

Hello, ROKAR

Login

Don't have an account?
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ROKAR

Owners nearby you See Map



No results

ROKAR

Renovating the car rental
business using a peer-to-peer
car sharing solution

Driver



Sam Smith
Saint Paul, Minnesota

★ 4.2

236 ROK

Reservation
Summary

February 26, 14:00 - 20:00

Address

Home Search Chat Profile



Pictures

6 photos



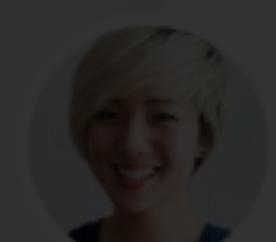
Car Info

Engine, fuel effi..

ROKAR

You're all set!

Click the
information
below in order to
complete your
reservation.



Owner
Alina James

★ 4.2

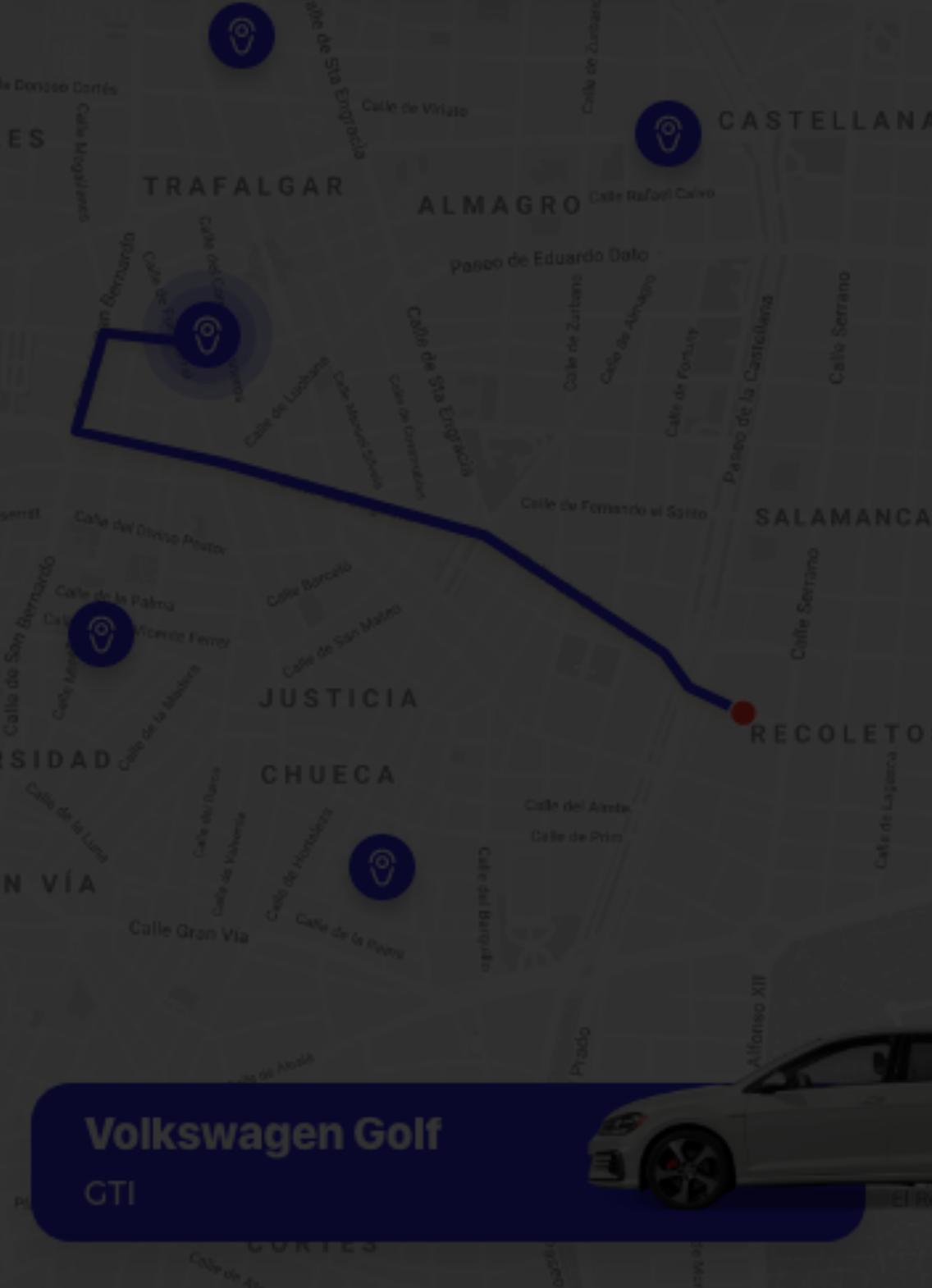
3 km away



MACALESTER

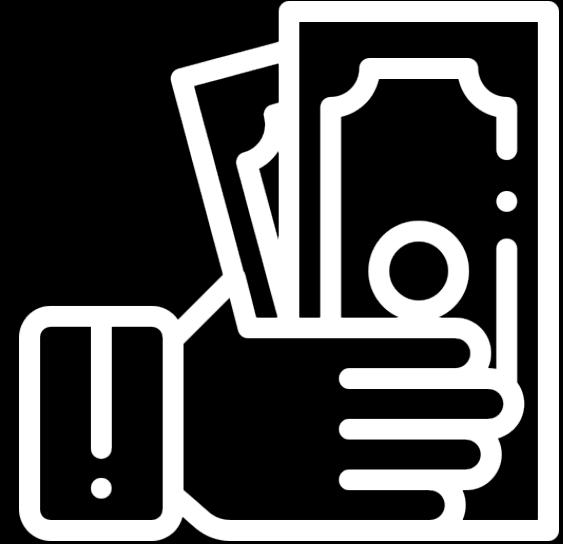
ROKAR

Owners near you
available on
February 26



Problem

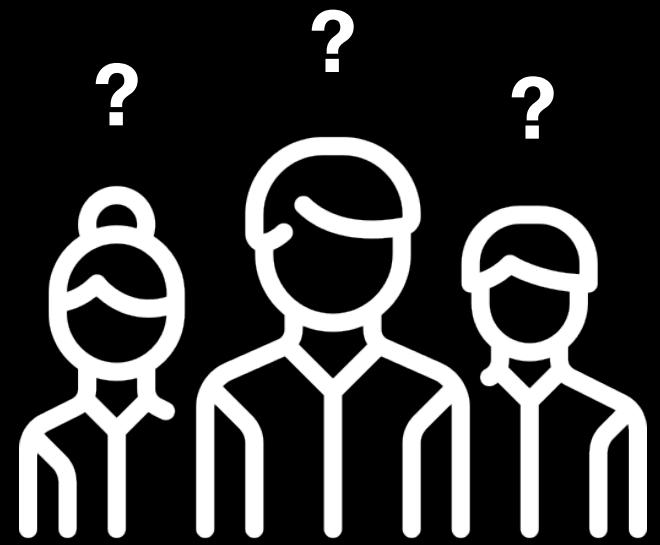
Money Loss



**What if I told you
that you were losing
money everyday?**

Problem

Existing Market



But why has this service
not been **successful**
in the existing market?

Solution

Challenges

Business-to-Consumer Car Sharing Market in the US¹

2.1 mil cars

64.8 mil users

Peer-to-Peer Car Sharing Market in the US

131,336 cars

2.9 mil users

Risks associated with lending out expensive vehicles deter owners from participating in the market.

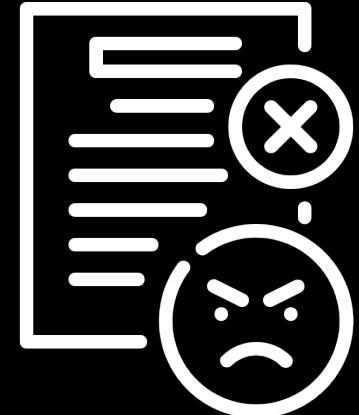
There is a lack of awareness and credential between the driver and the car owner.

¹Combining the number from Uber and Lyft

Solution

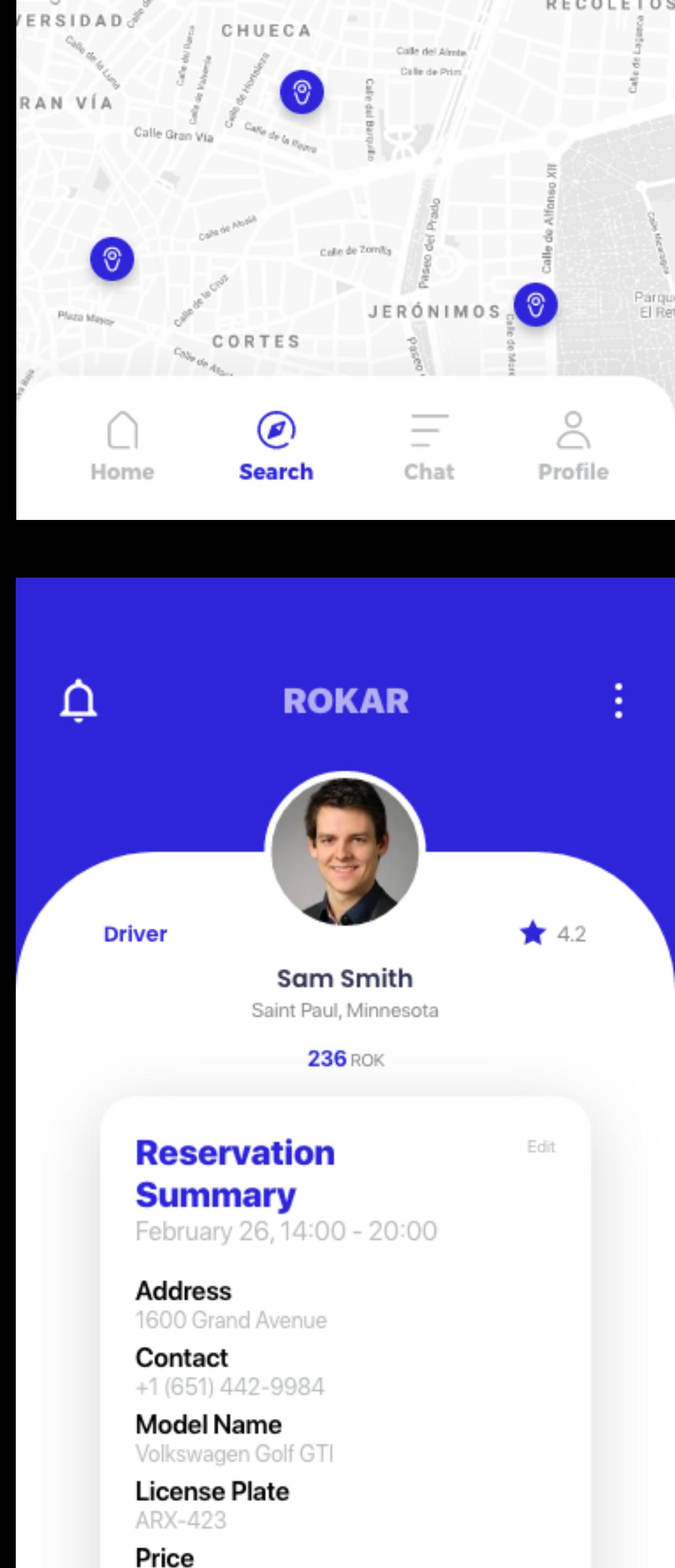
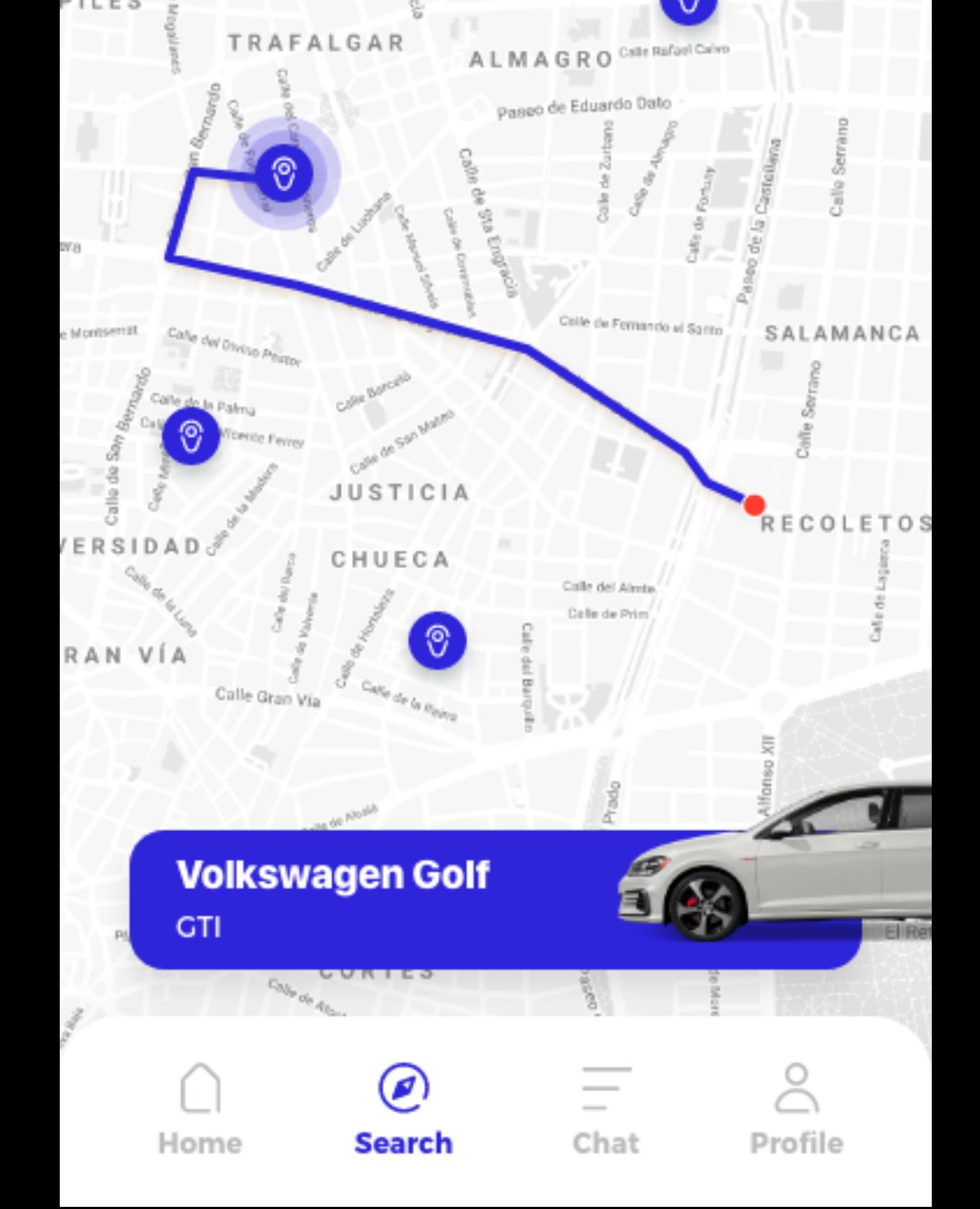
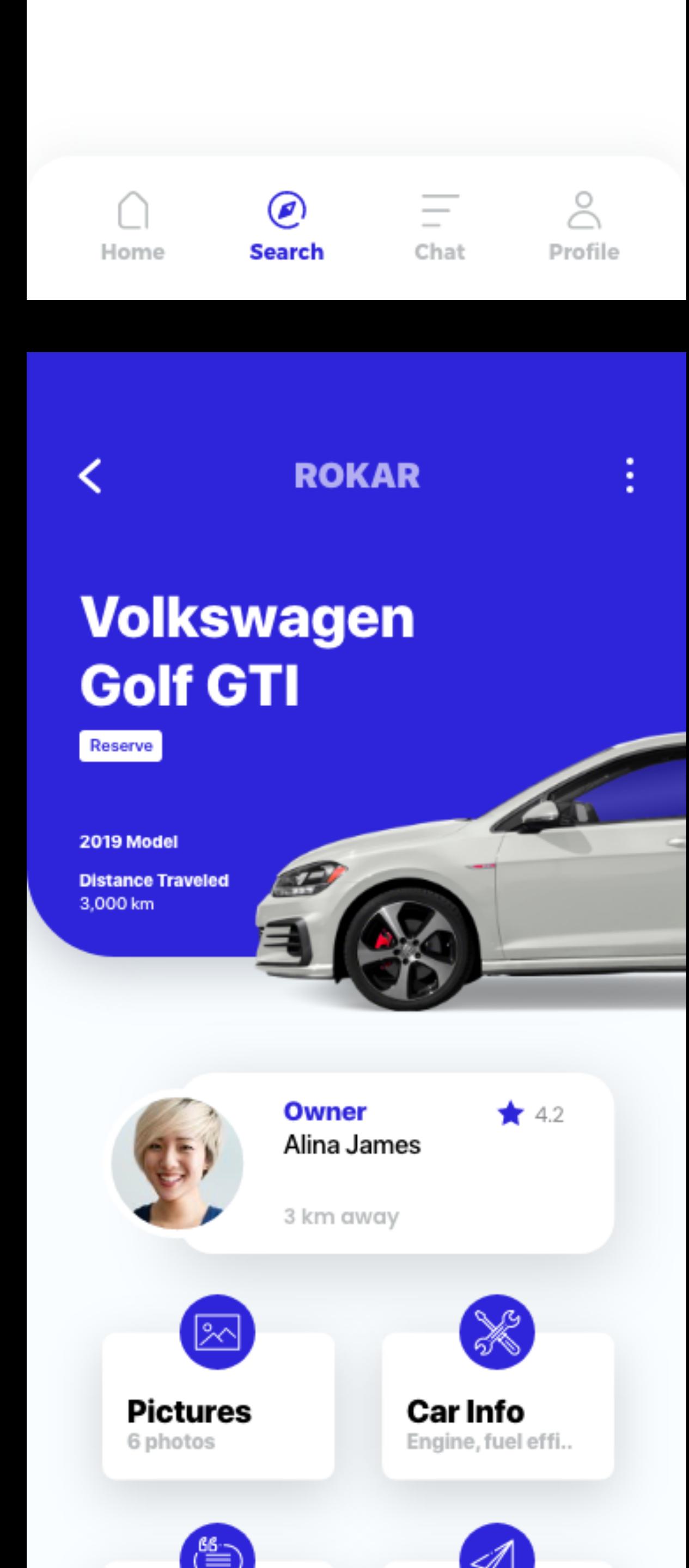
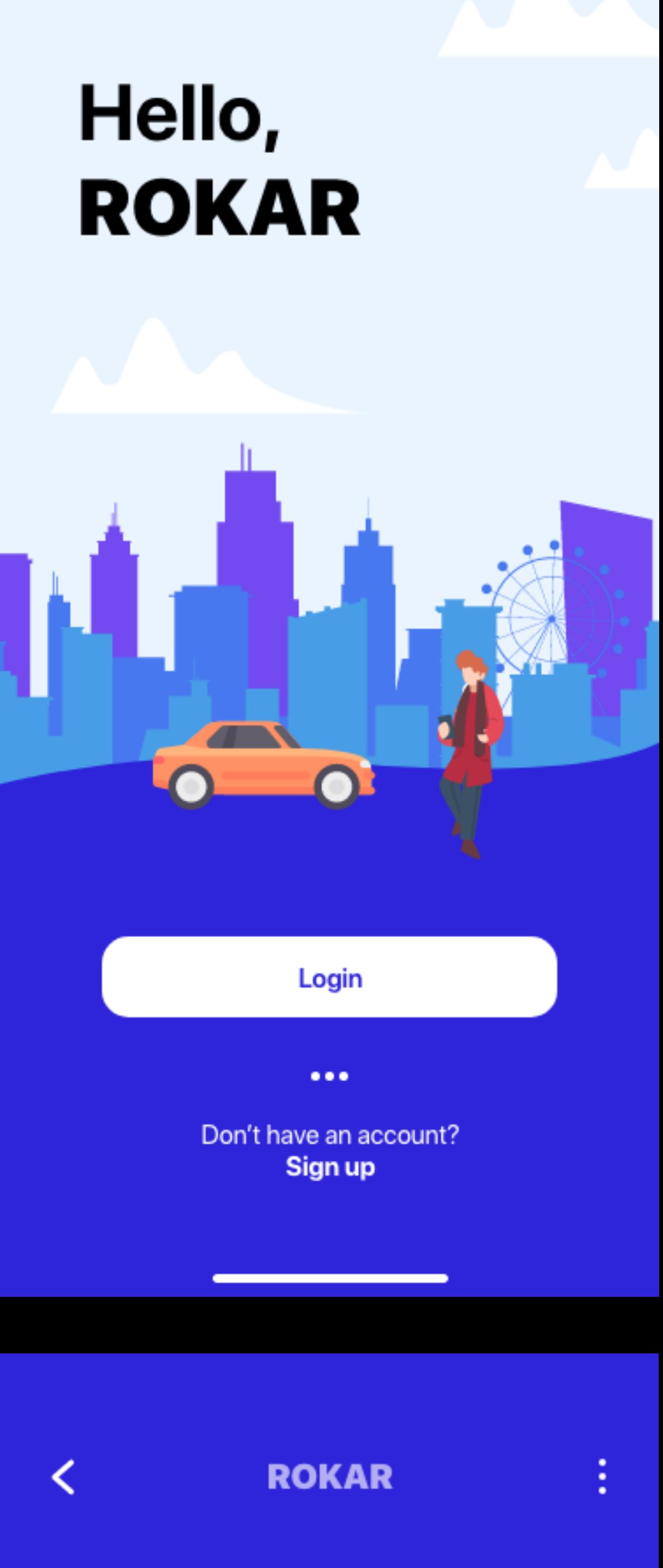
User Dissatisfaction

- “ *The car smelled like someone had smoked a pack of cigarettes in it and the cup holders were full of ash.* ”
- “ *You can't talk to the billing department, but they mysteriously make all the decisions on when/if you get your money back.* ”
- “ *When he went to pick up the vehicle, it was not ready. They told him it would be at least an hour. There was a man in the waiting area who had been waiting for 3.5 hours.* ”



Customers have been suffering from car rental companies with **endless waiting lines, inadequate customer service, overcharged fees, inferior quality vehicles.**

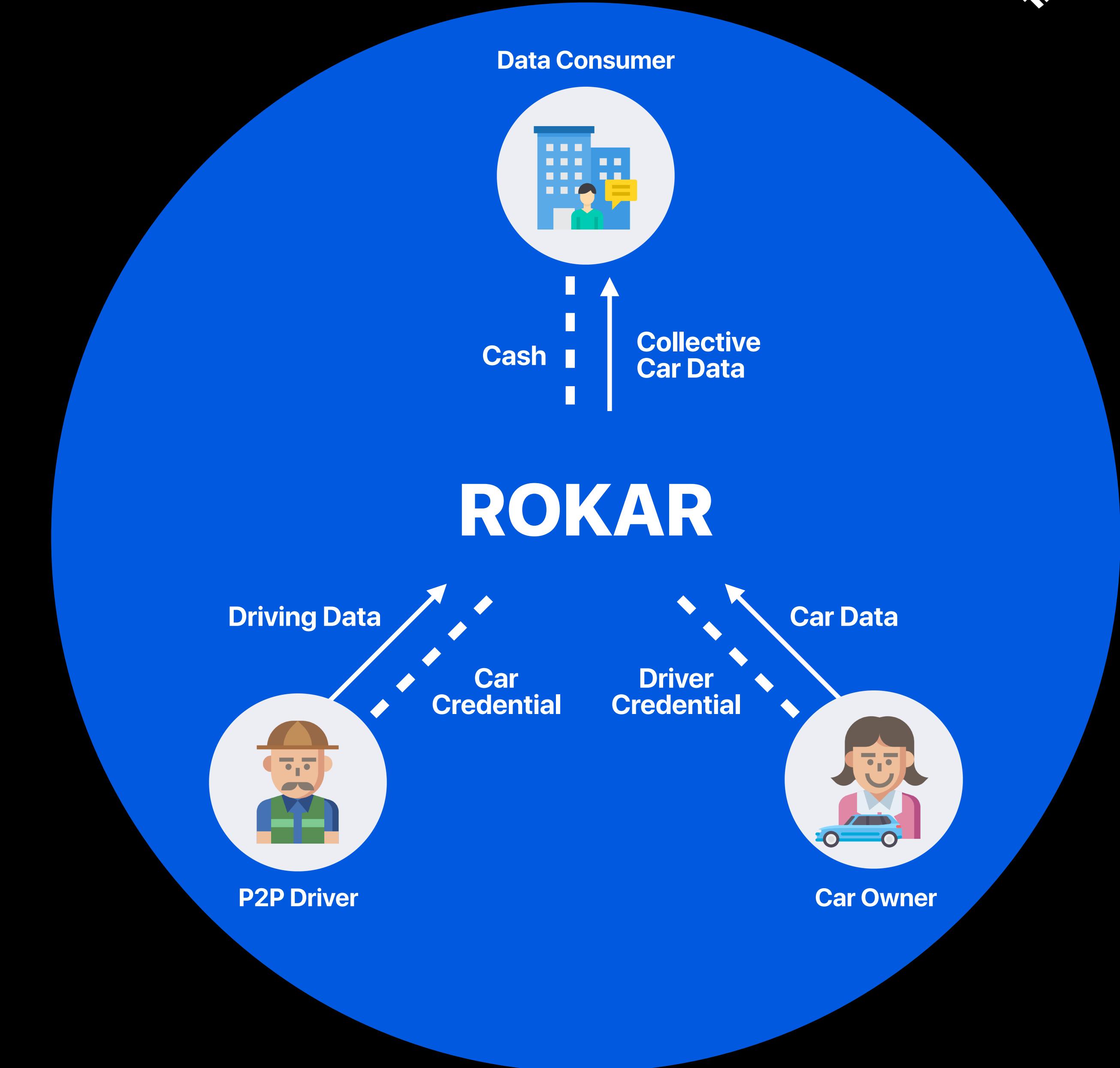
Hello, ROKAR



Solution

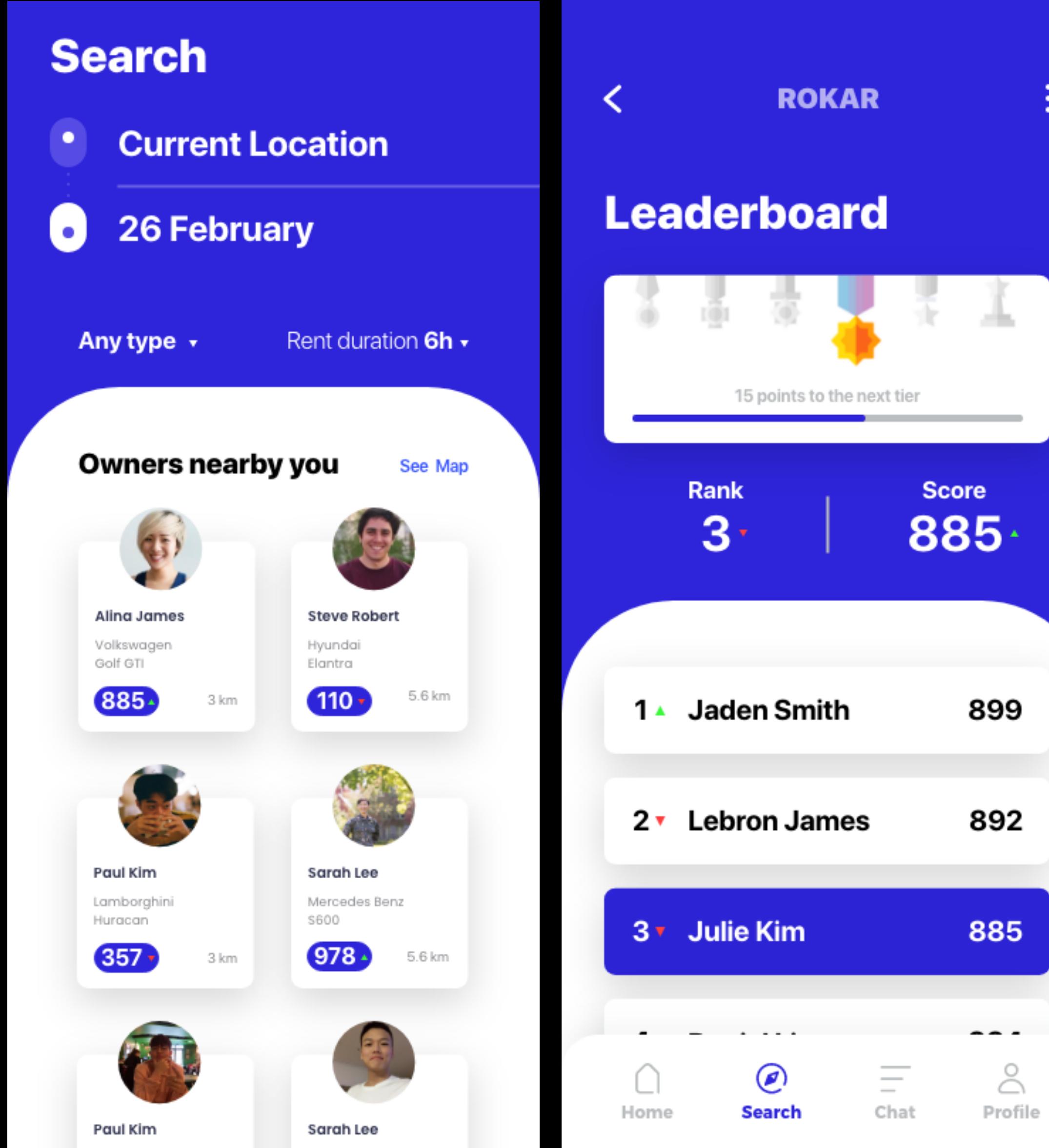
ROKAR Ecosystem

Building an
ecosystem
using ROKAR



Incentives

Reward System



Search

- Current Location
- 26 February

Any type • Rent duration 6h •

Owners nearby you See Map

User	Score	Car	Distance
Alina James	885	Volkswagen Golf GTI	3 km
Steve Robert	110	Hyundai Elantra	5.6 km
Paul Kim	357	Lamborghini Huracan	3 km
Sarah Lee	978	Mercedes Benz S600	5.6 km

ROKAR

Leaderboard

15 points to the next tier

Rank	User	Score
3	Julie Kim	885
1	Jaden Smith	899
2	Lebron James	892

Home Search Chat Profile

| Collect ROK Rewards

in 3 different ways

Data Measurement

We **reward** users in cash for car data collected every day

Overall Ranking

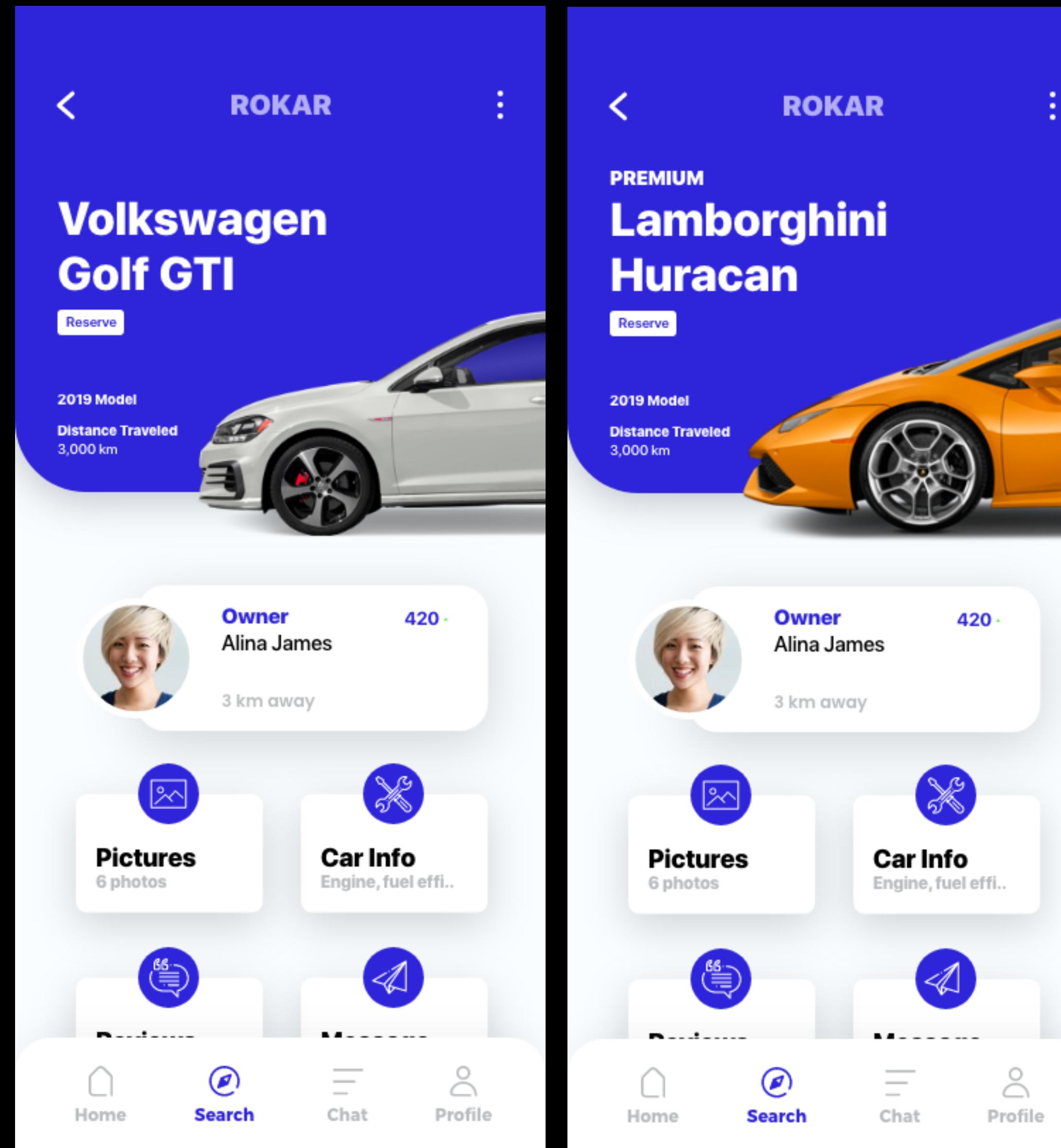
We offer **bonus** cash for the highest rankers in their league

Social League

Challenge your friends with the car data we collect, and the winner takes the stack

Incentives

Additional Features



| Additional Incentives

with 3 distinctive add-ons

Proof of Credibility

ROKAR scores and **rankings** are used to check the credibility of drivers and owners

Car Return Service

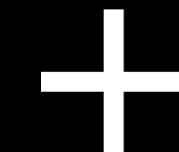
Drivers can leave rented cars **anywhere** when their trip is over

ROKAR Premium

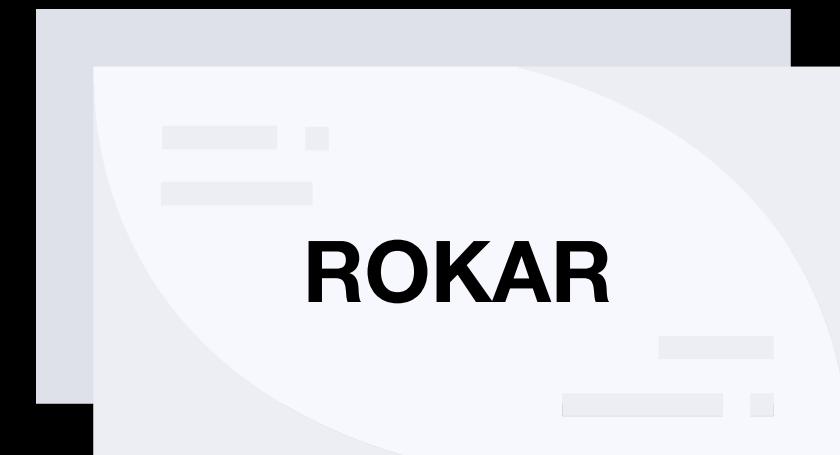
From the **most common** to the **rarest kinds**. All your dream cars, just one click away

Revenue Stream

Commission Fee for
Owner-driver connection

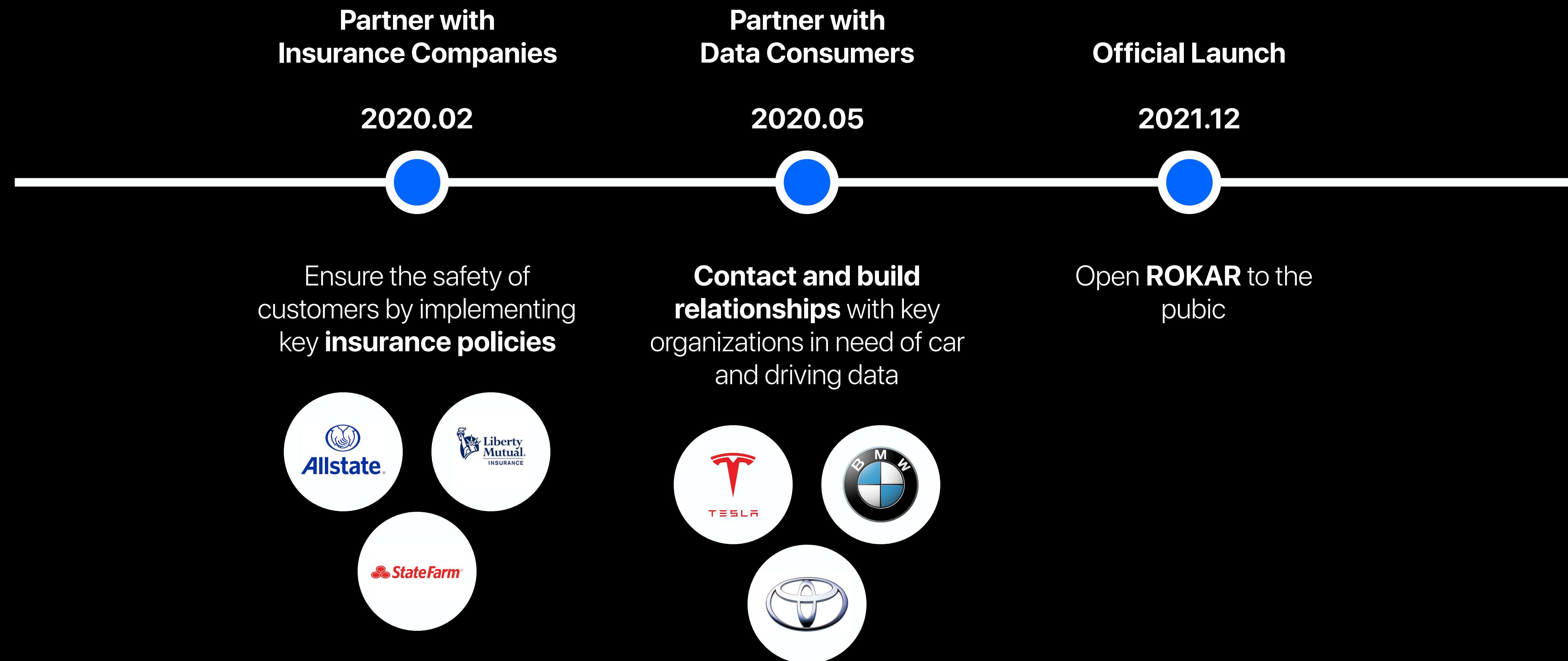


**ROKAR Car Data
Sales Revenue**



Growth Strategy

Future Goals



Team ROKAthoners

Macathon 2019



Daniel Lim

Dev & Design
Computer Science



Paul Heo

Developer
Computer Science



Chase Yoo

Business
Econ, CompSci



Jackson Tak

Market Research
Econ, Statistics