# Market Requirements Document (MRD) – Cam Car

**1. Executive Summary**

Cam Car is an AI-enabled, compact electric vehicle designed specifically for first-time drivers and urban commuters. It offers smart safety features like auto-parking, lane assist, and mobile connectivity, addressing a market need for affordable, beginner-friendly EVs. The initial launch is targeted for the US holiday season.

**2. Market Opportunity**

Urbanization, environmental concerns, and rising gas prices have accelerated demand for electric vehicles (EVs). However, the market lacks affordable, compact EVs tailored to new drivers. Cam Car fills this gap by combining AI safety features, mobile integration, and a city-ready design in an accessible price range.

3**. Target Market**

1. Primary Audience:
2. Age: 18–35
3. First-time drivers, students, and young professionals
4. Urban residents in congested cities
5. Tech-savvy, eco-conscious consumers
6. Secondary Audience:
7. Parents purchasing safe vehicles for teens
8. Drivers looking for a second compact car
9. Environmentally conscious buyers
10. Target Locations:
11. United States (metro areas): New York, San Francisco, Chicago, Los Angeles, Seattle

**4. Competitive Landscape**

| Competitor | Strengths | Weaknesses |
| --- | --- | --- |
| Tesla Model 3 | High-end EV tech, strong brand | Expensive, complex UI for new drivers |
| Nissan Leaf | Affordable, reliable | Lacks innovative AI features |
| Microlino | Ultra-compact, stylish | Low availability, limited tech |

Cam Car's Advantage: Smart features and compact design focused on ease of use and safety for first-time drivers.

5**. Customer Needs**

* Safe and stress-free driving experience for beginners
* Easy maneuvering and parking in tight spaces
* Low maintenance and affordable cost of ownership
* Smartphone connectivity for control and updates
* Sustainable alternative to gas-powered vehicles

**6. Product Features Summary**

| Feature | Customer Benefit |
| --- | --- |
| AI Driving Assistance | Confidence and safety for inexperienced drivers |
| Auto-Parking System | Solves urban parking challenges |
| Mobile App Integration | Real-time controls, diagnostics, remote access |
| Compact Design | Fit in urban environments with tight parking |
| Rechargeable EV Battery | Sustainable transportation with lower fuel cost |
| Built-in Cameras & Sensors | 360° visibility and collision prevention |

**7. Feature Prioritization**

| Feature | Priority (H/M/L) |
| --- | --- |
| Auto-Parking System | High |
| Lane-Keep Assist | High |
| Mobile App Control | High |
| Voice-activated AI Guide | Medium |
| Heated Seats (Premium) | Low |

**8. Assumptions and Risks**

Assumptions:

* Battery supply chains remain stable and cost-effective
* Regulatory EV certifications are achievable before launch
* Urban consumers are open to trying a new automotive brand

Risks:

* Strong competition from established brands
* Skepticism over safety and performance of a new entrant
* Data privacy concerns AI features and mobile app
* **9. Go-To-Market Strategy**
* Pilot launch in 2–3 U.S. cities with urban congestion
* Partnerships with driving schools, tech campuses, and EV charging networks
* Social media campaigns and influencer marketing
* Incentives: Early bird discounts, referral rewards, trade-in offers

**10. Success Metrics**

* 10,000 units sold in Year 1
* 4.5+ customer satisfaction rating
* 90% of customers use the companion mobile app weekly
* 80% of pilot customers say they would recommend Cam Car
* Social media engagement rate above 10%