



OUR TEAM



DANIEL BALTO

CHIEF EXECUTIVE OFFICER



MAX BAILEY

CHIEF CREATIVE OFFICER



COLTON FUSSY

CHIEF TECHNOLOGY OFFICER



AARON WILLIAMS

CHIEF MARKETING OFFICER

We're a few friends, solving a problem that we're incredibly passionate about.

WHAT IS CARMUNITY?



Social



Utility



Game



Combined

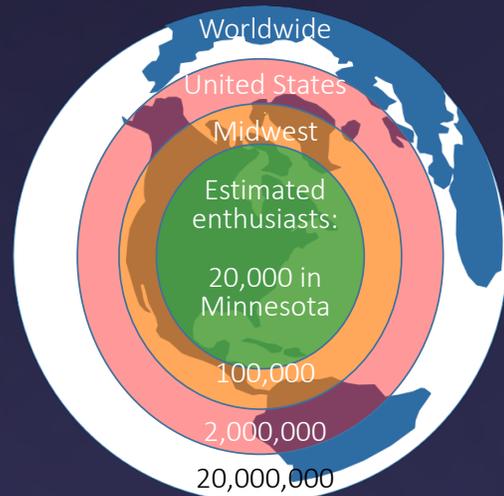
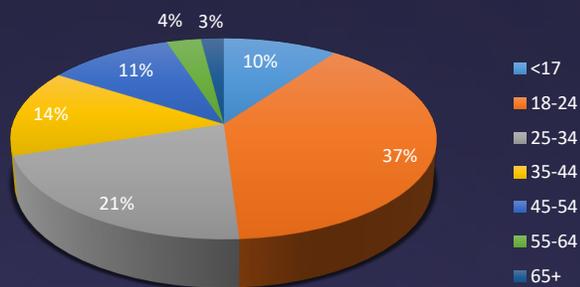
THE INSPIRATION



1960-2010: Answers relies predominantly on verbal communication
2010-2020: Answers relies predominantly on social media

MARKET SIZE AND DEMOGRAPHICS

Age Breakdown



*Data based on publicly available from the Facebook and information collected from the Minnesota Car Enthusiast Club automotive events. Sample size N = 14,000

THE SOLUTION

The image displays five mobile app screens for 'Carmmunity':

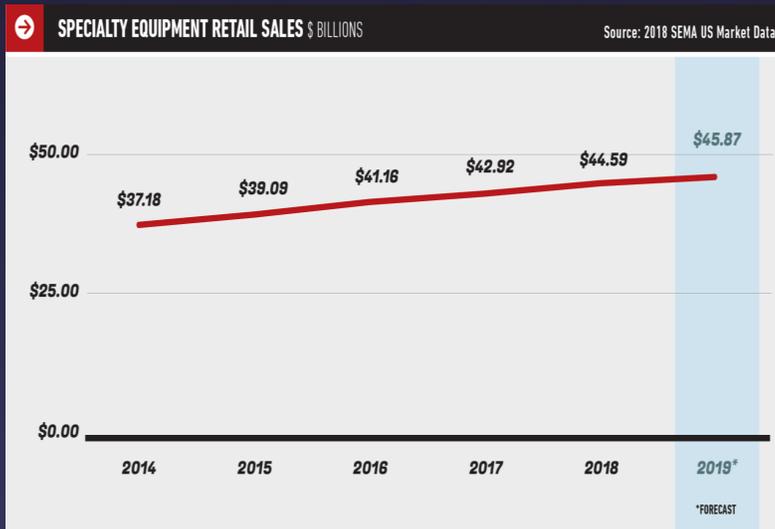
- Screen 1 (User Profile):** Shows a user profile for 'Max Bailey' with a car photo and a list of modifications: ETS VZ Extreme Cat-Back Exhaust, MAP Open Dump Downpipe, MAP Test Pipe, ShepTrans Built Transfer Case, Visual, Black OEM Headlights, LED Tail Lights, Password.JDM Carbon Kevlar Engine Kit, and Wheels & Suspension. It includes 'Like' and 'Comment' buttons.
- Screen 2 (Map):** A map view showing various car locations marked with colored pins (green, orange, purple) across a city grid.
- Screen 3 (Car Listings):** Displays two car listings: '2014 Volkswagen GTI' in Minneapolis, MN (1:45pm on 11/6) and '2017 Honda Civic Type R' in St. Paul, MN (4:57pm on 11/5).
- Screen 4 (Service Directory):** A list of services categorized into 'Aftermarket Part Stores', 'Maintenance', and 'Tuning Shops', each with a rating and distance.
- Screen 5 (Navigation):** A navigation bar with tabs for ALL, PHOTOS, MODS, and EVENTS.

ROLLOUT/MARKETING PLAN

- Stage 1) 2016 Beta Testers and closer friends
- Stage 2) At 1000 downloads, MNCEC announcement
- Stage 3) At 5000 downloads, leverage Carmmunity's following
- Stage 4) Promotion from influencers/marketing partners
- Stage 5) Global rollout once we have the means to do it

Additionally, each stage will involve specific targeting via social media paid advertisements to encourage growth in specific geographic markets.

REVENUE MODELS



Revenue Streams

- 1) In-app Ads
- 2) Business subscriptions
- 3) Premium User subscriptions
- 4) In-app Event registration
- 5) Marketplace fees

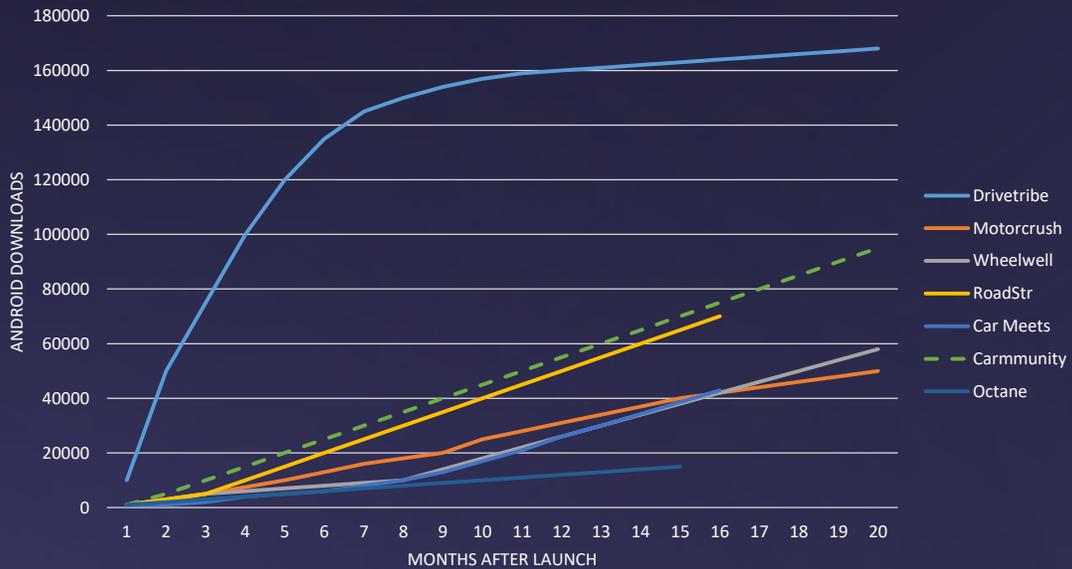
Improves MAU Rate/Revenue

- 1) Gamification
- 2) Clubs/group functionality
- 3) How to/DIY/Forums
- 4) Performance modes

COMPETITOR COMPARISON

| App | Garage Profile | Friends List | Live Map | Business Pages | Find Users with GPS | News Feed | Events | Months on Market | Android Downloads | Monthly Active Users | Current Valuation |
|--|----------------|--------------|----------|----------------|---------------------|-----------|--------|------------------|-------------------|----------------------|-------------------|
|  | ★ | ★ | ★ | ★ | ★ | ★ | ★ | 0 | N/A | N/A | N/A |
|  | | ★ | | | | ★ | | 31 | 100,000+ | 100,000+ | \$12,000,000 |
|  | ★ | ★ | | ★ | | ★ | | 17 | 10,000+ | 10,000+ | \$6,200,000 |
|  | ★ | ★ | ★ | | ★ | ★ | ★ | 12 | 50,000+ | 10,000+ | Unavailable |
|  | ★ | ★ | ★ | | | ★ | ★ | 26 | 50,000+ | 10,000+ | Unavailable |
|  | ★ | ★ | ★ | | ★ | ★ | ★ | 10 | 10,000+ | 6,500 | Unavailable |
|  | ★ | ★ | ★ | | | ★ | ★ | 10 | 10,000+ | 4,300 | Unavailable |

COMPETITOR GROWTH



EXIT STRATEGY

Based on the data we collect about what our users drive, what events they attend, and where they buy parts from we believe the company could be sold to Facebook as an extension, Microsoft as a real life Forza, or SEMA as a data harvesting platform. Ultimately depends if they value the data or our users/gamification more.

COMPANY VALUE

Current Capital Invested: \$121,000
(amount of capital/property invested into the company)

Estimated Codebase Valuation: \$800,000

Facebook following: \$39,700 ($\$.1 \times 397,000$ followers)

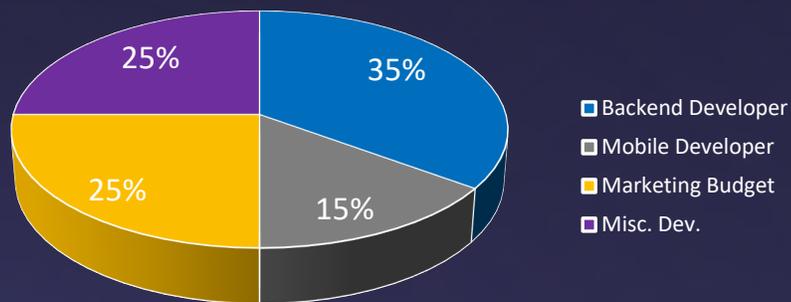
Email following: \$13,392 ($\$1 \times 13,392$ emails)

*Codebase value based on quoted third party costs to replicate app

*Following value based on <https://digitalwellbeing.org/the-social-media-valuator-calculate-the-value-of-your-facebooktwitter-page/>

SEED ROUND INFO

What it will be spent on



INVESTMENT

Current proposal for seed round investments:

\$0.15 per share

\$1000 minimum investment

1,000,000 shares of 10,000,000 total shares available

*Investment proposal subject to change