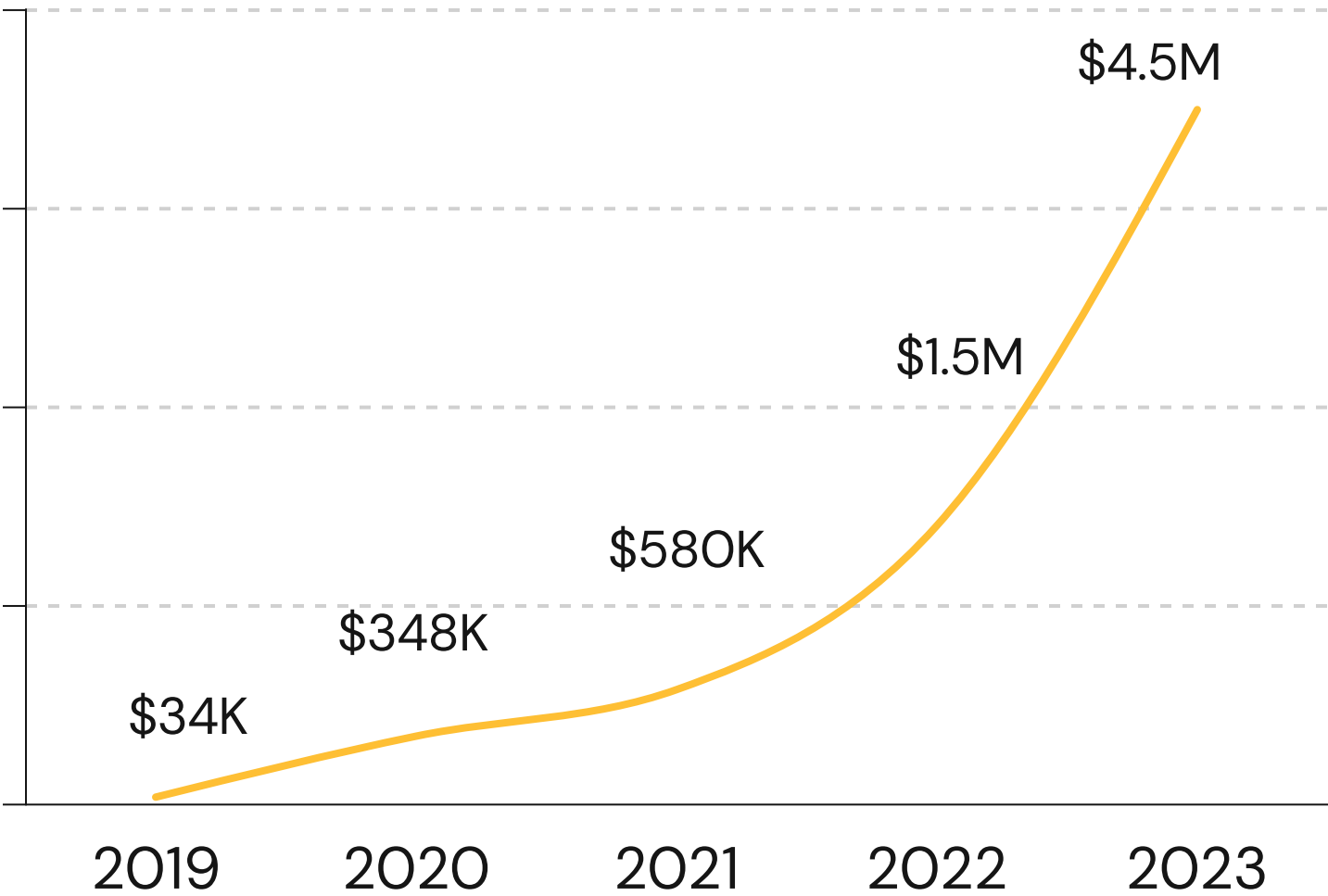
\$100K MRR

(Forecast) Y/E June 2023

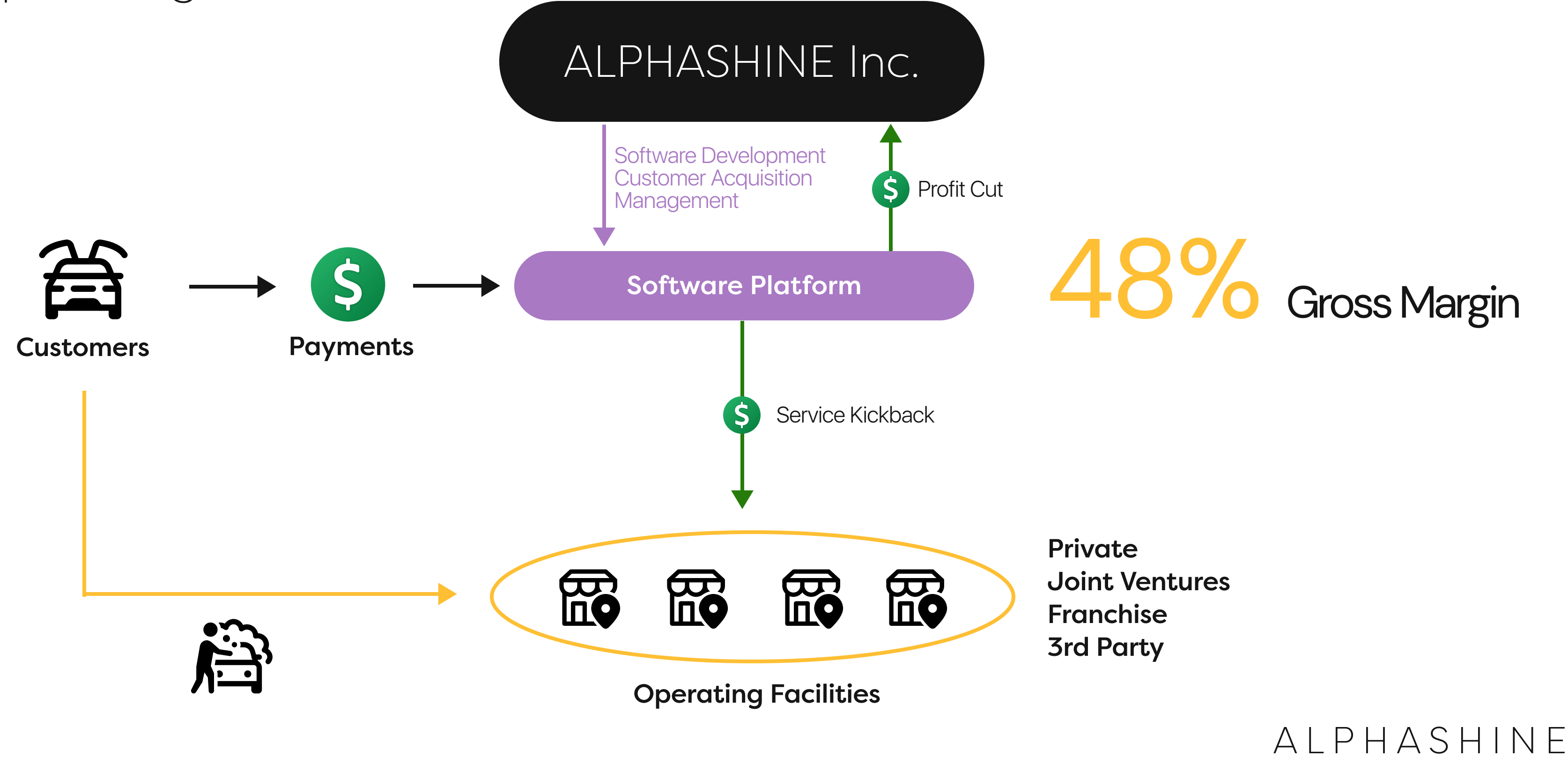
142% Annual Growth

\$4.5M Revenue

\$400K MRR



Operating Model



Unit Economics

Per Location

\$15k SETUP COST

City-Wide

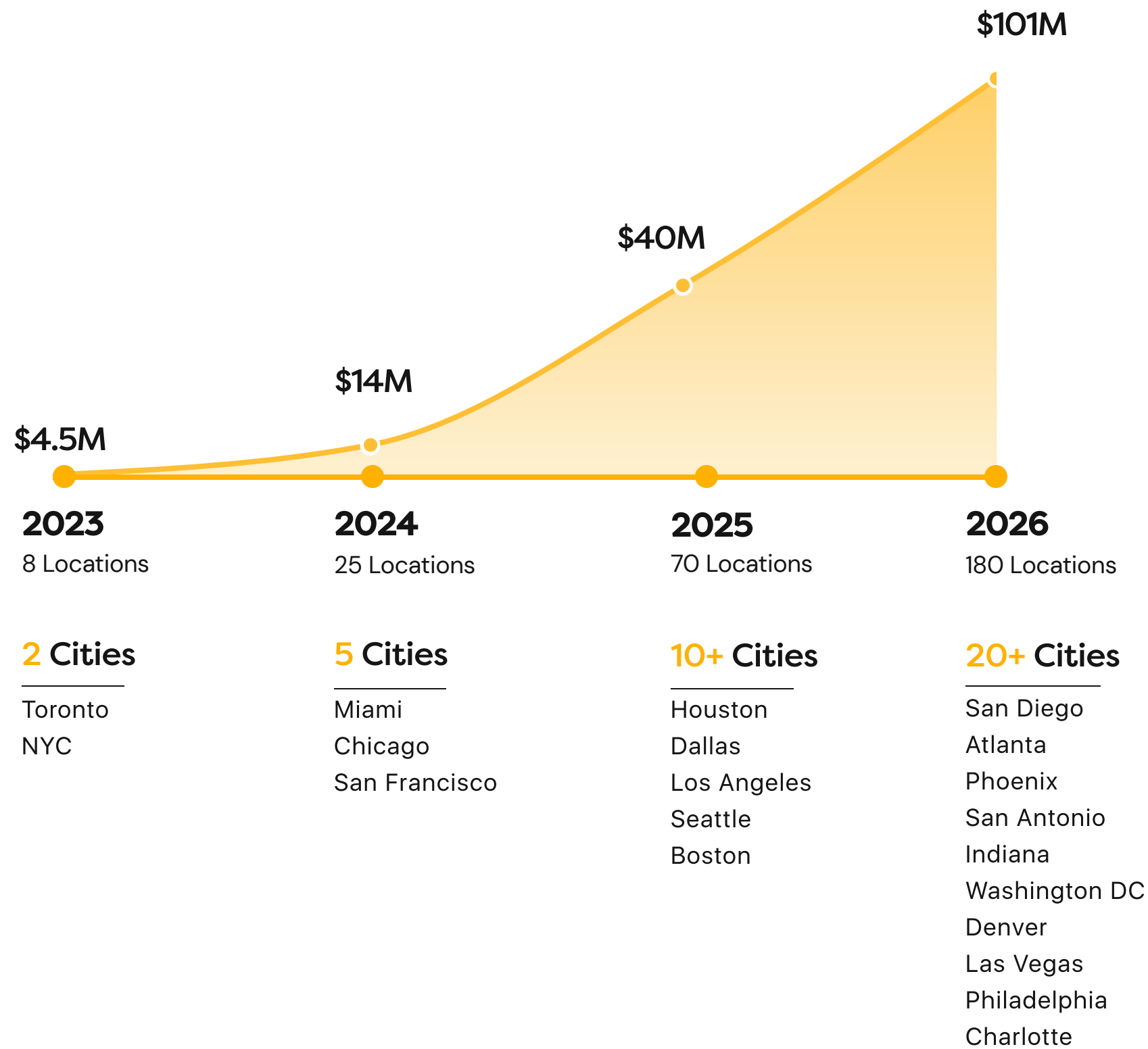
10 LOCATIONS

Platform

\$5.6M REVENUE

Outlook

Lead The Market



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Our Ask

\$1.25 Million Investment

10% Equity @ \$12.5 M Pre-Money Valuation

Software and R&D – \$550K

Customer Acquisition – \$450K

Marketing Growth Team – \$225K

ROI → Exit – Acquisition

Parking Companies | Big Tech | Automotive Brands

4/5 Years @ \$500M+

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Join Us On Our Mission To Reinvent Auto Detailing

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33 Billion Dollar Industry

93% operated by single shops

104% Annual Growth

validated track record

\$1 Million in ARR

first predictive revenue model in industry

5x Yearly Lifetime Value

customer spending from \$200 to \$1,100