



PITCH-DECK

Disrupting the Secondary
Automotive Industry

Problems :

- Watch car makeover shows, but don't have the skill or time to do the same?
- Have a barn find wreck, but want an exotic? Nightmare to a dream!
- Finding the right car parts can be a daunting task with multiple sites disorganized and chaotic.
- How do you find the parts, a fitment/custom shop and see your car before committing?
- Delivering what the customer wanted in the mind vs. what the customer actually received and getting feedback online and at your car club.

Disruption solution :

A PLATFORM WHERE USERS CAN

- 1** **Identify** your need
- 2** **Visualize** your car maximized
- 3** Enjoy a **simple buying process**
- 4** **Install** yourself or have it professionally installed
- 5** **Share** images of your car on our social platform
- 6** **Meet** with other enthusiasts and car club members

Secondary Market Size

BASED ON GLOBAL MARKET RESEARCH

\$18+ Billion	\$19+ Billion	\$1.4 Trillion
3rd party sales (Amazon & EBay) Total available market 2022	1st party sales Ecommerce Total available market 2022	Secondary car market valuation in 2027

Industry Continues to Grow

BASED ON GLOBAL MARKET RESEARCH

carparts.com

21%

Increase in YoY sales

**O'Reilly
Automotive**

16.9%

Increase in YoY sales

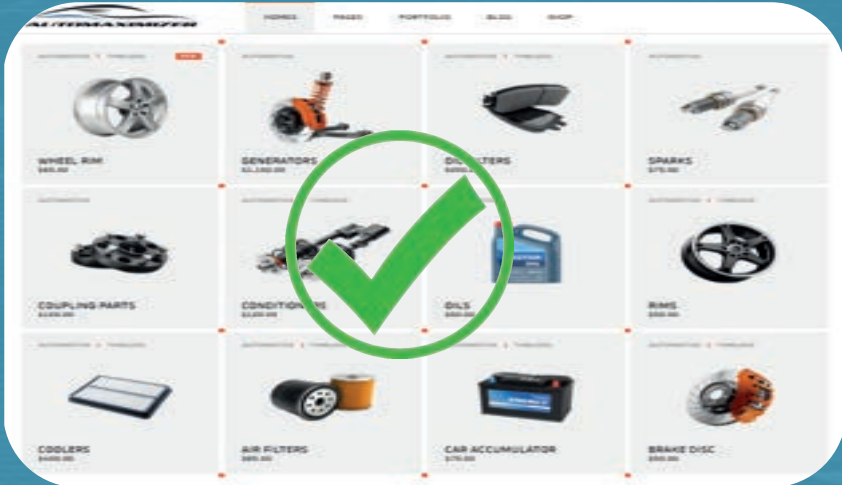
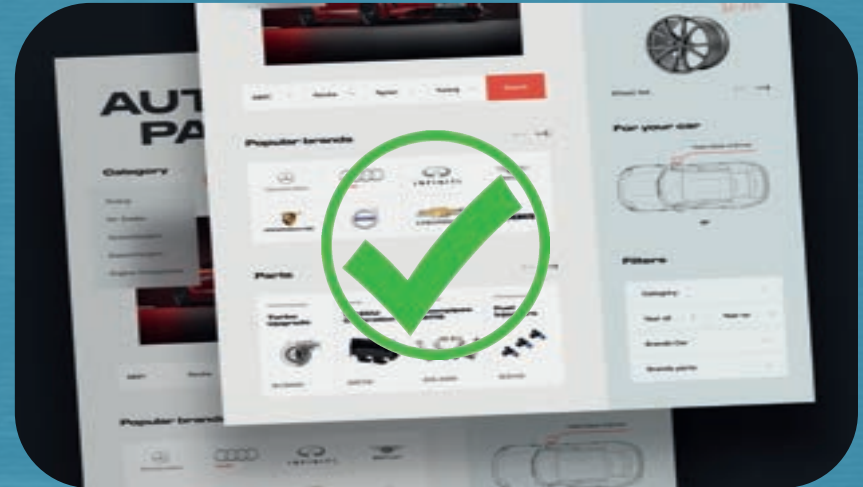
**Genuine Parts
Company**

10.3%

Increase in YoY sales

CUSTOMER JOURNEY

FIND YOUR OPTIONS ON AUTOMAXIMIZER



IDENTIFY YOUR PARTS

MUST HAVE FOR EVERY CAR

Upgrade your car with our selection of superior car bulbs, brake pads, and other automotive parts, with accessories designed for a slick, smooth ride.



AUTOMOTIVE | TIMELESS

NEW



WHEEL RIM
\$45.00

AUTOMOTIVE



GENERATORS
\$1,500.00

AUTOMOTIVE | TIMELESS



OIL FILTERS
\$200.00

AUTOMOTIVE



OILS
\$50.00

AUTOMOTIVE | TIMELESS



RIMS
\$50.00

AUTOMOTIVE | TIMELESS



COOLERS
\$400.00

AUTOMOTIVE



SPARKS
\$75.00

AUTOMOTIVE



COUPLING PARTS
\$120.00

AUTOMOTIVE | TIMELESS



CONDITIONERS
\$120.00

AUTOMOTIVE | TIMELESS



AIR FILTERS
\$85.00

AUTOMOTIVE | TIMELESS



CAR ACCUMULATOR
\$75.00

AUTOMOTIVE | TIMELESS



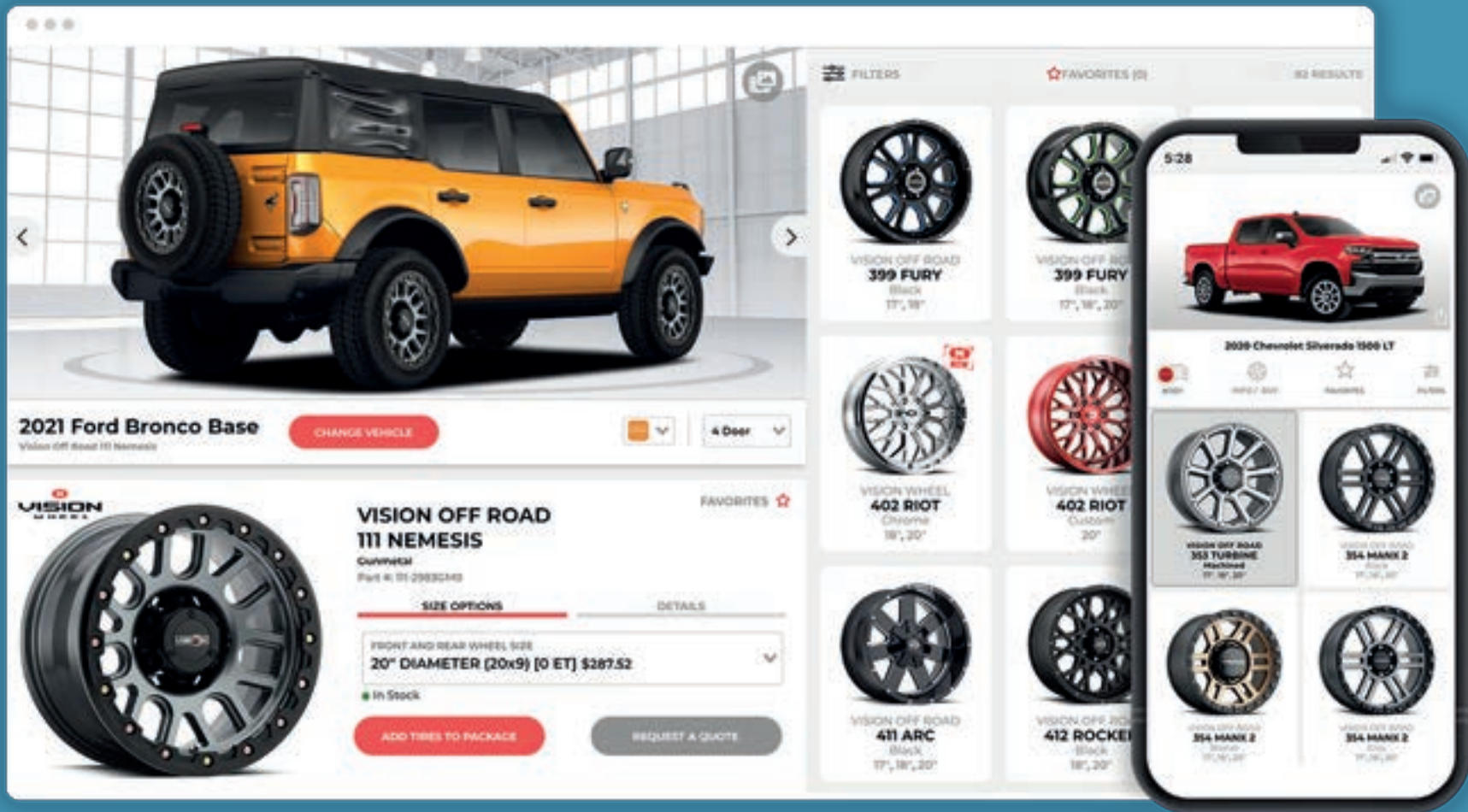
BRAKE DISC
\$50.00

If you can dream it.....



You can AutoMaximize it.....

VISUALIZE BEFORE YOU BUY



USER TESTIMONIALS



**“My cars have never
been better looking”**

—Sophie, Sophie’s Custom Shop

**“I was able to go from my mind
to a real car that I love”**

—Jason, car enthusiast

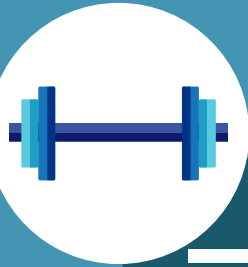


**“Quick and easy, and enabled me
to have my used car look new”**

—Oscar Salazar, OscarKeyClub

COMPETITION





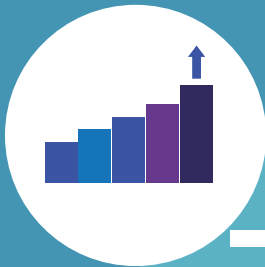
STRENGTHS

One Stop Solution
Highly Personalized
High Touch
Endless supply
Quick Shipping



WEAKNESSE

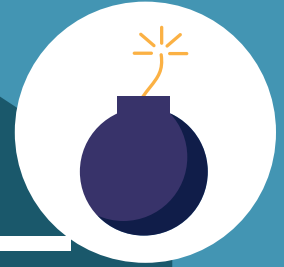
Market Share
Resources
Organized



OPPORTUNITIES

EV Market Disruptions
Environmental Connection
Technology Enhancements
API integration
On-site customization

SWOT



THREATS

Accessory Catalogue
Market Share
Brand Recognition



HIGH COST

amazon

ebay

Alibaba.com



PRODUCT
CENTRIC

CUSTOMER
CENTRIC



LOW COST

Competitive Advantage

BASED ON NEW STRATEGY



High quality parts
for premier builds



Customer vision
Meta Solution to see your car
as never before.



Ease of use
Find kits and Individual Parts to
enhance your customization



Innovation
Dream it, visualize it, buy it,
install it, show it off digitally and
physically.



Car building experience
Let us help with your
maximization using our
nationwide Installers.

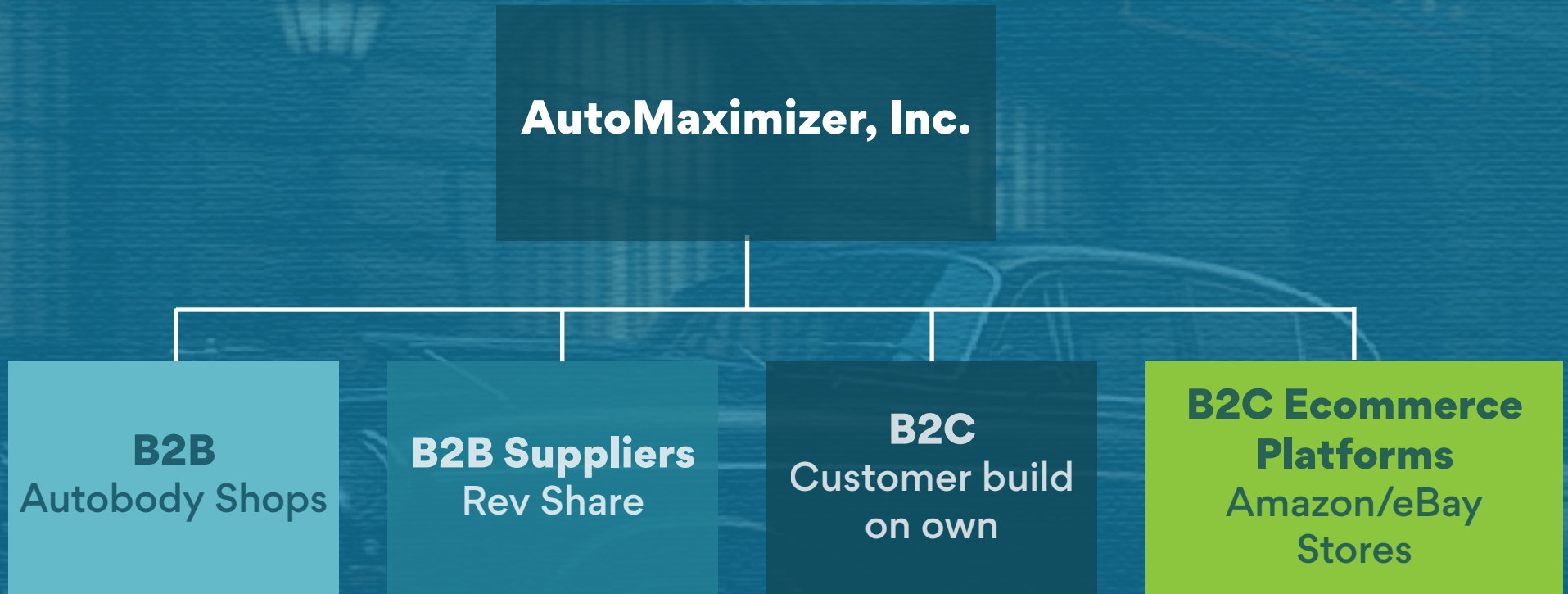


Worldwide shipping
for car lovers around the globe

A blue-tinted photograph of a Mercedes-Benz car, likely a C-Class, with its headlights on, parked in a lot. The car is the central focus, with other vehicles visible in the background. The word "FINANCIALS" is overlaid in large white letters.

FINANCIALS

8 Streams of Revenue



automaximizer.com, automaximizer.net, .store, .info, etc.

Business Model

\$525

**Average Ticket
B2B & B2C Rev**

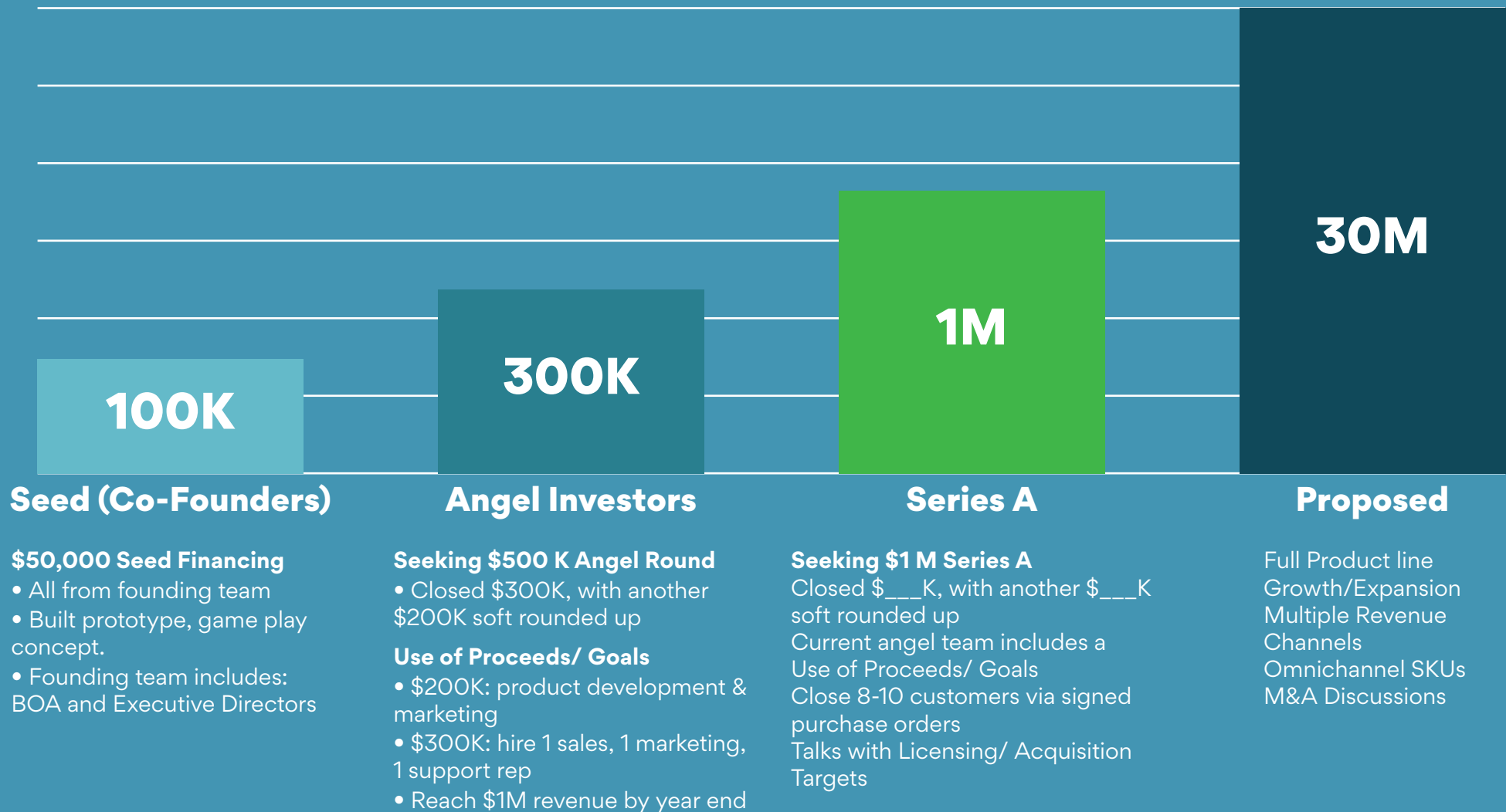
1.2%

**Pull-through rate
200K monthly
Visitor traffic**

**\$25
Million**

Revenue in 2027

Investment Strategy



Executive Team



Roy Carter
CEO

Potent leader and entrepreneur multiple boards as a non-exec and exec, CEO and chairman, family owned, corporate and start ups getting fast results and very used to multiple priorities having full P&L responsibility, understanding the importance of cash flow and adding value to the balance sheet. Granger Indiana.



Kurtis Wolff
CFO

Financial Executive that thrives on change, risk awareness, and hyper growth. Prior managing partner for Deloitte and Cohn-Reznick. Numerous M&A deals and IPOs to \$25 Billion. Expertise in SEC and Reporting requirements. Panhandle Florida.



Eric Melin
CTO

“SEO Guy” Founder/Owner of one the 1st Internet Marketing Firms in 1997. Exec in 3 VC-backed software ventures. 5 Years IB/PE Exp. Former USA Federal Employee at SBA and a Broker-Dealer on Wall Street. Cambridge, Mass.

Advisory Board



Terry Marler
Automotive &
Technology Executive



Mani Subramaniam
Strategic Growth
Executive



Jim Gattuso, CPA
Co-Founder



Volker Schulmeyer
IT Strategy Executive



Mark Slabaugh
Executive Consultant



Patricia Royak
Global Brand C-suite
Executive



Tony Papa
Auto Executive



David Gitow
Marketing Executive



Tani Chen
IP Attorney



Ray Ostroski
Corporate Attorney

Traction

We expect to reach 100K SKUs for sale on automaximizer.com by year 2023

\$100K

Seed Funding

\$10K

Transactions on
automaximizer.com

1,200,000

Unique web visits to:
automaximizer.com

20

Person Ops Team
Working remotely

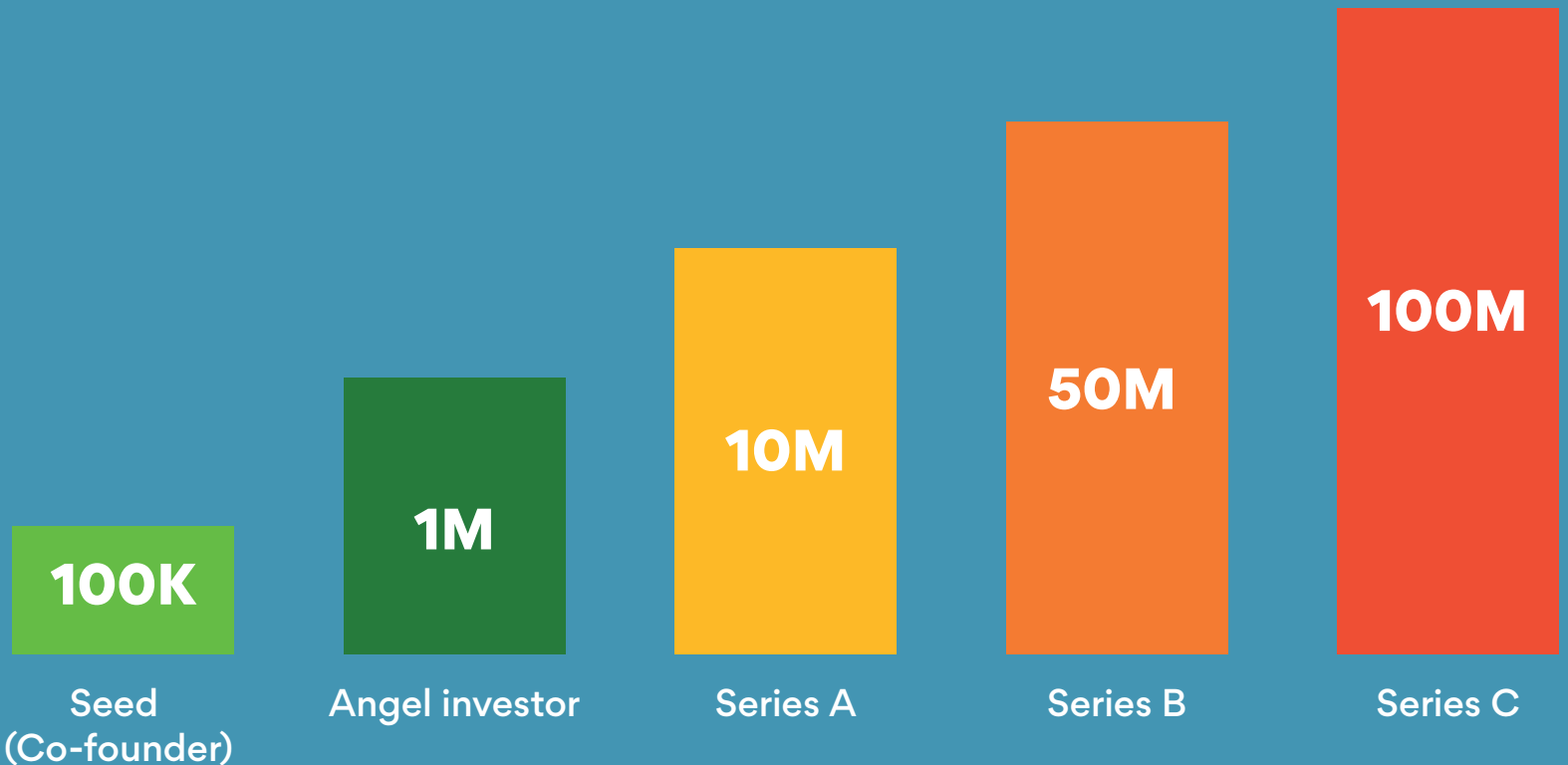
10000

Product SKUs on
automaximizer.com

\$400

Average order size,
100% positive
feedback

Investment Ask & Use of Funds



Results & Use of Capital

Committed

MVP Product
Core Team
First Revenue
10,000 SKUs
Prototype/Idea

before YE 2022

v1 Product
10 Person team
3 Sales Channels
100,000 SKUs
Proof of Concept

YE 2023












v2 Product
50 Persons
8 Sales Channels
1M SKUs
Validation

Proposed

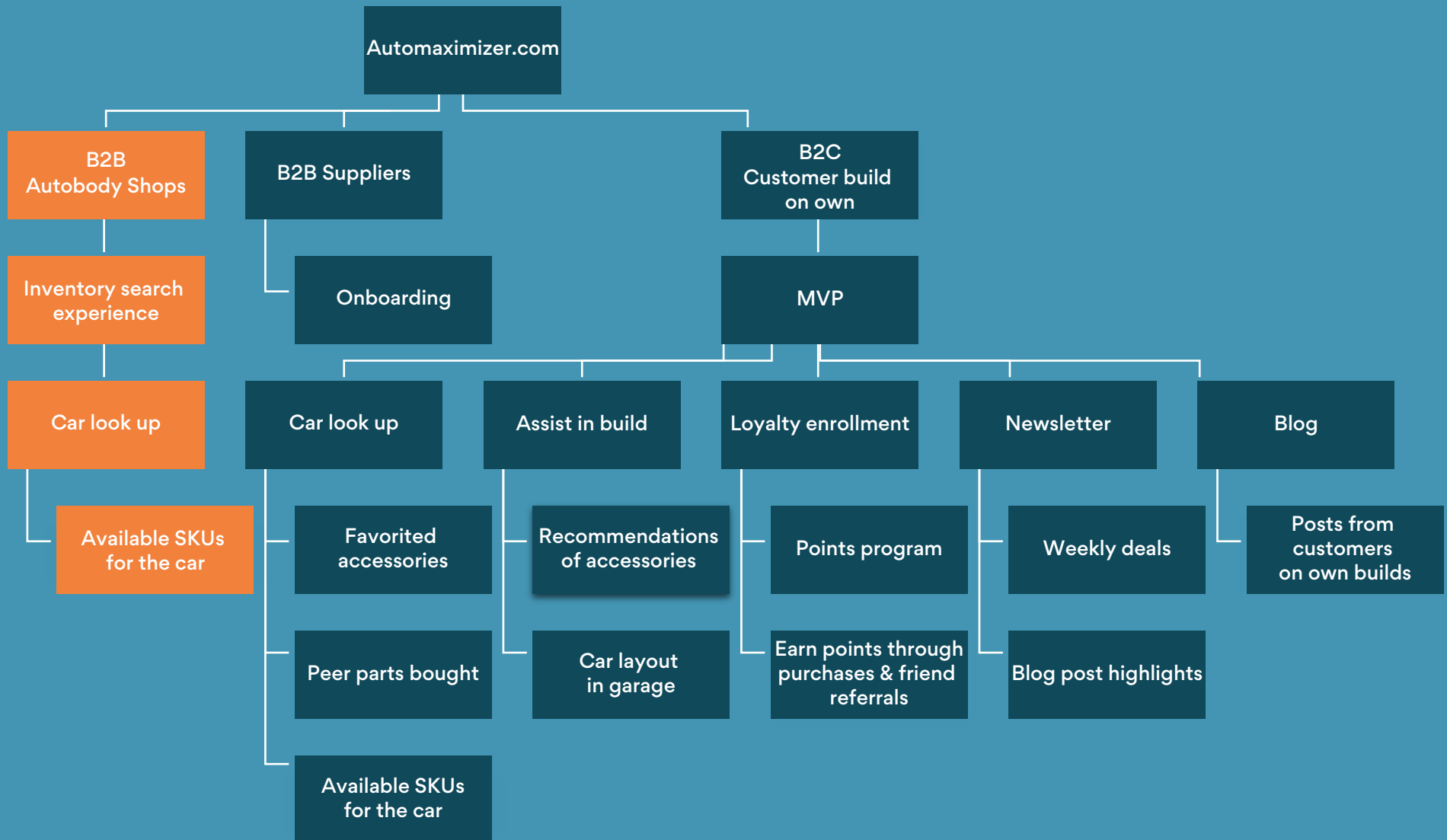
Multi Product
Global Team
1M Revenue
10M SKUs
Growth

Full Product line
Growth/Expansion
Multiple Revenue Channels
Omnichannel SKUs
M&A Discussions

Product Roadmap

Phase	MVP (currently live)	Phase 2	Phase 3	North Star (a futurists view)
<i>Key Features</i>	<ul style="list-style-type: none"> ✓ Purchase new car accessories (web) ✓ Enhance Supplier Experience ✓ Loyalty platform (Q4) 	<ul style="list-style-type: none"> ✓ Mobile App ✓ Visualize car with customization pre-buy 	<ul style="list-style-type: none"> ✓ Network of car builders ✓ AR car build visualization ✓ Sale price calculator 	
<i>Key Partnerships</i>		  	 Autotrader	  
<i>Revenue Spectrum end of each phase</i>	 \$10M	 \$35M	 \$55M	 \$85M

8 Streams of Revenue



A man in a dark pinstripe suit and red shoes is sitting on the hood of a silver Maserati. He is smiling and looking towards the camera. The car's license plate reads 'STARR 001'. To the left, the front of a dark SUV is visible. The background shows a light-colored building with windows and two tall, thin lamp posts. The entire image has a blue tint.

Thank You