

1. Mission and Value

2. Problem

Vision and Value :

To Build a truly brand agnostic and value driven digital automotive platform/bridge/marketplace connecting vendors and users.

Right requirement goes to the right vendor at the right time in the right location

Problem Statement :

Customers :

1. Not accurate and easy to use information and value addition in the automotive space in the digital realm.
2. No Brand agnostic Automotive Sapc to buy vehicles and automotive products online.

Seller / Vendor :

1. Lack of digital expertise.
2. High cost of customer acquisition

3 . Market Size :

Number of dealerships and potential buyers . How do you position ? Brand agnostic,value driven at both ends, digital bridge rather than intermediary.

4. Solution :

- a. Provide a digital 360 degree automotive ecosystem starting from discovery to resale encompassing the entire auto life-time.
- b. Provide value based digital solutions to connect with the right customer at the right time for the right product.

5. Products :

Technology stack of AI , ML, NLP and Data analytics powering the autoverse products

1. Ownacar.in
2. Ownabike.in and so on

6. Revenue Model / Business model

Product name	Category	Total Market size	Considered market Size	Average monthly revenue	Total monthly revenue	Annual revenue	comments
ownacar.in	New cars	8000	4000	2500	1cr	12cr	
ownabike.in	New bike	20000	10 k	1000	1cr	12cr	
buymycar.in	Used car	10 k	1000	200	2 lakh	24 lakh	
buymybike.in	Used bike	10 k	1000	100	1 lakh	12 lakh	
auto24.news	Auto news				50 k	6 lakh	Ad revenue
myshowroom.com	Digital offerings For showroom	28 k	10*	5000	50 k	6 lakh*	Drones , bots and agency
salzmate	crm	28 k	10	5000	50 k	6 lakh*	
Shopping application	Digital storefront	5 lakh	1000	250	2.5 lakh	30 lakh	
vautomall	VR n AR related buying experience center						
Real Roadies	travel	*					

locomo	Vehicle maintenance	*					
insurance			10 k	20	2 lakh	24 lakh	
finance			1000	100	1 lakh	12 lakh	

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6. Traction and validation/roadmap

7. Marketing and sales strategy

Digital media and automated outreach program

Outreach has 2 types :

- a. Value driven (for all 28 k new showrooms) - Micro segmented traffic insights for sellers
- b. Digital strategy through google, social media and technology platforms

Self serve software or increased digital touch points with minimal human intervention

8. Team

Founder team - srikant, durgesh, kaushik, vivek

Advisor team - suresh, vipin , vikram, kingshuk b, google person*, Raj B,

9. Financials

10. Competition

Vehicle information portals

Ecommerce marketplaces

The competitive advantage :

- a. Fixed fee revenue per transaction
- b. Pay as you use model
- c. Multiple choices for users due to no affiliation or tie up

11. Investment and use of funds