

Vehicle Cost



Vehicle Maximation



Leasure

Decreased underused assets, increased affordability





4,100,000

Cars left unused in 2017

10B\$

Untapped market





250\$

Average monthly Lease

2.60\$

Average cost a day per user

3

Average Clients/vehicle



Competition



\$13.40




\$12.50



Only for
taxi drivers




MVP

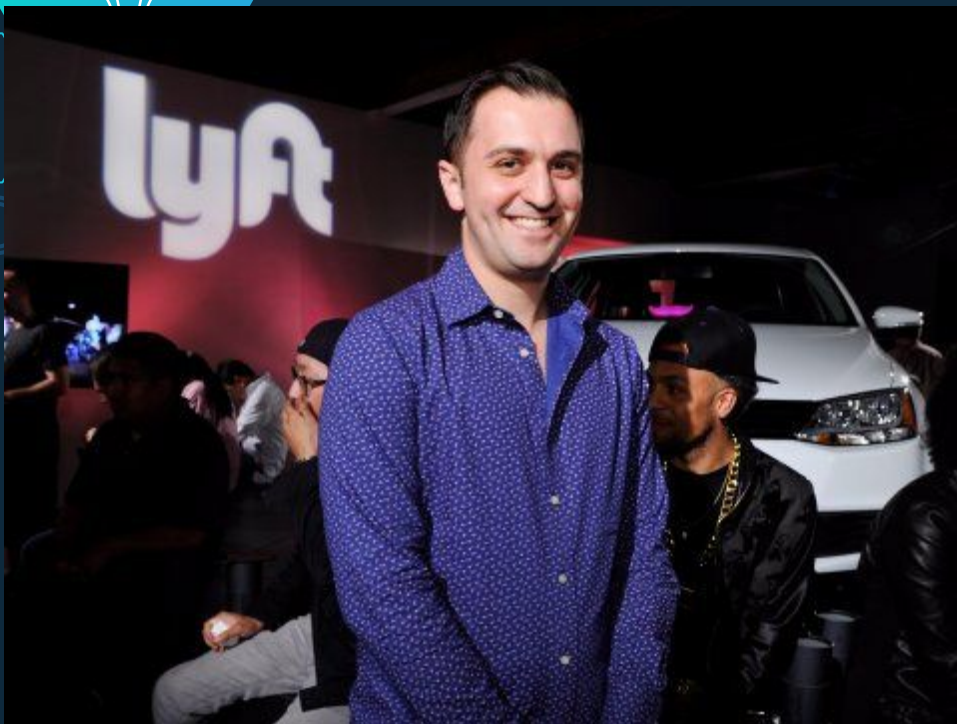


Platform distributes
cost of vehicle among
members

Members collect
vehicle from car
dealership

Members
distribute vehicle
use among
themselves





“Car ownership will be
dead by 2025”

- John Zimmer, founder of Lyft