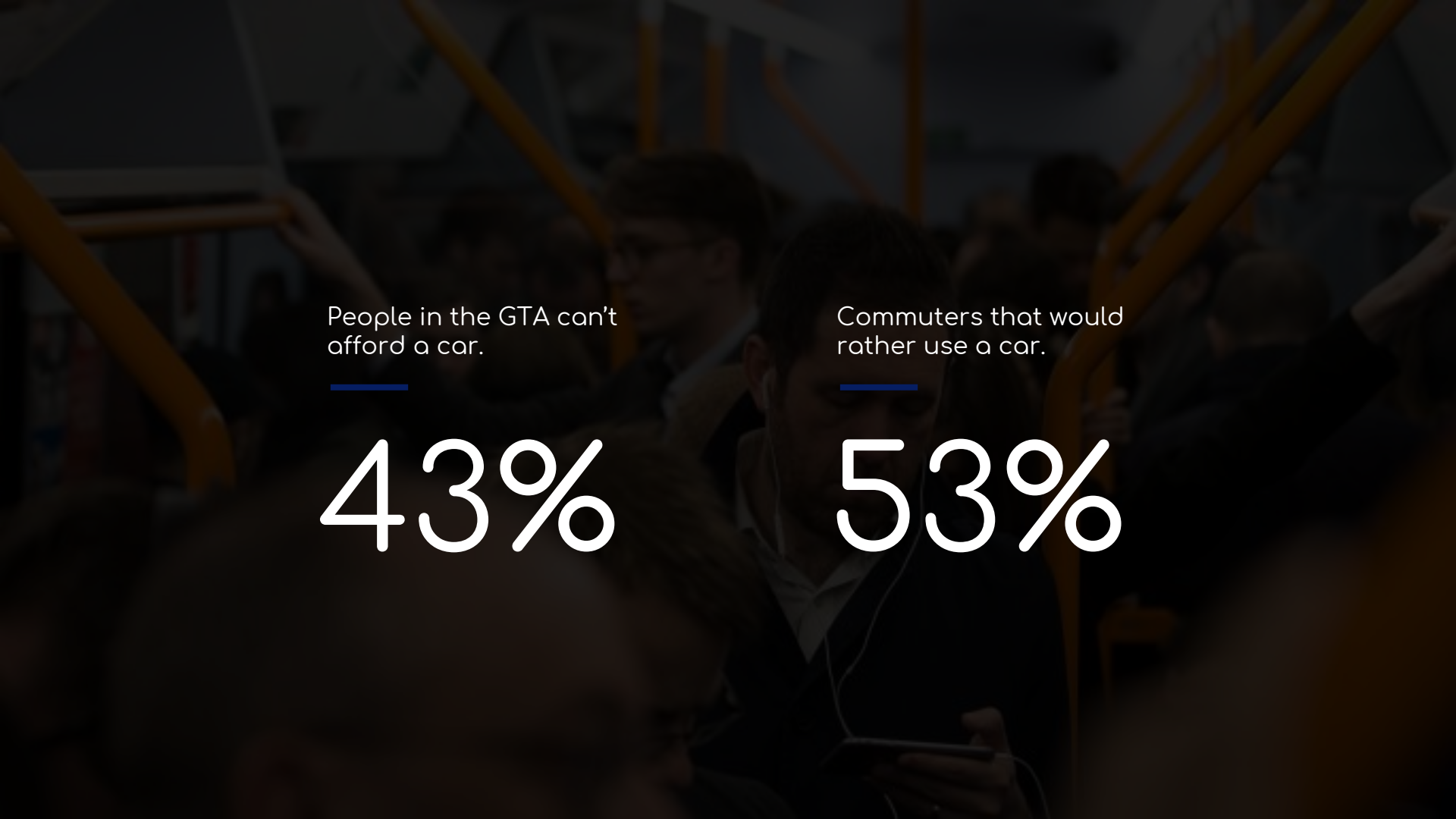


Average annual cost of owning a used car.

[\$7,900]



People in the GTA can't
afford a car.

43%


Commuters that would
rather use a car.

53%

A green and white GO train traveling on tracks through a wooded area.


\$4,369 annually.

GO

A hand holding a smartphone displaying the Uber app interface, with a car visible in the background.

\$23,130 annually.

UBER

A TTC train at a station platform with its doors open.

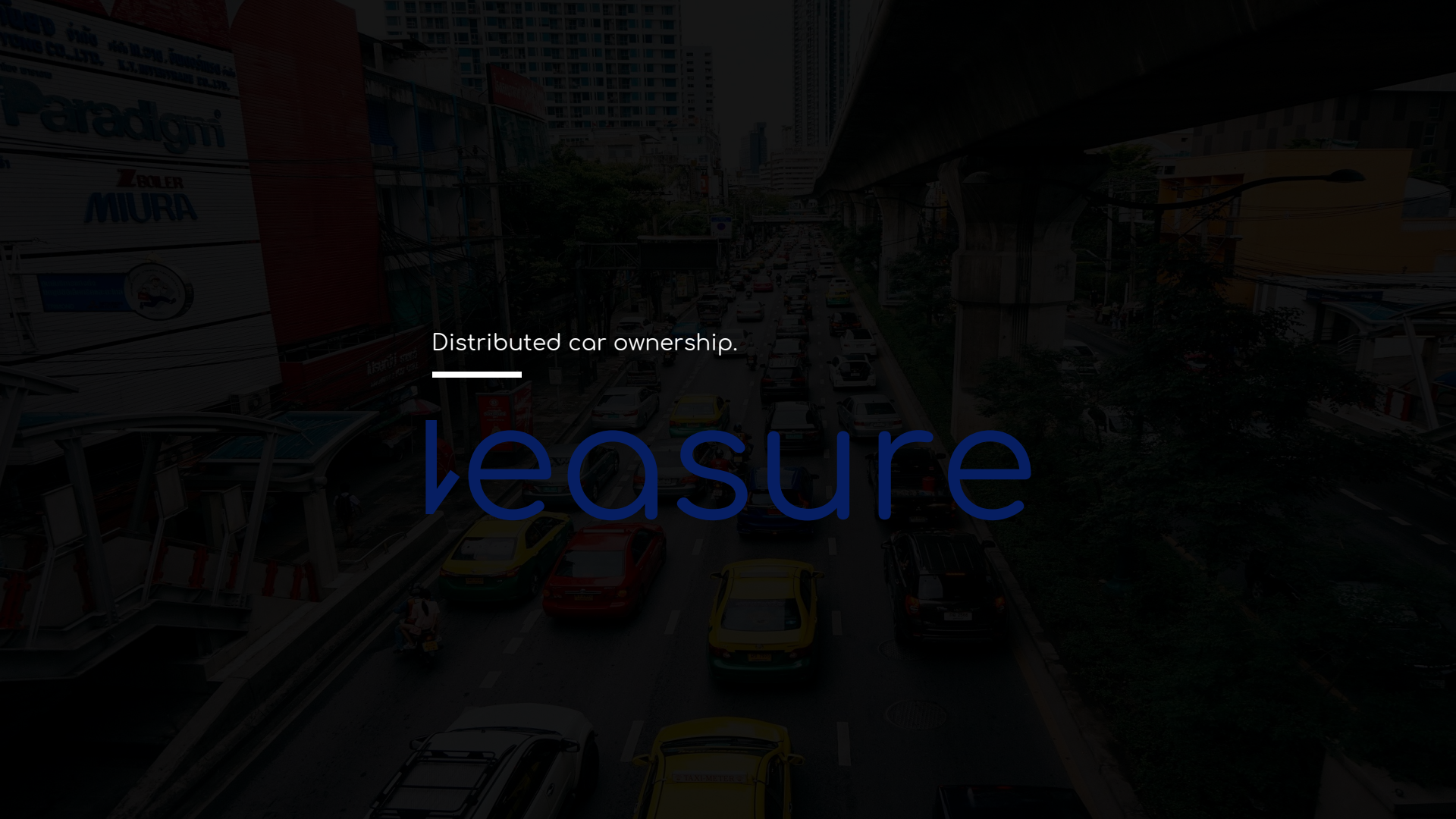
\$1,799 annually.

TTC

A man in a suit holding a smartphone, standing next to a white car, likely a Carshare vehicle.

\$8,876 annually.

CARSHARE



Distributed car ownership.

leasure

How it works



MATCHING

Users in a 5km radius get paired on the platform based off loyalty rating.



SELECTION

Users mutually select a car and right plan to lease for the next month.



CONTRACTING

Users sign on a one month lease using their mobile devices.



SCHEDULING

A mutual based scheduling system is fitted to each person's needs.



DEALERSHIP

Scheduled user picks up vehicle from the nearest dealership.



Annual cost / user.

\$4,500

Profit margin

\$760 / user

15% Surcharge
10% Commission



Annual cost / user.

\$3,100

Profit margin

\$700 / user

20% Surcharge
10% Commission



Annual cost / user.

\$2,400

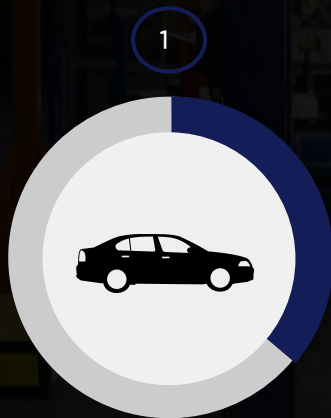
Profit margin

\$660 / user

25% Surcharge
10% Commission

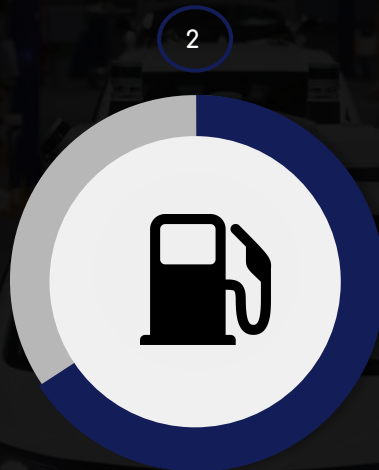
Investment Opportunity

Things to account for



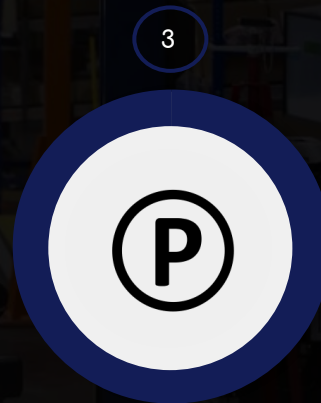
Insurance

The vehicle is insured by dealership partnered insurance provider.



Gas

Factored into bill at beginning of the month, once a user pays a gas bill they're compensated in store credits.



Parking

Factored into bill at beginning of the month, user submits receipt and is compensated accordingly.

Cheap



Long Travel

Short Travel



MAVEN



lyft



Expensive

An aerial photograph of a large body of water, likely Lake Ontario, with a dense forest of green trees on the surrounding hills. The water is dark and calm, reflecting the sky.

AJAX

A street-level photograph showing a row of white, two-story houses with dark roofs and gables. A red car is parked on the street, and a black car is parked on the sidewalk. A flower box is visible on the sidewalk.

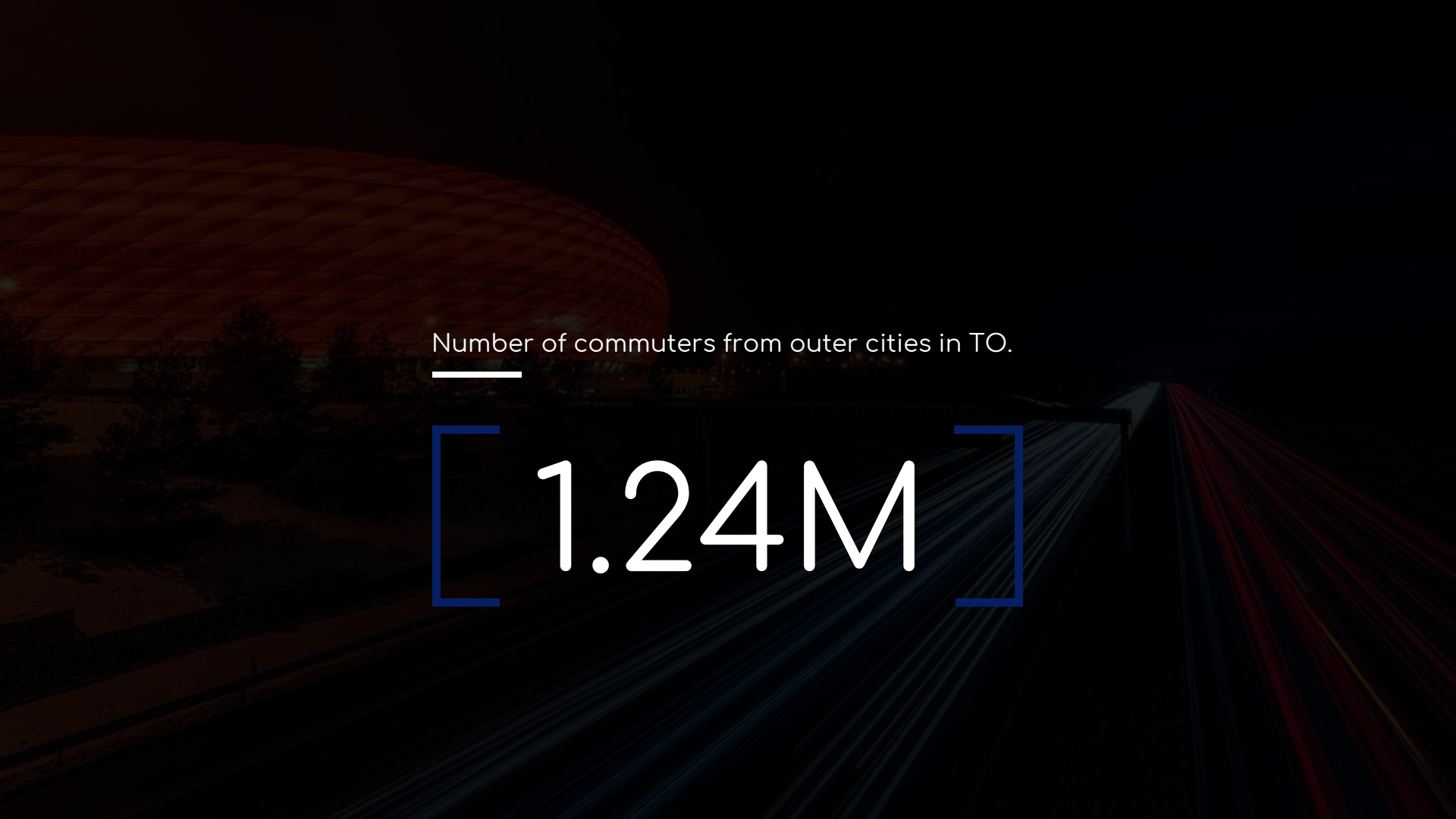
PICKERING

A street-level photograph of a shopping center at dusk. The sky is a mix of orange and blue. A building with a sign that says "KNOX" is visible. A street lamp is in the foreground.

VAUGHAN


An aerial photograph of a marina filled with many sailboats. The water is dark, and the surrounding area is green with trees and some buildings. A small island is visible in the water.

PORT PERRY



Number of commuters from outer cities in TO.

[1.24M]



Estimated market size.

[16B]

Case study 1



User

User lives in Ajax, spends \$17/day on the GO train commuting to downtown TO where they work

Matching

Has 3 other people within 3 blocks who work 5 minutes away from him, finds them with our app and all together lease a Chevrolet Sonic.





Cost distribution

Now spending \$9/day on commute,
saving \$1816/year in transportation,
plus giving more transportation
flexibility outside of commute time.

Case study 2



Matching

Has 3 other people within 3 blocks who work 5 minutes away from him, finds them with our app and all together lease a Chevrolet Sonic.

User

User lives near downtown Toronto, spends \$6.50/day on the TTC commuting back and forth from work.





Cost distribution

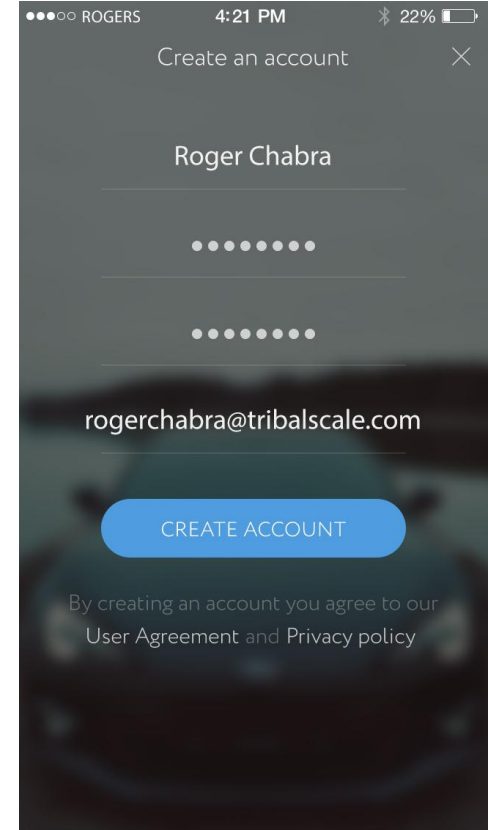
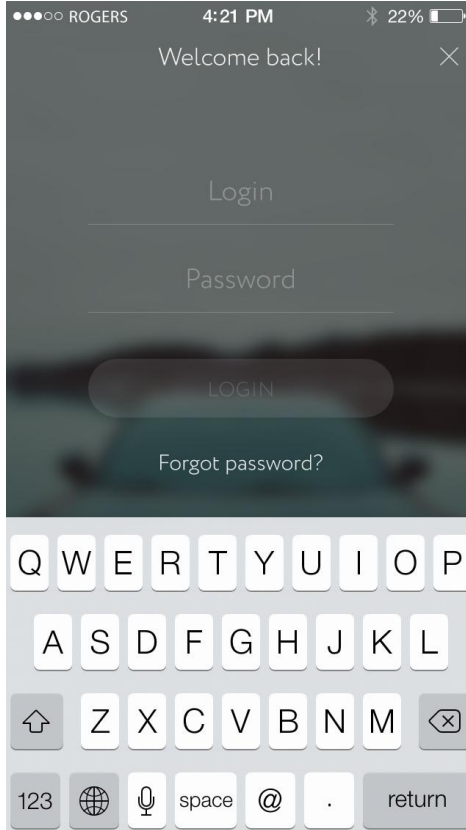
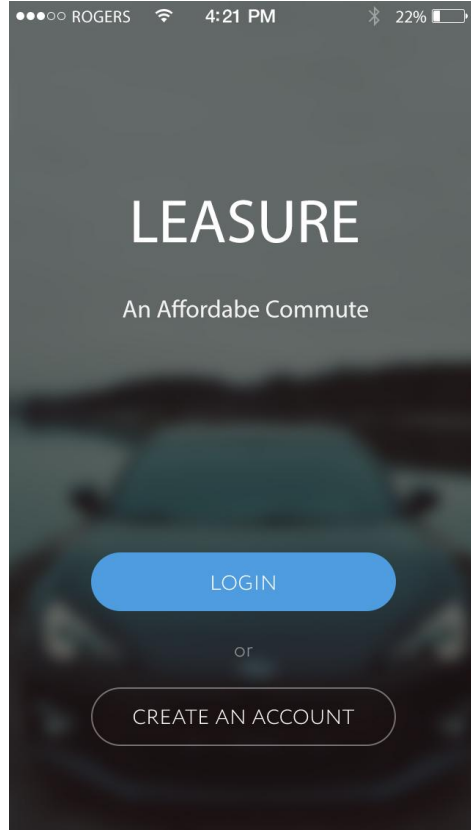
Now spending \$9/day on commute, losing \$883/year in transportation fees, at the cost of having a more convenient and comfortable means of travel.

A hand holding a smartphone, with the text 'User Interface' overlaid in white. The background is dark and slightly blurred, focusing attention on the phone and the text.

User Interface

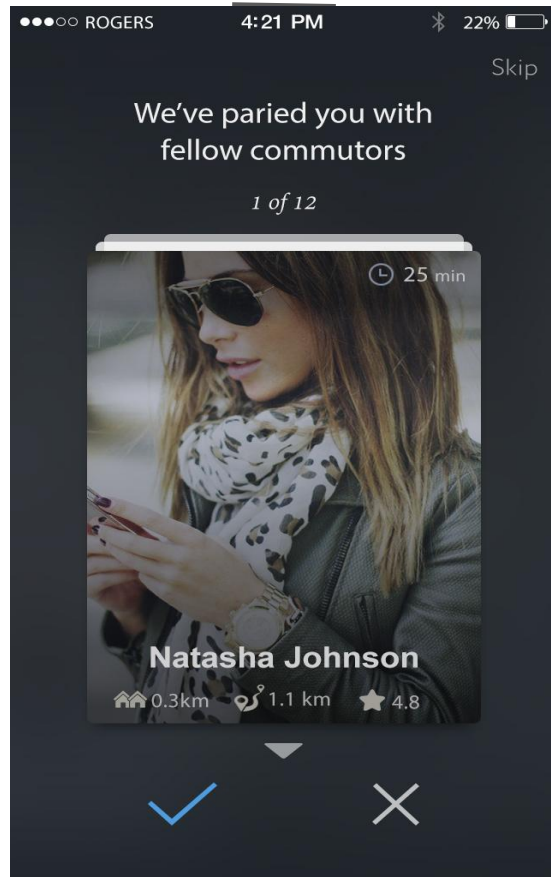
UI

Registering as a user



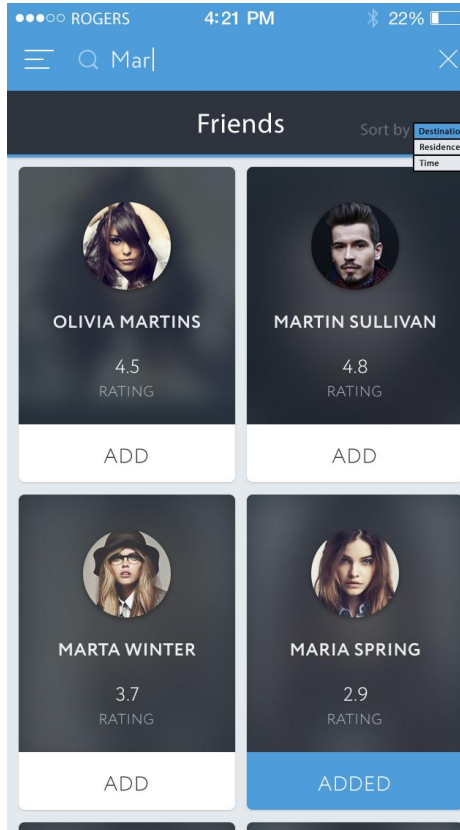
UI

Matching with other people



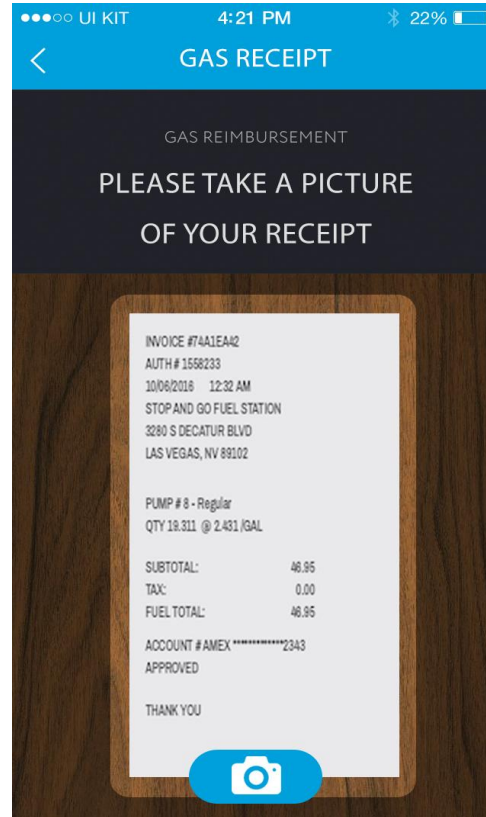
UI

Connecting you with people in your area

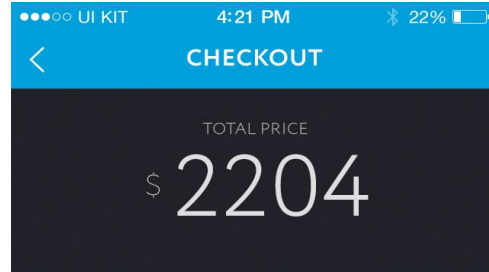


UI

Gas receipts for in store credits



UI Payment



NAME ON CARD

ROGER CHABRA

CARD NUMBER

4749 3854 3587 3456



EXPIRY DATE

11 / 2018

SECURITY CODE

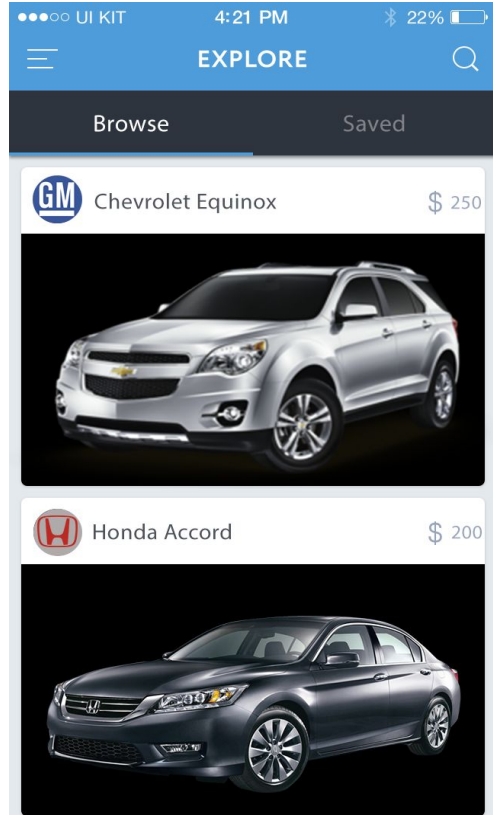
...



 PAY \$2204

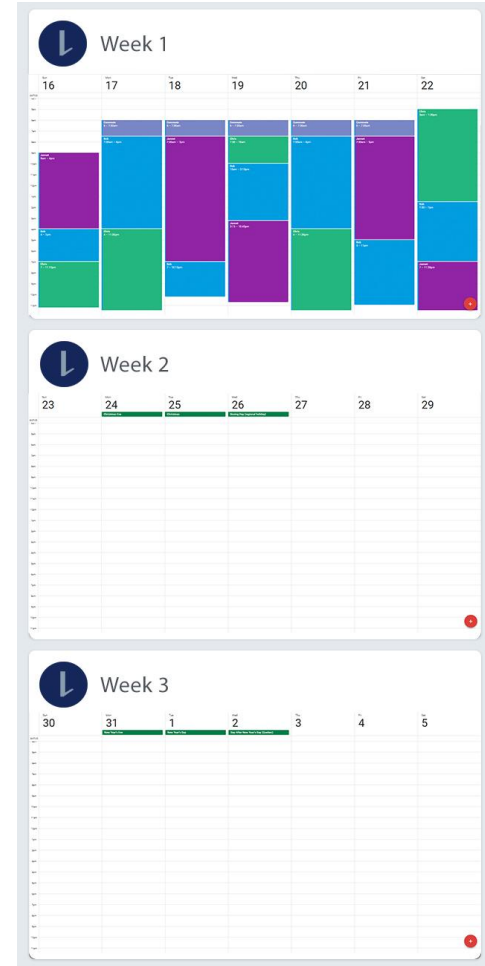
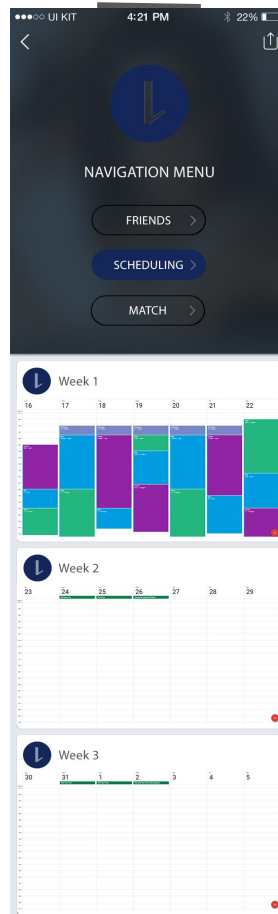
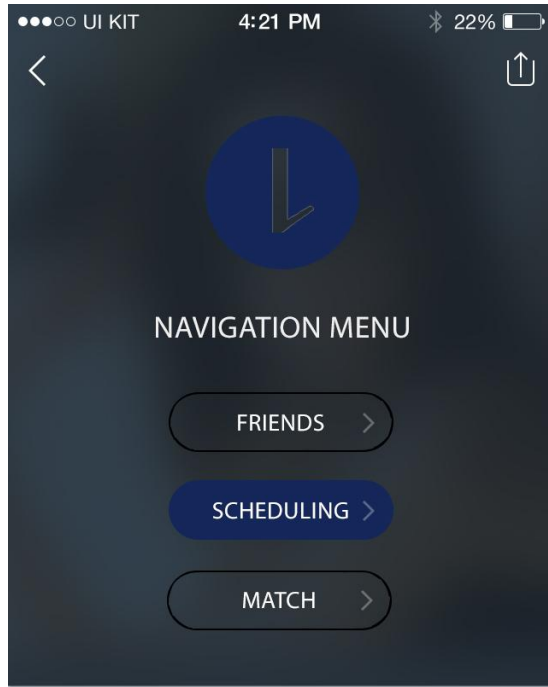
UI

Browse Cars



UI

Schedule Days



3 month roadmap



USER BASE

Finding commuters in Ajax near highway 401 that use GO on a day to day basis.



REFERRAL

Referring them to dealerships such as VanDusen for affordable cars.



PARTNERSHIPS

Partner with dealers for referral commissions to decrease user cost while increasing revenue.



APP

Releasing mobile and web app to gain a larger user base and speed up the matching process.



GROWTH

Expanding to communities like Pickering or Vaughan for a user base

A woman with dark hair, wearing a light-colored patterned blouse, is smiling and shaking hands with a man whose arm is visible on the left. The background is a blurred city street.

Referrals

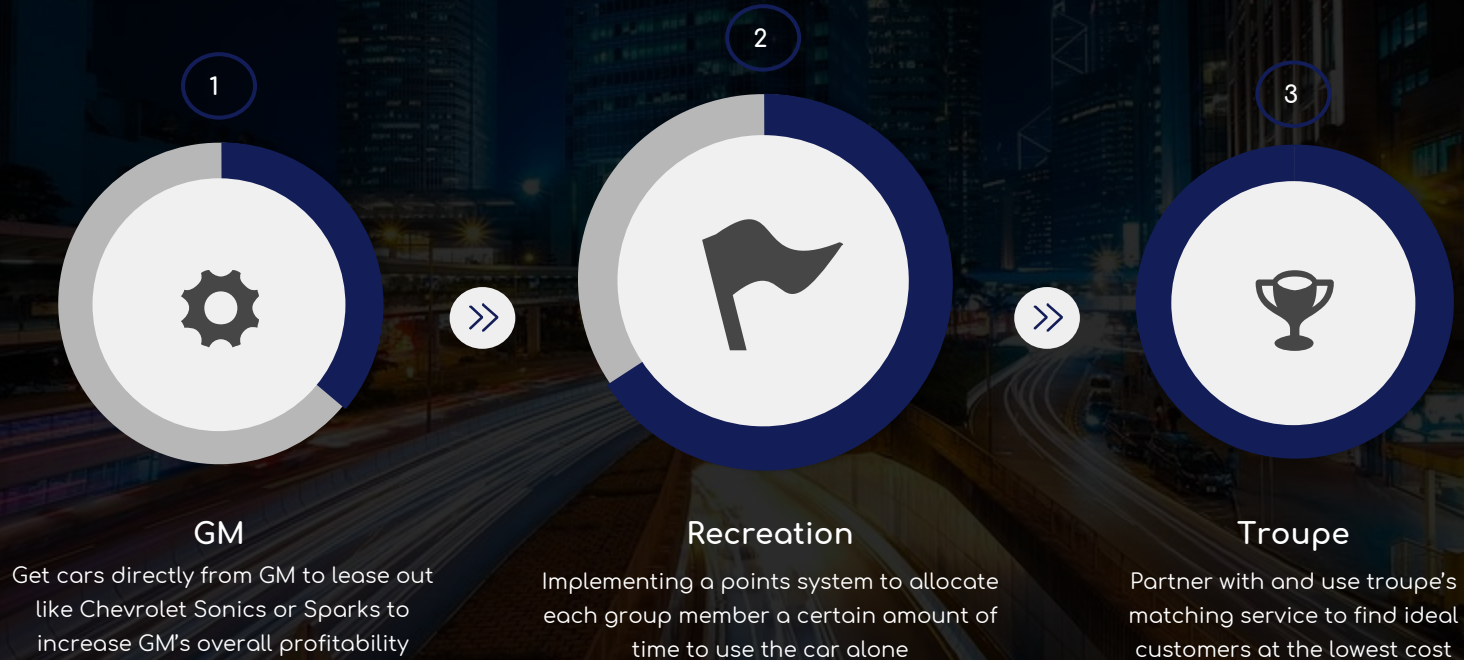
A tall, modern building with a unique design featuring numerous balconies, each filled with lush green trees and plants. The building is set against a clear sky.


Shared
residence

A close-up of a hand holding a smartphone. The screen displays the time 15:56 and a purple lock screen background. The phone is held at an angle, showing the side of the device.

Social
media

Future optimizations





Estimated market size.

[16B]

