



CarClub

get in

who are we?

CarClub

carclub is a human + ai-powered car management platform and exclusive social club for automotive enthusiasts

we streamline service scheduling, financing, and repairs while providing discounts on parts and labor. By leveraging your car's usage and maintenance data, we deliver data-driven insights to help qualify for warranties, lower insurance, and preserve vehicle value

members gain access to our monthly experiences, car storage, access to local club cars similar in value to their car, and even a daily driver provided by carclub's subscription plan that keeps members moving worry-free



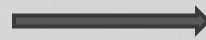
- i. premium auto-inspired events for early adopters and financiers
- ii. mvp data reporting & daily driver subscriptions
- iii. v.1 of app buy/sell marketplace & peer-to-peer swaps
- iv. physical location for social club/storage/events/consignments
- v. v.2 app- ai *forecasts and financial products*
- vi. v.3 app- full web3 integration of cars/experiences
- vii. franchising model in national commercial properties
- viii. powertrain warranty offerings to well cared for club cars



problems

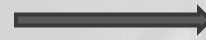
solutions

costly & “unexpected” repairs lean to bad financial decisions



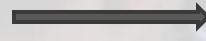
software forecasts and finances costly future servicing

no access to valuable data-driven maintenance history records



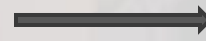
reputation-building history on club cars in any marketplace

evening access to a tasteful motoring-inspired third place



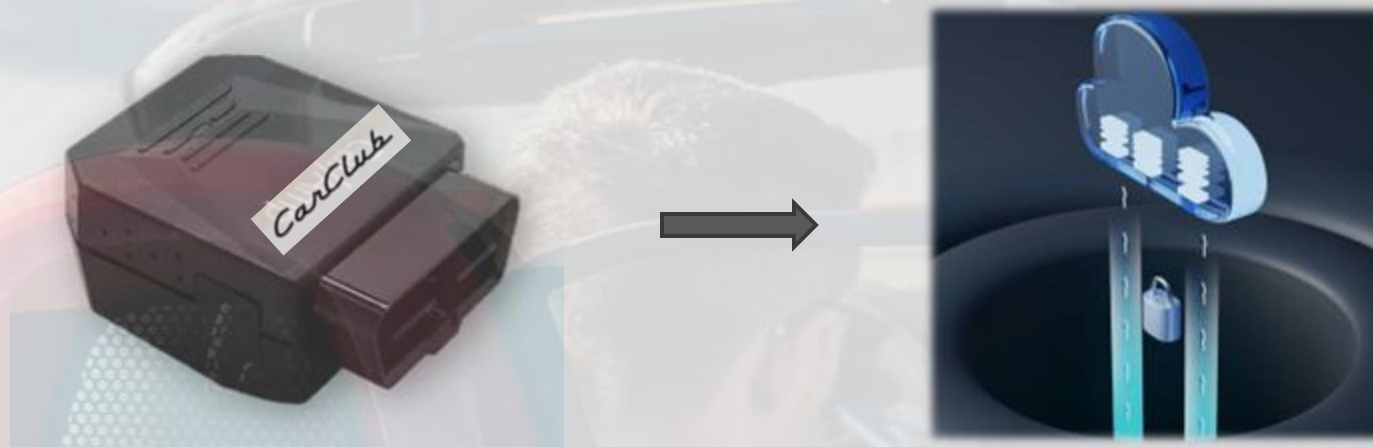
survey and members into curated shared experiences

no access to all forms of local transport based on the value



members to swap in/out of local and similarly-valued cars





our hardware captures usage, performance, and maintenance data, sending it to the cloud and on-chain to build reputational value—helping preserve asset worth while qualifying for better insurance rates and warranties.



total addressable market for auto repairs

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the total addressable market for the automotive repair and maintenance industry is estimated at \$65 billion as of the most recent available data based on studies by “grata” – the industry has a compound annual growth rate of 3.5% indicating steady growth driven by an increasing number of vehicles on the road and the rising complexity of automotive technology



1% of the large pie in processing payments is \$650m, carclub will collect 4% of the service bill in processing or \$26m



storage

- *climate-controlled*
- *affordable monthly rates*
- *concierge pickup service*
- *v.i.p. membership status*

events

- *auto-related sponsorships*
- *brand partnerships*
- *onboarding members*
- *membership perk*

consignments

- *start to finish sales*
- *detailing & photography*
- *effortless sale for owner*
- *advertising / showings*

memberships

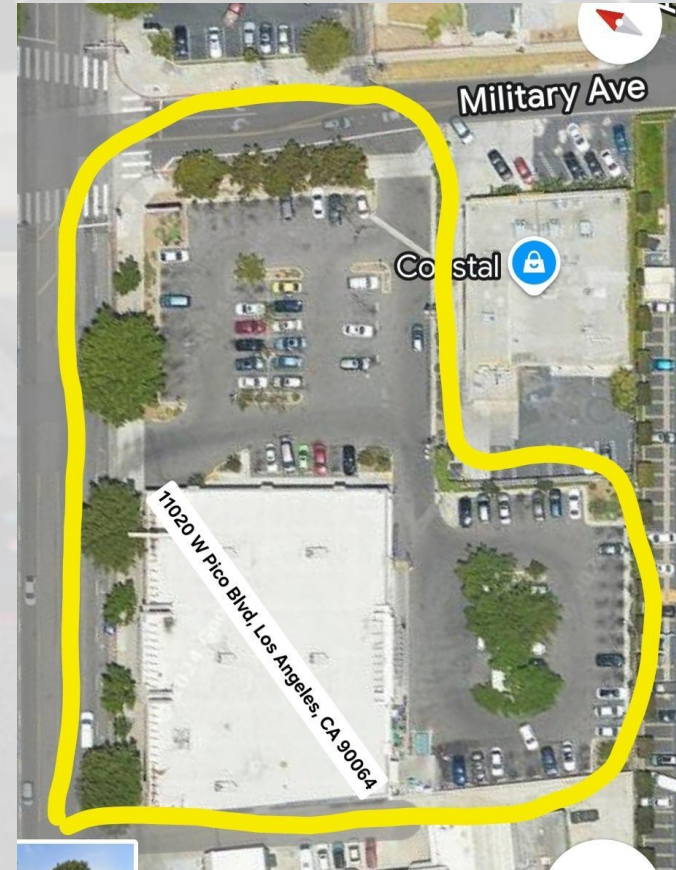
- *monthly events*
- *a european daily driver*
- *car storage*
- *marketplace access*



hq - 11040 W Pico Blvd, los angeles, ca 90064 – 20,229sqft

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- *53,626 cars drive past daily*
- *perfectly central westla location*
- *14,000 sqft ample for 140 cars stored*
- *6,229 sqft for speakeasy indoor club space*
- *1800 sqft as an outdoor lounge space/cafe*





- *easily accessible via major highways*
- *partnership with landlord*
- *parking lot for 48 cars*
- *12' tall ceilings*

- *loading dock w/rollup door*
- *at least 20,000 sqft of interior space*
- *ample outdoor member parking*
- *functional hvac*



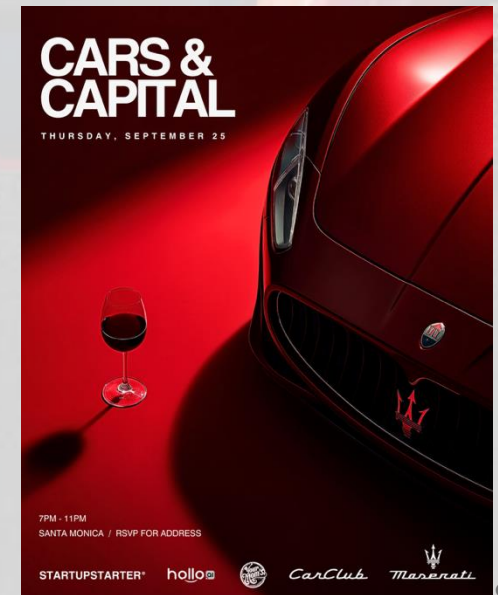
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cars and capital event series

founders, funders, and creators

monthly member speakeasy experiences

fostering car community and connections



services

- *photography*
- *videography*
- *detailing*
- *vehicle storage*
- *paperwork*
- *advertising & showings*



pricing

- *professional detailing: \$300*
- *intake/inspection: \$250*
- *marketing fee: \$300-\$500*
- *15% of total sale (under \$40k)*
- *8% of total sale (\$40 - \$100k)*
- *5% of total sale (over \$100K)*
- *storage: \$0 (for 30 days)*



161 subscription fleet cars: \$11,500,000

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ten fleet cars per month then onto the next value class



<i>initiation deposit</i>	<i>monthly dues</i>	<i>fleet count and value</i>	<i>\$ in fleet</i>
\$2,500	\$400	50 \$15k cars	\$750k
\$4,000	\$500	50 \$30k cars	\$1.5m
\$5,000	\$600	25 \$50k cars	\$1.25m
\$15k, \$20k, \$25k	\$3k, \$5k, \$7k	10 @ \$100k, \$150k, & \$200k	\$2.7m
\$30k, \$40k, \$50k	\$10k, \$20k, \$50k	2 @ \$250k, @ \$500k, & @ \$1M	\$5.25m



market comparison for local storage/membership clubs & potential partners

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each facility offers the ability to create unique motoring experiences of high-value



- \$550/mo storage fee
- thriving café
- limited car storage
- thriving 800-member club
- events w/limited parking



- \$650/mo
- 100 car storage
- state of the art car storage
- concierge pickup service
- tiny small member lounge



- \$999/mo
- large 150+ car storage
- detailing services
- 24/7 premium facility
- no clear social/member element

founder – manny gabriel roman

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cars & data

- *lover of all things with four wheels*
- *former nielsen ratings data nerd*
- *12 years restoring over 200 cars*
- *23 years of sales experience*

event showrunner

- *five-years hosting premium west la events*
- *hosted/executed 100+ events in that time*



ROCKET DESIGN



current objectives:

- 1. mvp web mobile app – user profiles and their garages and showcasing future features and story*
- 2. train our model to be a car owner's dream car manager that's connects your car(s) to a web-app profile*
- 3. assessing values of all year/make/models by location, mileage, condition, and seasonal trends for club cars*
- 4. "credit" test-net for our future token that pays members for shared packets of usage/performance data*



use of funds - \$11,500,000 in unique fleet cars

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two-year hold - 61% backed by fleet - 25% vesting

all participants receive full social club access with perks

\$20,000,000

25% equity

- *rent and all operating expenses of our headquarters*
- *180 subscription cars members will subscribe to*
- *full-stack mobile app with enterprise integrations*
- *pushing regular content of the user experiences/stories on socials*
- *franchise to land grab commercial locations nationwide*



high-level financial targets

projections include 150 cars stored, 350 active members, and eight consignment cars sold per month

\$74,850/mo in storage fees

\$52,500/mo membership fees

\$30,000/mo in consignment fees

\$25,000/mo in event sponsorship grants

\$330,000/mo in car subscription fees



2029

- *\$50m exit*
- *20 cars of my choice*
- *remaining an equity holder*
- *lifetime employment (exec or not)*





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