



Contact:

Steve Messino, CEO
MuvMe Incorporated
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Funding:

- Seeking: \$655,000 (Series A)
- \$170,000 Secured

Use of Proceeds:

- Secure key customers
- IT and engineering
- Legal & outside contractors
- Complete training materials & operations/procedure manuals

Revenue Forecast:

- 2018 \$ 524,799
- 2019: \$ 1,829,415
- 2020: \$ 5,826,900
- 2021: \$ 18,350,592

Indirect Competition: Invers,
Mobiag, RentCentric, Ridecell

Defensibility:

- No direct competitor
- Best competitive pricing
- Turnkey solution
- Faster time to market with Training & Operational/Procedural manuals
- Market tested & proven leading edge hardware and software

Management Team:

Steve Messino, CEO – Over 30 years executive management experience in the creation of partnerships, business planning and development, sales, strategic marketing and process implementation for both domestic and international customers. 7 years in telematics and Car Sharing.

Steven Grigory, CTO – Strong technical background from Amazon, Apple, Sun and direct Car Sharing experience with JSI and Metavera.

Kevin Mooney, Dir. of Marketing – Been a VPM for 6 early stage companies and started 2 of his own.

Guy Aeschelmann, Dir. of Sales – Senior level manager with extensive background in Car Sharing and international business.

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Summary Description: MuvMe, Inc. provides a total solution to accelerate the growth of the Shared Mobility industry and create distinct competitive advantages for those desiring to enter the Connected Car business, including local Car Sharing, Car Rental Operators and fractional car ownership/access. Car Sharing is primarily designed for shorter time and shorter distance trips than traditional car rental. Every year there are about 200 entrepreneurs who have an active vision to become a Car Sharing Operator within their locale. MuvMe has designed a business model that accelerates their entrance to the Car Sharing market. The environmental impact of this industry is a reduction of personal vehicles

Market Size: The addressable Car Sharing space is estimated by Global Market Insights to be \$16.5B. The worldwide growth rates are at least 40% per year (per Frost & Sullivan, Vision gain and UCB). Despite major cities being well served, there are still many secondary cities in North America, Western Europe and Australia awaiting Car Sharing opportunities. In addition, Romania, Russia, Chile and other 3rd world countries are eager to enter this market which is highly profitable because the cost of living restricts car ownership despite individuals having valid driver’s licenses. The market growth is also driven by rental car operators desiring 50%+ higher revenue per unit than car rental and an ongoing demonstrated exit of 2-3X.

Problem to be Solved: The Car Sharing Operator market is underserved by the current technology providers and can be improved dramatically by hastening the Car Share Operator’s time to market by providing cost effective basic services, premium services and education. Also, what is required is a reduction in operational and technology expenses to allow for the price elasticity of demand in new markets. Therefore, a combination of business planning, professional guidance, training services and back office operational services so the new Car Sharing Operator has better odds at creating a successful enterprise by focusing on local marketing and daily fleet management.

Solution: MuvMe, Inc. provides the complete business solution of knowledge, infrastructure and technology so the independent entrepreneur can easily adopt the lucrative Car Sharing model and introduce it into their community.

Business Model: MuvMe, Inc. provides the competitive advantage of bringing Car Sharing Operators to market quickly and seamlessly. MuvMe, Inc.’s turnkey solution includes training handbooks, operational policies and procedures manuals and affordable market tested and proven software and hardware technology. MuvMe, Inc. provides a SaaS Car Sharing reservation system for mobile, web and telematics devices. This system will:

- Reserve vehicles based on type, location and price
- Manage billing, payments, penalties and promotions
- Manage and communicate with the fleet
- Manage members including driver’s license and credit cards
- Report on utilization, accounting, activity and membership