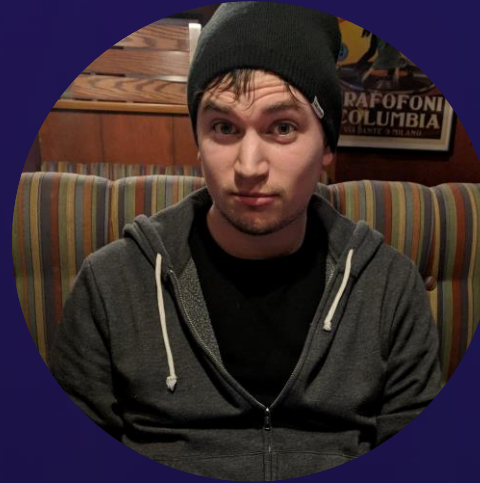# Carmmunity

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.
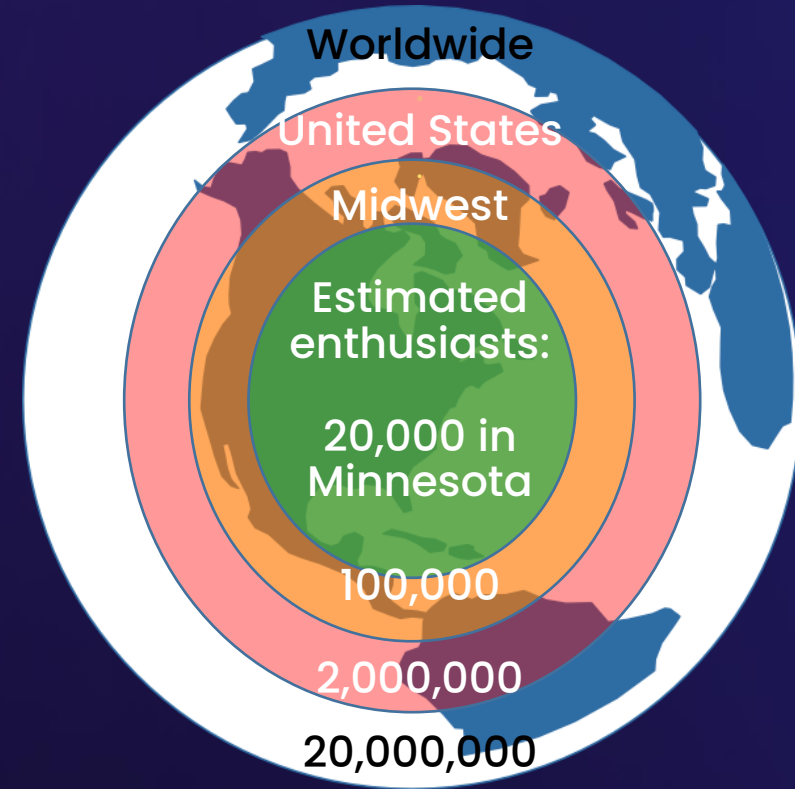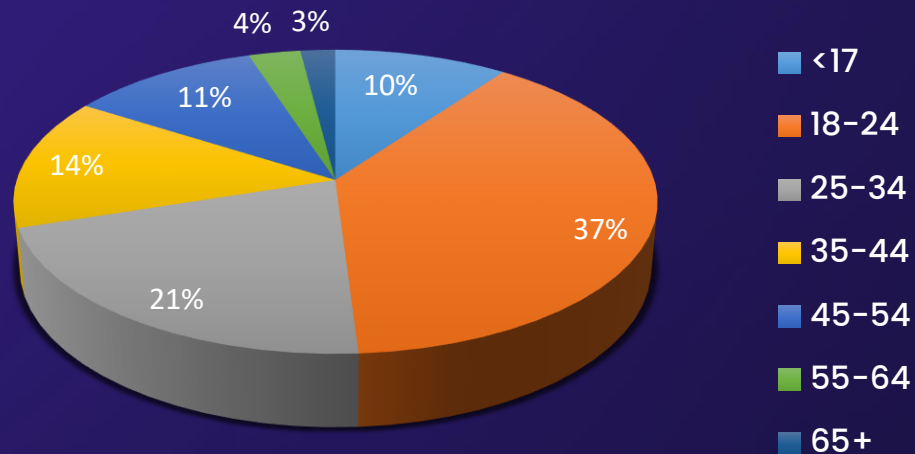
WHAT IS CARMMUNITY?

Social

Utility

Game

Combined

THE INSPIRATION

Sanjay Raval in 📍 Bloomington, Minnesota.
28 mins

Spotted the Carmmunity EVO on 494E😍👌 yohb?

Adam Cha
February 6, 2018

Looking for recommendations. Seeking custom upholstery shops in the cities. Thanks in advance. PFA

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

# MARKET SIZE AND DEMOGRAPHICS

Age Breakdown

Legend:
- ■ <17
- ■ 18-24
- ■ 25-34
- ■ 35-44
- ■ 45-54
- ■ 55-64
- ■ 65+

Pie chart values: 10%, 37%, 21%, 14%, 11%, 4%, 3%

Worldwide
United States
Midwest

Estimated enthusiasts:

20,000 in Minnesota

100,000

2,000,000

20,000,000

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

OUR SOLUTION
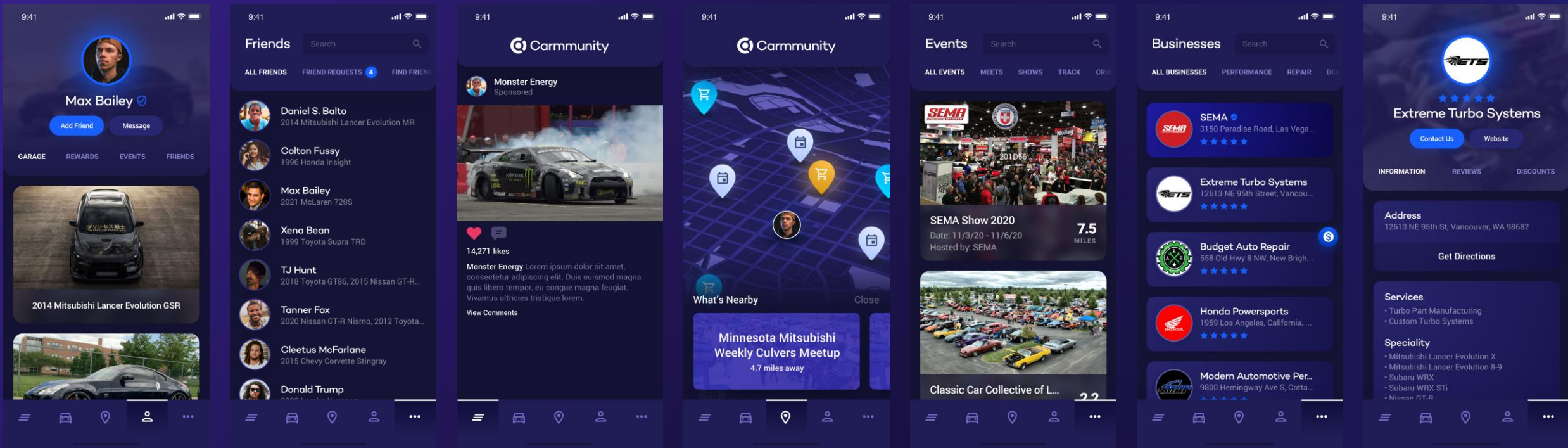
In early 2020 we realized that our UI needed a refresh in order to ensure we'll be the market leader during our launch. We went back to the drawing board and created a fresh, original, more user-friendly interface that will distinguish us, and leave our users wanting more.

ROLLOUT & MARKETING PLAN

Stage 1) 2016 Alpha Testers and closer friends gets us to 1000

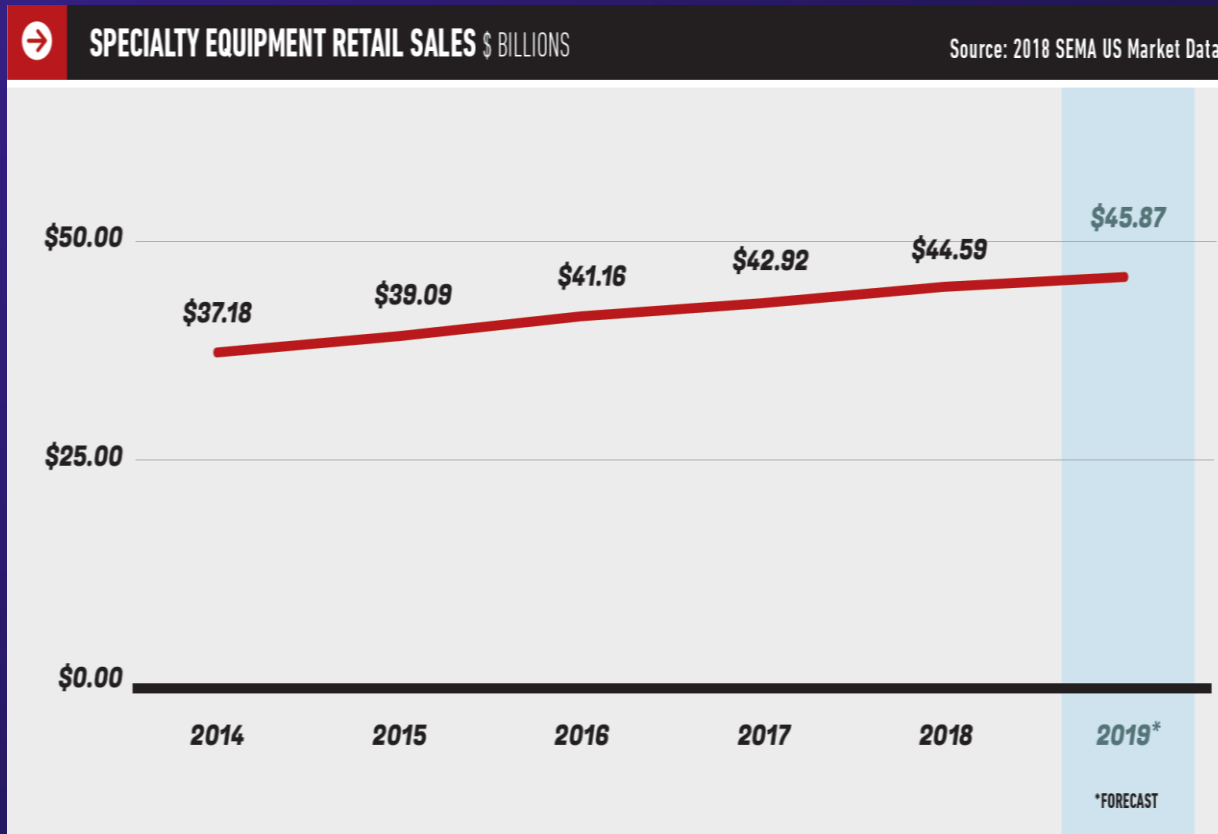Stage 2) At 1000 downloads, MNCEC makes an announcement

Stage 3) At 5000 downloads, leverage Carmmunity's following

Stage 4) Use targeted marketing through social media

Stage 5) Promotion from influencers/marketing partners

Stage 6) Global rollout once we have the means to do it

REVENUE MODELS

SPECIALTY EQUIPMENT RETAIL SALES $ BILLIONS
Source: 2018 SEMA US Market Data

$50.00
$25.00
$0.00

$37.18 — 2014
$39.09 — 2015
$41.16 — 2016
$42.92 — 2017
$44.59 — 2018
$45.87 — 2019*

*FORECAST

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

Carmmunity   Driving the Automotive Community Forward   www.carmmunity.io

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	$1,500,000
D TRB		✦				✦		31	100,000+	100,000+	$12,000,000
	✦	✦		✦		✦		17	10,000+	10,000+	$6,200,000
RS	✦	✦	✦		✦	✦	✦	12	50,000+	10,000+	Unavailable
mc	✦	✦	✦			✦	✦	26	50,000+	10,000+	Unavailable
	✦	✦	✦		✦	✦	✦	10	10,000+	6,500	Unavailable
CarMeets	✦	✦	✦			✦	✦	10	10,000+	4,300	Unavailable
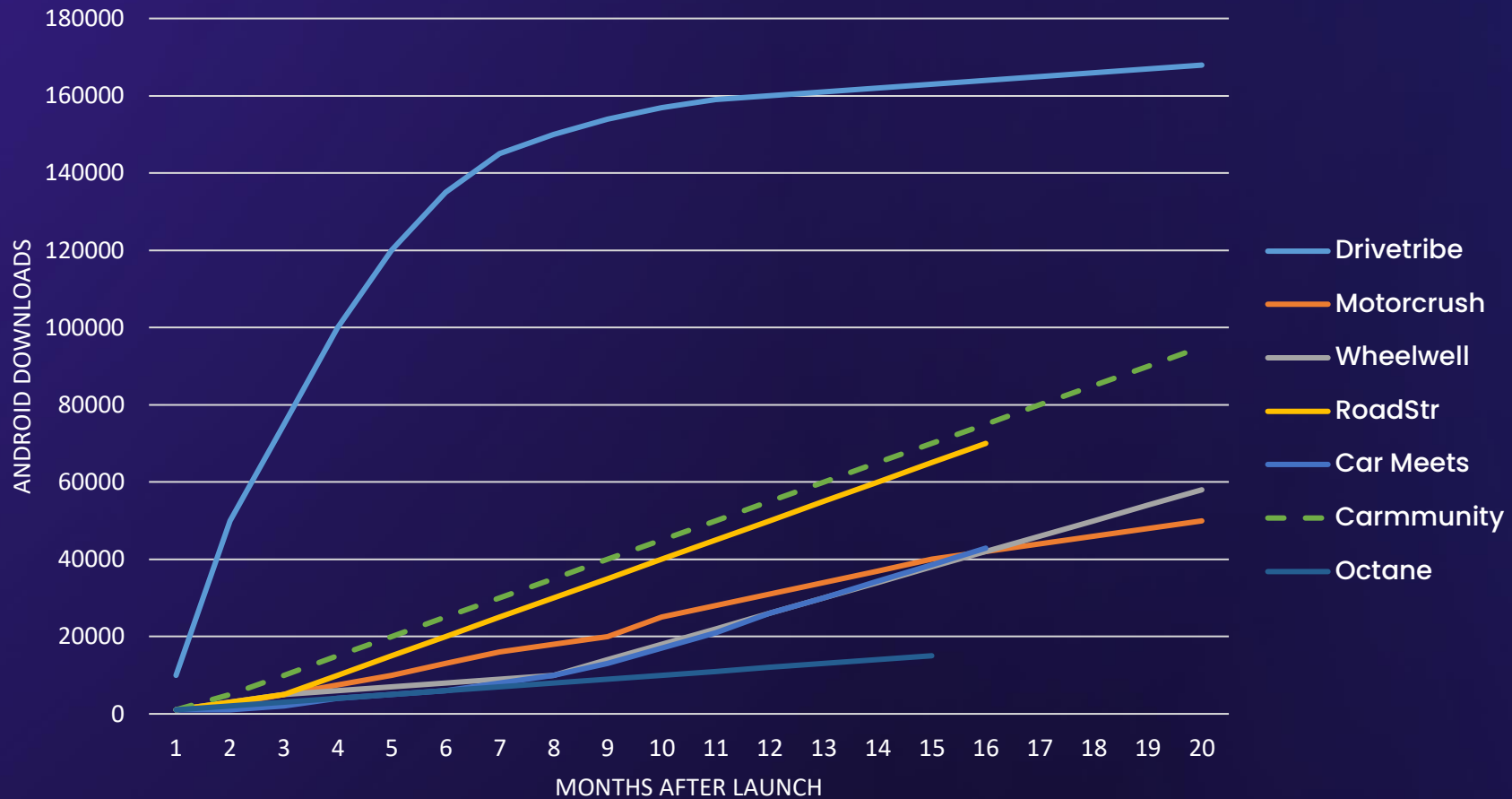
EXIT STRATEGY

Should it ever come to it, 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.

SEED ROUND SPENDING

What it will be spent on

35%

15%

25%

25%

- Back End Development
- Mobile Development
- Marketing
- Front End Development
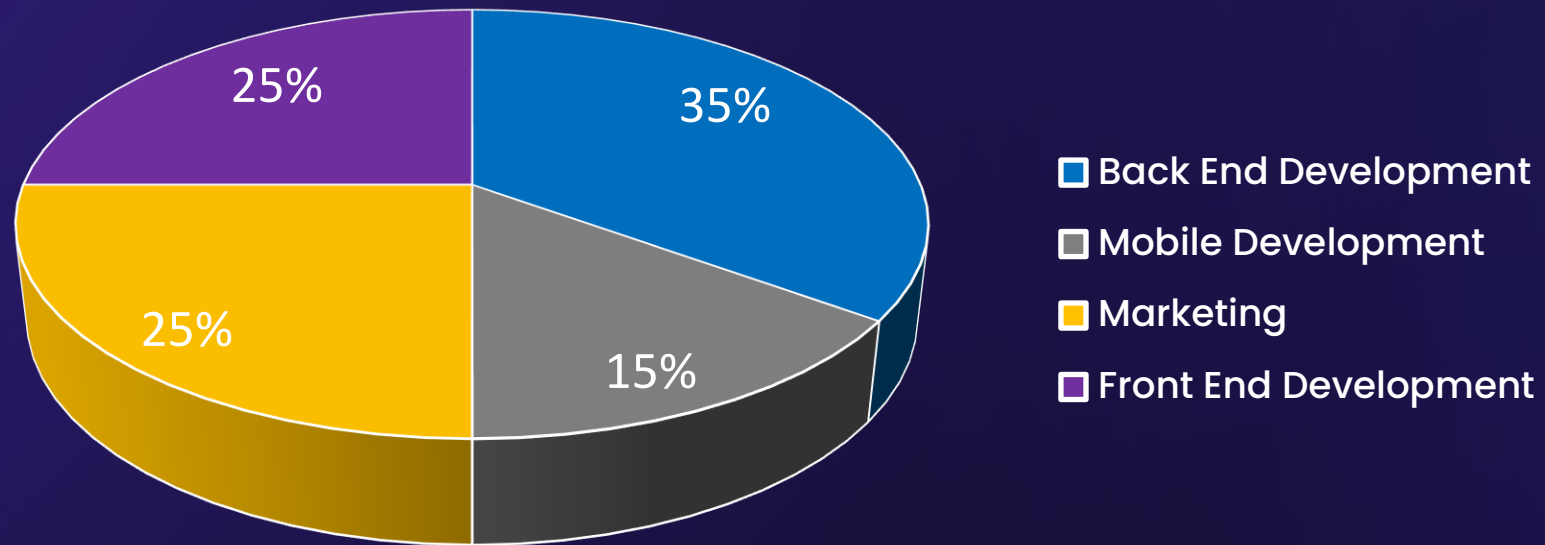
SEED OFFERING

Current seed round investments (MNVEST)

$0.15 per share

$1000 minimum investment

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

THE FUTURE

MACHINE LEARNING

We can extract meaning from images, text, video, and audio through our machine learning models.

1. Understand and classify the content of images with machine learning.
2. Analyze the text content in the activities to determine the associated topics.
3. The resulting rich data ensures that the personalization engine quickly picks up on a user's interests and preferences.
4. It can also detect spam or non-safe content and report it to us or just block automatically.

Carmmunity Machine Learning

User Dimension: @maxbailey

TEXT ANALYSIS: Topic Wheel Recommendations

IMAGE ANALYSIS: 2008-2015 Mitsubishi Lancer Evolution X (Black)

TEXT EXTRACTION: North Metro Imports

IMAGE ANALYSIS: Aftermarket wheels (Gold)

IMAGE ANALYSIS: Window Tint