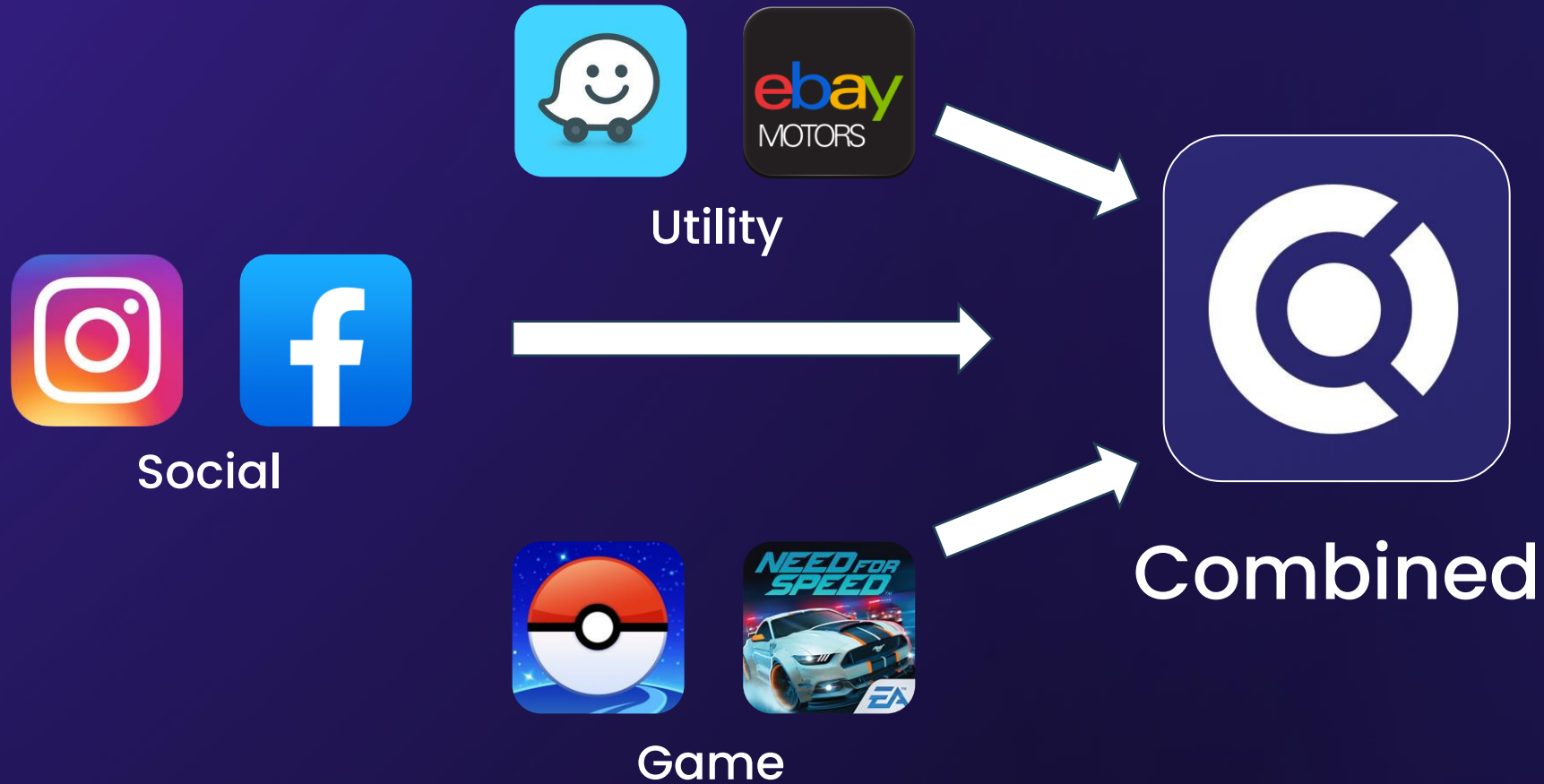


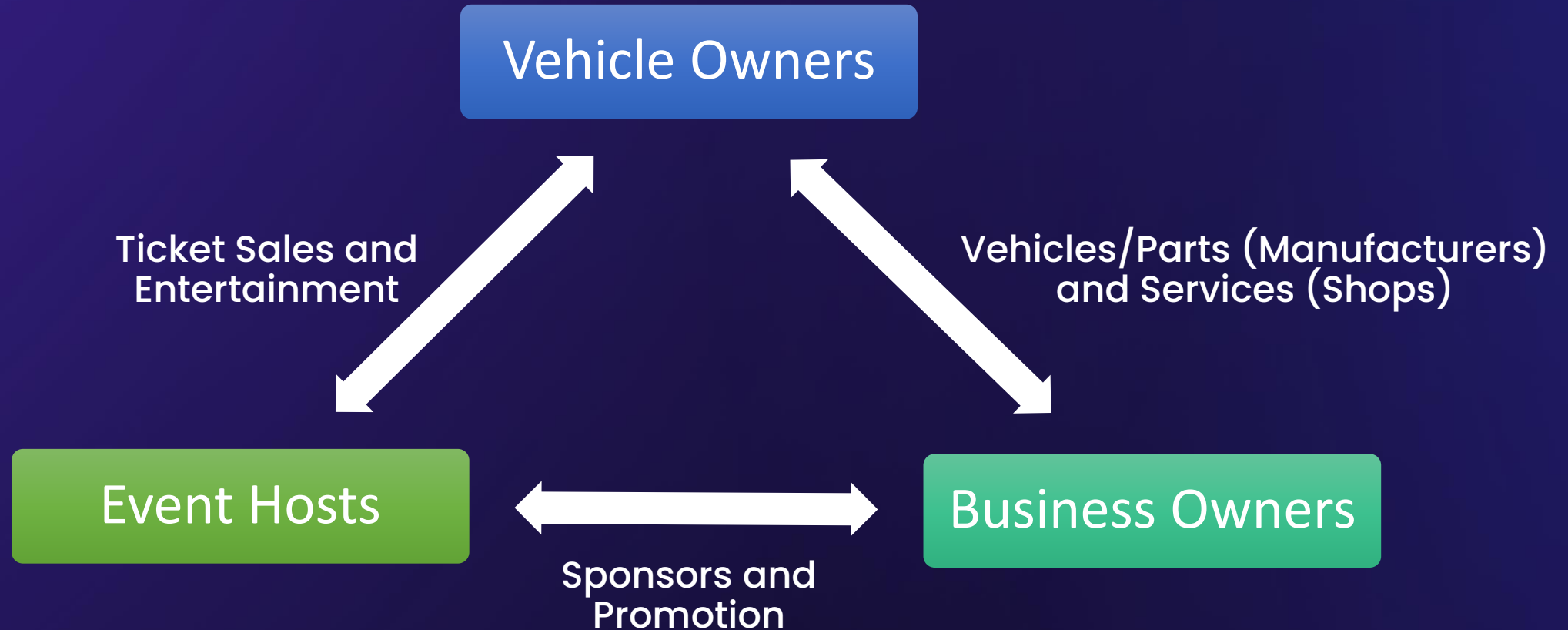


## Investment Pitch Deck

# WHAT IS CARMUNITY?



# THE ENTHUSIAST ECOSYSTEM



# THE PROBLEM WE SOLVE



For decades, a community of over 50 million enthusiasts globally have existed without a central home for connecting to each other, to help find events, or to find businesses to take their vehicles to. We are slow to adapt to new platforms and technology continues to separate us more from each other with every passing year. It is time for a dedicated platform for the automotive industry.

# OUR SOLUTION



News Feed



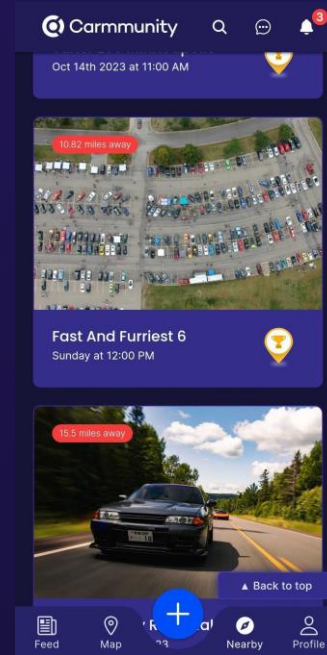
Friends



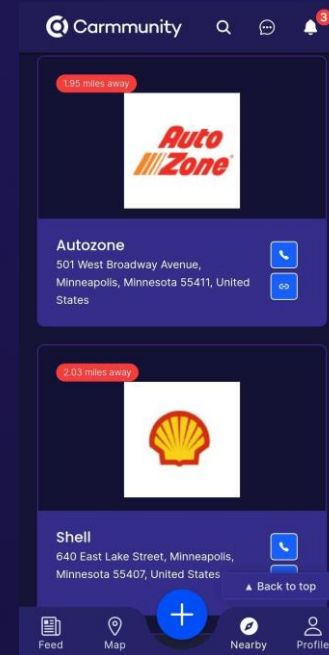
Garage



Live Map



Events

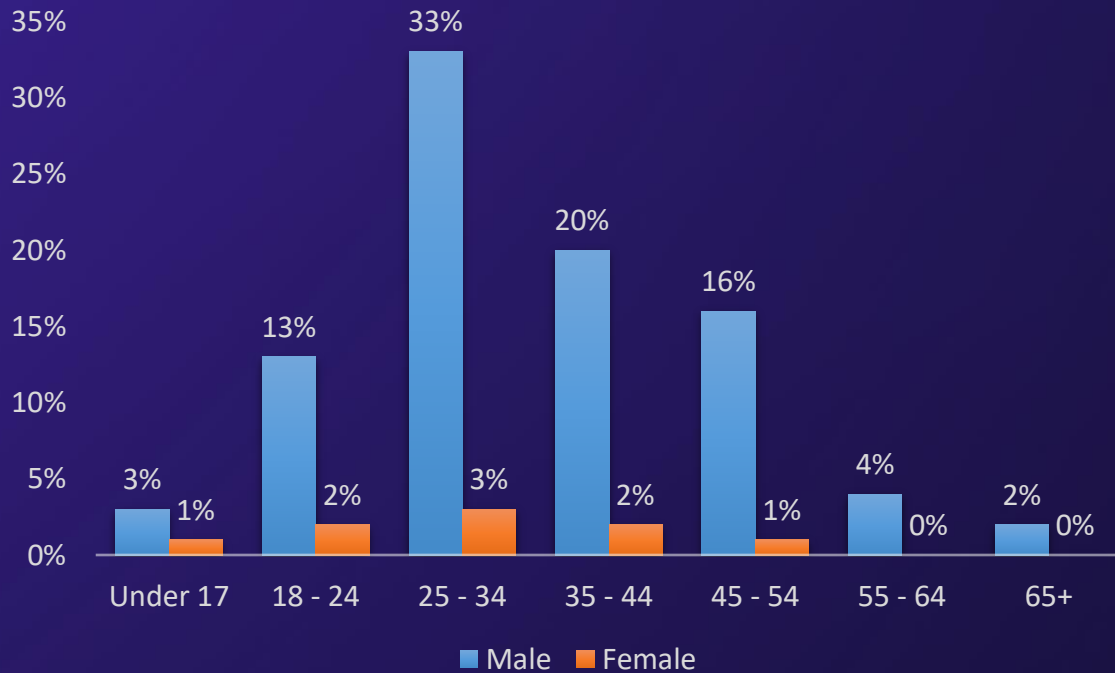


Businesses

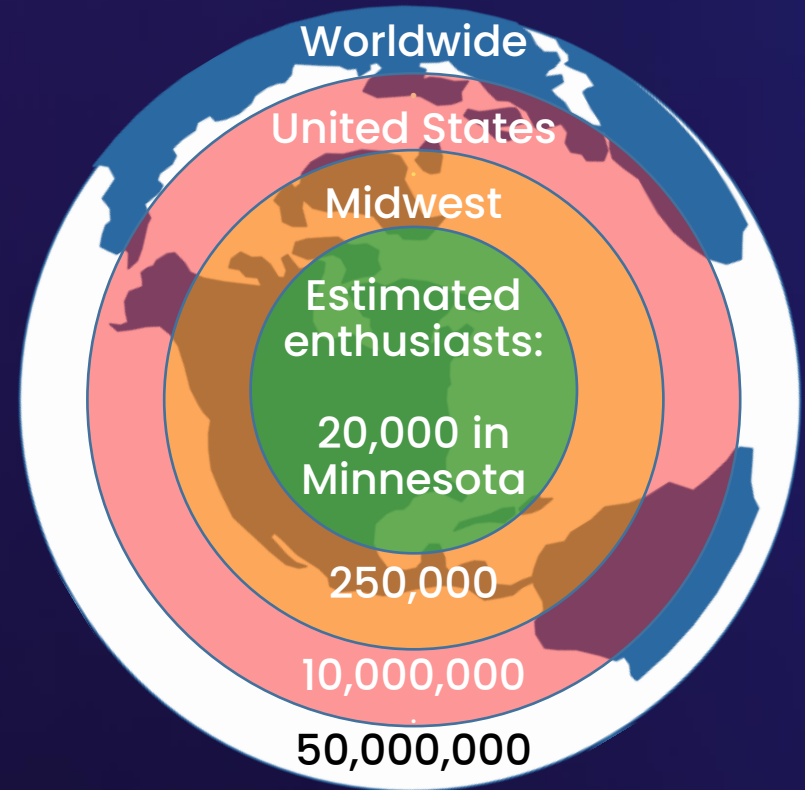


Near By Users

# OUR DEMOGRAPHIC REACH



*With less than 1% of the world's car enthusiast population aware of our brand, we have only scratched the surface of our reach potential.*



*Estimated Global Enthusiasts*

# DIGITAL BRAND STRENGTH

**400,000+**

**Social Media Followers**

**10,000,000+**

**Peak Monthly Post Reach**

## Top 5 Countries:

- 1) **United States (63%)**
- 2) **Australia (11%)**
- 3) **United Kingdom (9%)**
- 4) **Canada (5%)**
- 5) **Mexico (5%)**

**100,000+**

**Peak Monthly Engagement**

# OUR EVENT NETWORK



**100+ annual events**  
**1,000,000+ annual in-person reach**



# MARKETING PLAN IN ACTION



## ORGANIC

Leverages our company's social following through consistent posting.

Over 5% of our current US based following has installed the app.



## REWARD

Leverages our future to attract users into invite friends to the app

Over 50% of our userbase participates in the referral system.



## PARTNERS

Leverages other brands and influencers who believe in us

Over 500 users added from an IG story by Fitment Industries



## PAID

Leverages our marketing budget to get our ads in front of users.

Average spend of \$1.69 per install with a \$1000 ad budget

# MARKETING PLAN WILDCARD



## Television

Carmmunity is featured in an automotive show called Banging Gears hosted by Adam LZ with dozens of top industry influencers participating. Releases on a streaming platform later in 2024.

# OUR MOTORSPORTS EXPOSURE



# TOTAL ADDRESSABLE MARKET (USA)

EASIEST

MOST DIFFICULT



**Digital Advertising**  
\$15B annual



**Event Ticketing**  
\$500M annual



**Parts/Vehicle Sales**  
\$100B annual



**Insurance**  
\$50B annual



**Financing**  
\$80B annual

Annual Automotive Aftermarket Market Spending  
(SEMA Marketing Report data, USA only, Global estimates generally 4x USA data)

# REVENUE STREAMS



**Business Pages**  
*(Built Internally)*



**Ad Network**  
*(Built Internally)*



**Events/Ticketing**  
*(Partnership with Torkhub)*



**Marketplace**  
*(Partnership TBD)*



**Insurance**  
*(Partnership TBD)*



**Financing**  
*(Partnership TBD)*

# WHY COMPANIES CHOOSE US

- Allows businesses to get near perfect targeting accuracy with their ads
- 99% true car/truck/motorcycle enthusiasts in the USA (no bots/fake accounts)
- Over 180,000 individual business locations on our Map/Business Listings
- Can target users based on where they live and what vehicles they own
- Service based businesses are easily found by users  
(e.g. Find a tuning, tinting, or wheel shop easily + 54 other categories)
- We are cost efficient and effective because we know the industry well

Average KPIs	Carmmunity	Facebook	Instagram	TikTok	Twitter
CPM	\$8.00	\$14.40	\$7.91	\$9.50	\$6.6
CTR	1.5%	0.9%	0.5%	0.6%	0.8%
CPC	\$0.53	\$0.94	\$0.75	\$1.00	\$5.26

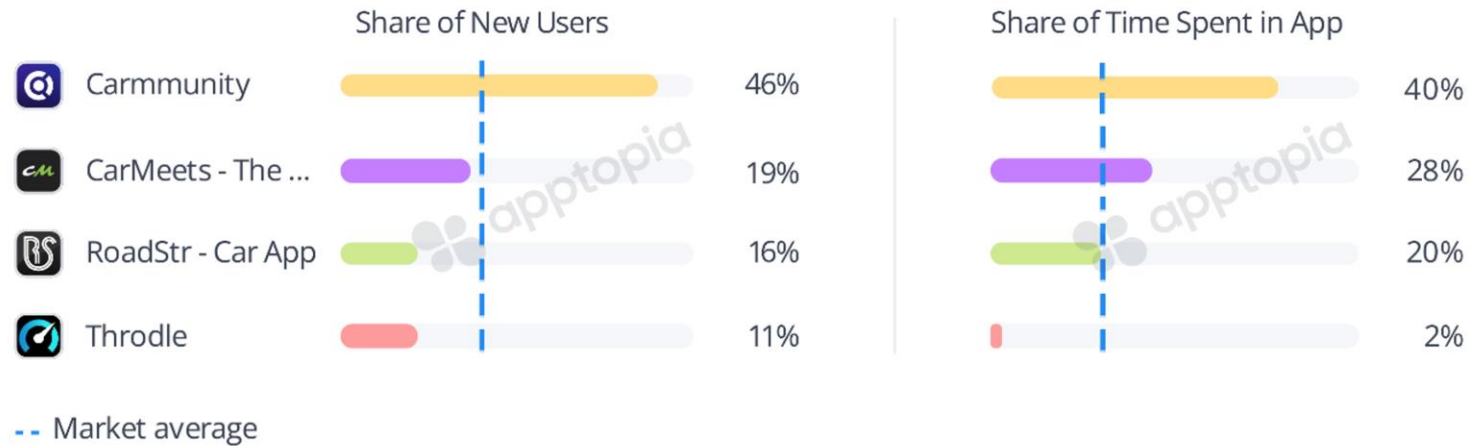
# KEY BRAND INVOLVEMENT



*These are a fraction of the companies standing ready to help us grow this year.*

# COMPETITIVE ANALYSIS

**Market Share** Understand which players are performing above or below market average.



(DEC 2022 PUBLIC LAUNCH, DATA AS OF MAY 2023)



# APP PERFORMANCE

**35K+**

App Downloads

**46%**

Monthly User Retention

**1000+**

Monthly New Users

**100,000+**

Vehicles Added

**1,000,000+**

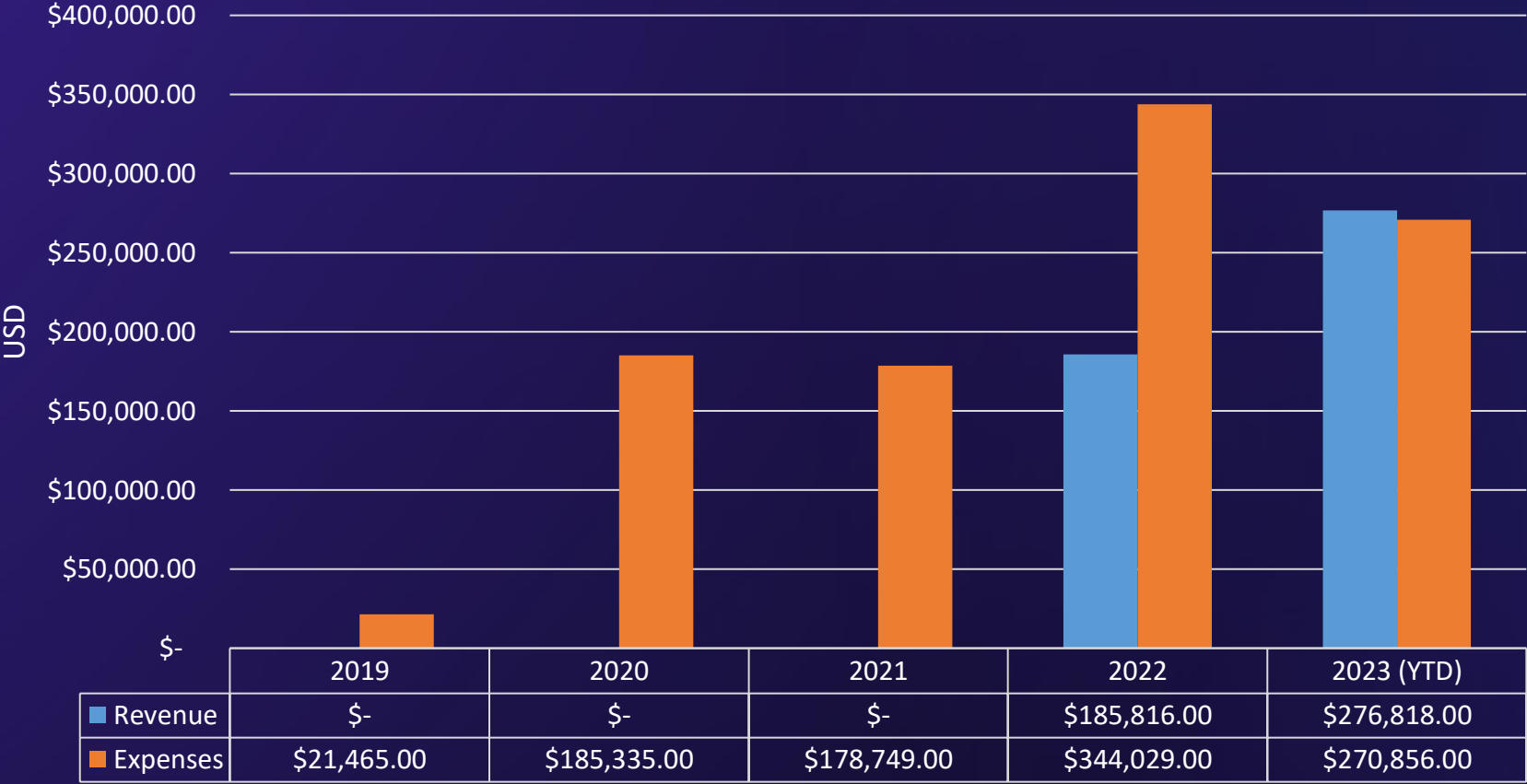
In App Ads Served

**4.3/5 ★**

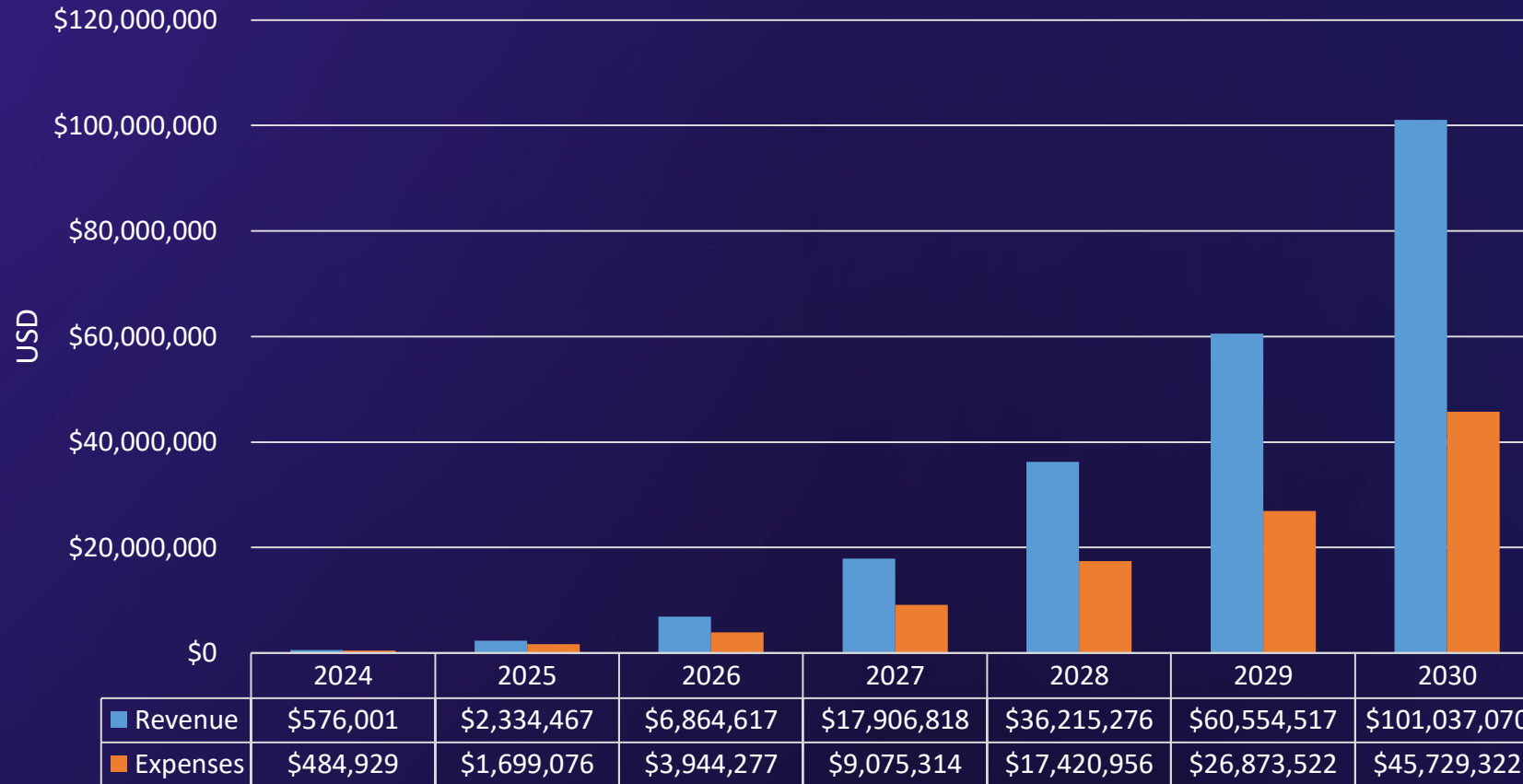
Average App Rating

(DEC 2022 PUBLIC LAUNCH, DATA AS OF NOV 2023)

# CURRENT FINANCIAL SUMMARY



# FUTURE PROJECTIONS



*(Conservative estimate based on static ad pricing, no investments, minimum user growth, and 6 annual events. Spreadsheet modeling tool can be provided upon request for further research/details.)*

# PLATFORM SUCCESS IN OTHER MARKETS



## Houzz

Social media for decorators & DIYers  
Investments to date: \$614 Million USD  
Valuation: \$4 Billion USD



## Strava

Social media for runners & cyclists  
Investments to date: \$163 Million USD  
Valuation: \$1.5 Billion USD



## Next Glass

Social media for wine/beer enthusiasts  
Investments to date: \$122 Million USD  
Valuation: \$900 Million USD

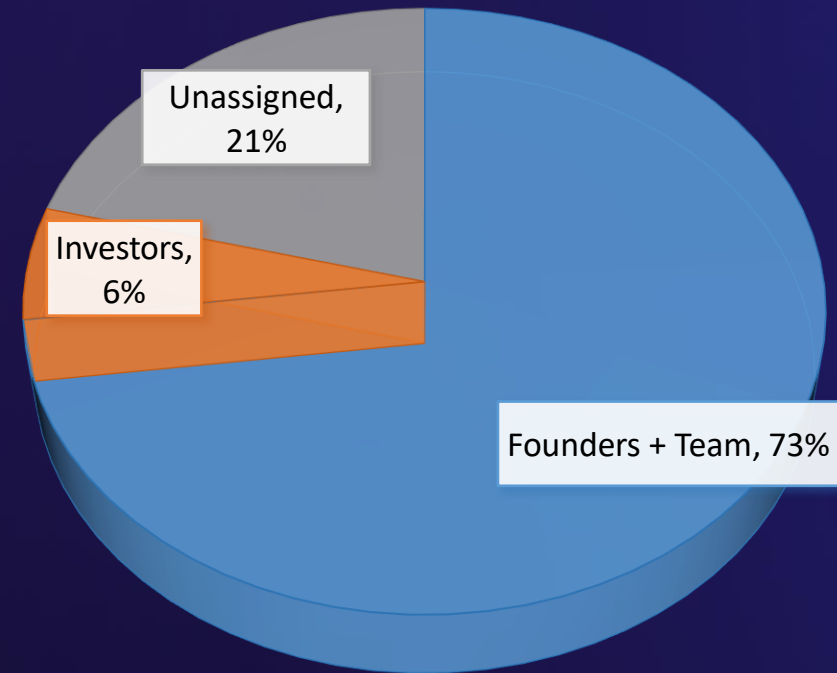


INC.COM

Why Niche Communities Are the Future of Social Media Marketing

# VALUATION AND CAP TABLE

YEAR	PRE-MONEY VALUATION	CAPITAL RAISED
2020	\$1,500,000	\$108,450
2021	\$3,000,000	\$52,550
2022	\$4,500,000	\$32,000
2023	\$9,000,000	\$165,000



# WHY WE NEED YOU

## IMPROVE STABILITY

With the marketing and partnership levers at our disposal, we've learned that our growth is non-linear, and we cannot sustain our userbase on our digital infrastructure with part-time developer capacity.

## SURVIVE THE WAVE

The last situation we want to run into is gaining additional traction and not being able to afford the cloud hosting expenses. We need to continue to prove our worth before more companies start putting marketing dollars behind our platform.

## THE VISION

An investment in us will allow us to survive the scale up in user growth and turn feature development timelines from months into weeks, and our bug fixes from weeks into hours to stabilize our digital infrastructure.

# NEW FUNDING OBJECTIVES

## COMPANY GOALS

- Hit 1 million users by the end of FY 2024
- Increase business and event host adoption
- Surpass \$100K MRR
- Raise additional capital if needed

## FUNDRAISING

- **Goal: \$1,000,000**
- Minimum goal \$500,000
- Equity class: preferred stock
- Current commitments over \$100,000 and looking to hit minimum goal.

## SPENDING PLAN

- Web build/deep linking
- Video hosting upgrade
- Algorithm improvements
- Business portal with automated ad uploads
- Prepare platform for global rollout expansion
- Marketplace buildout

# POTENTIAL RETURN SCENARIOS

## THE PASSIONATE

Your investment in the company is ride or die along with our founders and you want a seat on the board of directors for years to come.

## THE DRIVEN

Your investment in the company is longer term and you are looking for the 10 year return via an IPO or acquisition when we are a global phenomenon.

## THE EFFICIENT

Your investment in the company is short term and you are looking to take advantage of tax credits. At 5 years, your investment is returned in multiples.



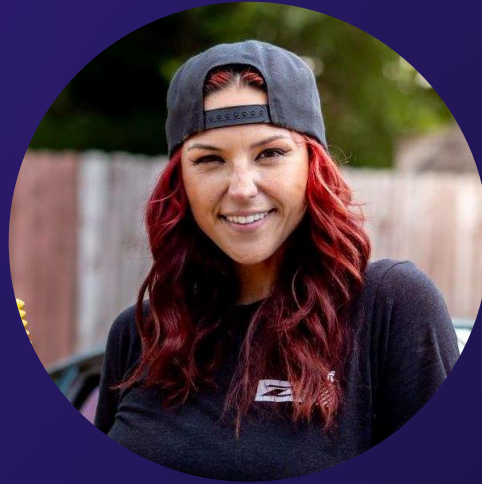
# OUR LEADERSHIP TEAM



**DANIEL BALTO**

**CHIEF EXECUTIVE OFFICER**

Founder of the largest car club of the Midwest and proven brand builder



**BEAR DELLINGER**

**CHIEF MARKETING OFFICER**

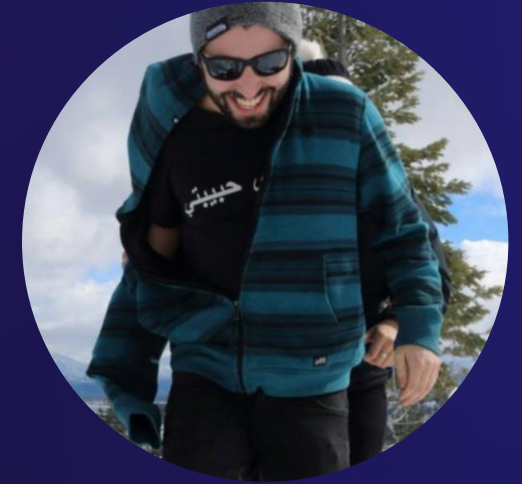
Influencer, Emcee, Event Host, and former marketing at Morimoto



**COLTON FUSSY**

**CHIEF TECHNOLOGY OFFICER**

Former CTO at a multi-million dollar financial services company



**AARON WILLIAMS**

**CHIEF SALES OFFICER**

Former sales manager of Wheelwell & Panjo

*We're a group of true enthusiasts looking to guide the future of our community.*