



Your automotive experience, amplified.

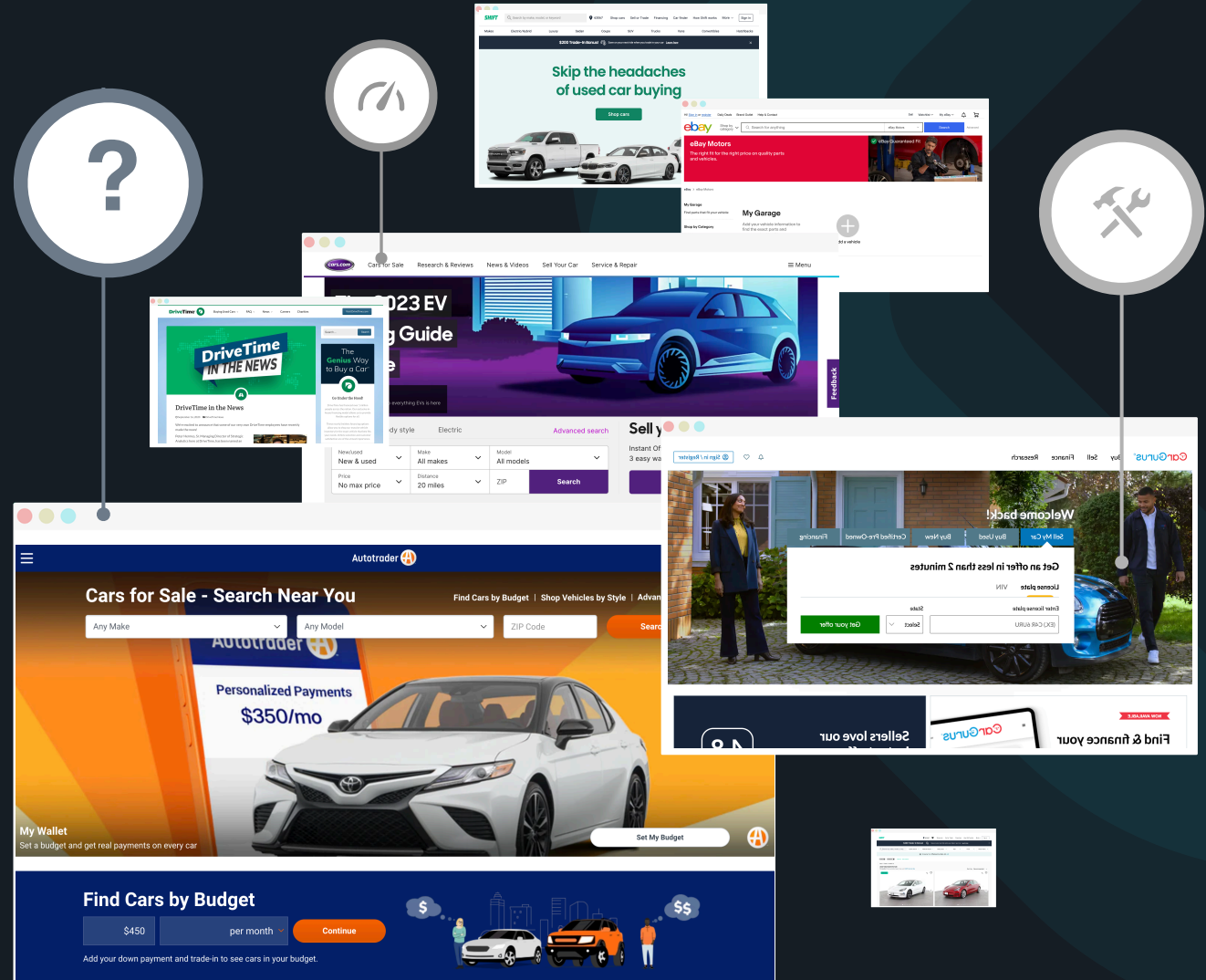


PROBLEM

01

Automotive E-commerce is Fragmented

- Thousands of websites and platforms create a disjointed shopping experience.
- No single platform effectively brings together dealerships, service providers, aftermarket parts sellers, and car enthusiasts/owners.





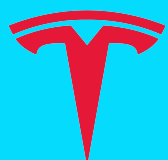
SOLUTION

Carunify: Your Automotive Ecosystem



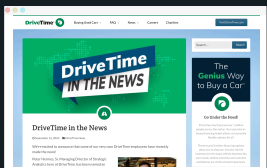
- A unified, omnichannel platform integrating vehicle sales, parts, services, and community engagement.
- Marketplace, community, and service provider connection—all in one app.

METHOD
RACE WHEELS

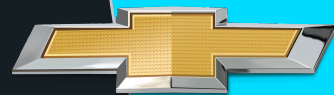


TESLA

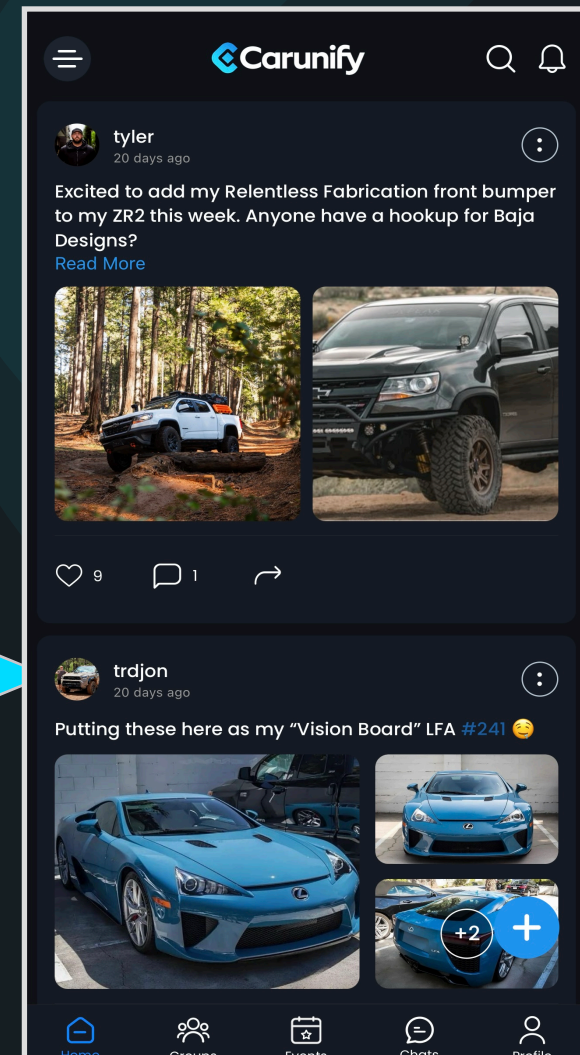
BBS



DIY YEAR



CHEVROLET





MARKET SIZE & HOW WE FIT IN



Carunify's platform addresses the challenges faced by the industry and community by providing a unified and efficient e-commerce platform.



TAM

\$343.13 billion by 2032, (CAGR) of around 16.6% during the forecast period from 2024 to 2032. (Source: Fortune Business Insights)



SAM

Range between 30-50% of the TAM, translating to \$60-\$170 billion by 2030



SOM

Range from \$5 billion to \$20 billion by 2030, potentially increasing as the company scales and gains market share.



PLATFORM & COMMUNITY



Omni-channel platform that unifies the fragmented automotive industry



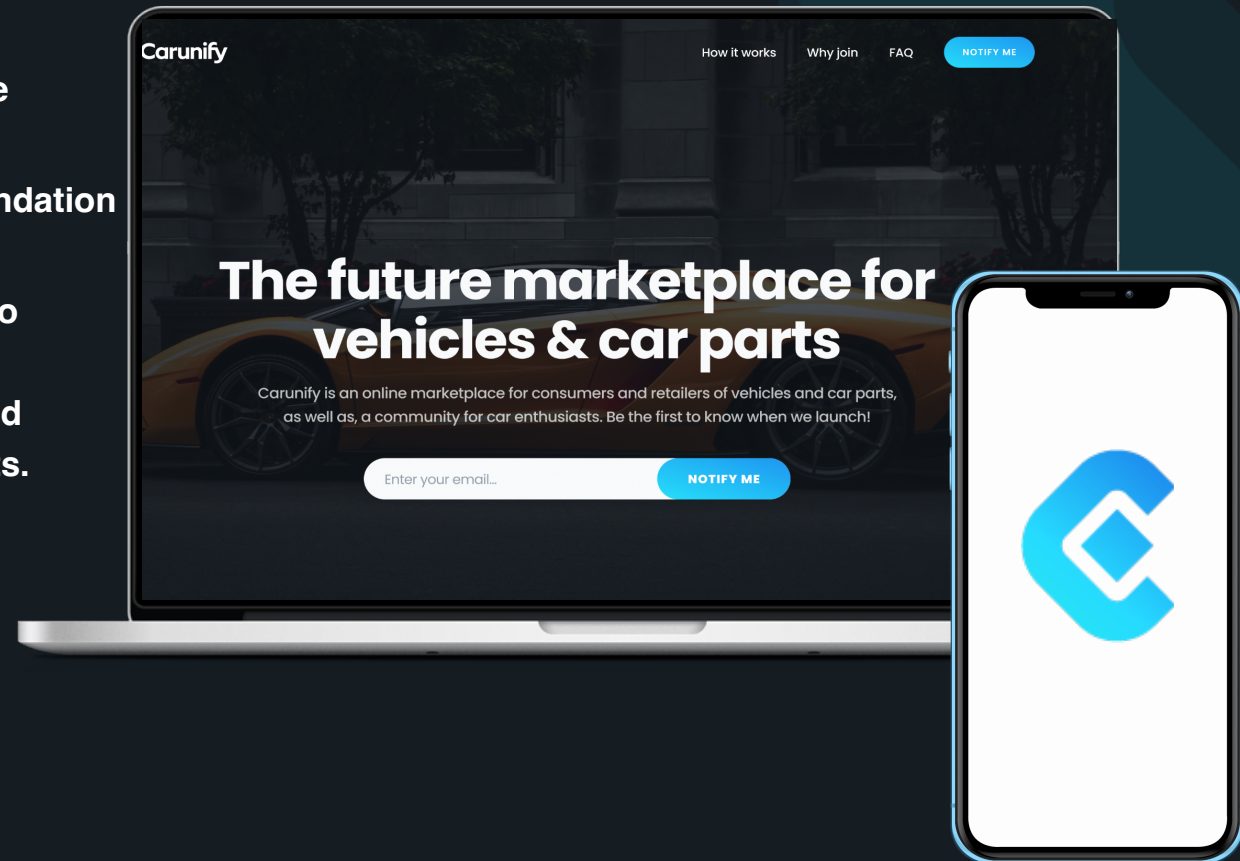
Multiple verticals and funnels to scale revenue



AI car diagnostic tool, parts/service recommendation



Collaborative community for car enthusiasts to share vehicles and custom builds with others, making income through affiliate marketing, and shortening time to research/purchase products.





BUSINESS MODEL

Carunify operates on a B2B2C model

Carunify's revenue streams consist of a tiered subscription model for businesses, advertising opportunities, transaction fees, and community monetization.

Tiered Subscription Model-

Carunify offers a monthly subscription-based platform with tailored pricing and services for three verticals: Dealerships, Service Providers, and Retailers. Each vertical has three tiers: Basic, Pro, and Premium.

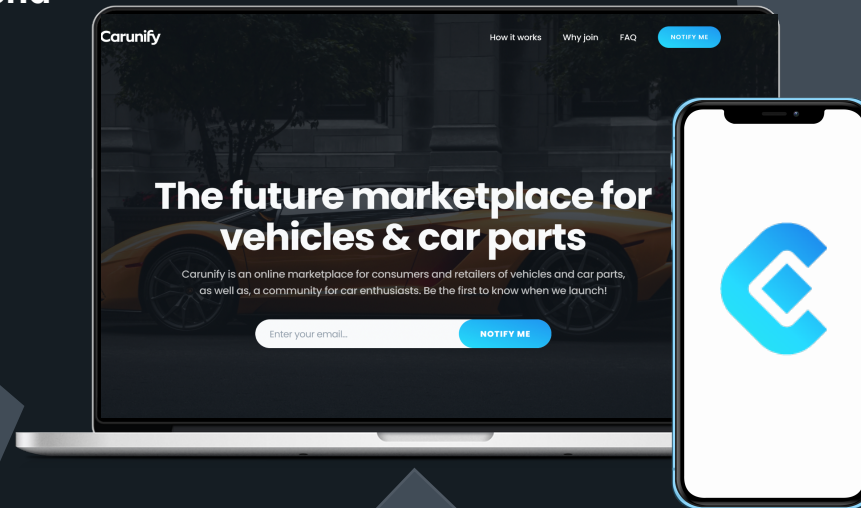




REVENUE STREAMS

Automotive parts and online sales + vehicle sales
business subscription + ad spend

Automotive parts
and online sales



Business memberships for
listing services provided
and advertising to niche
markets

Advertising for
members, retailers,
manufacturers, private
sellers, etc.

Online dealership and
Private party auto sales



COMPETITIVE LANDSCAPE

Major competitors in the online auto marketplace

MAJOR COMPETITORS



AFTERMARKET SALES





CARUNIFY AI

Carunify utilizes AI technology to develop a vehicle diagnostic tool that extracts information from the Internet including recall data, allowing users to identify and address their vehicle issues efficiently.

By leveraging this diagnostic tool, Carunify establishes a seamless connection between users and local repair shops, facilitating the efficient resolution of vehicle problems based on the gathered information.





PRODUCT ROADMAP

Product Roadmap



1. **2024 Q3: Launch the mobile apps on IOS and Android**
2. **2025 Q2: Launch the website and marketplace for retailers**
3. **2025 Q3: Integrate dealership and service provider partnerships. Introduce community-driven monetization tools.**
4. **2025 Q4: Expand into international markets, introducing localization features and global partnerships.**

IOS



Android





HOW USERS MAKE MONEY



Members can place QRC links to their vehicle build profile on their vehicle, redirecting users to the Carunify Marketplace



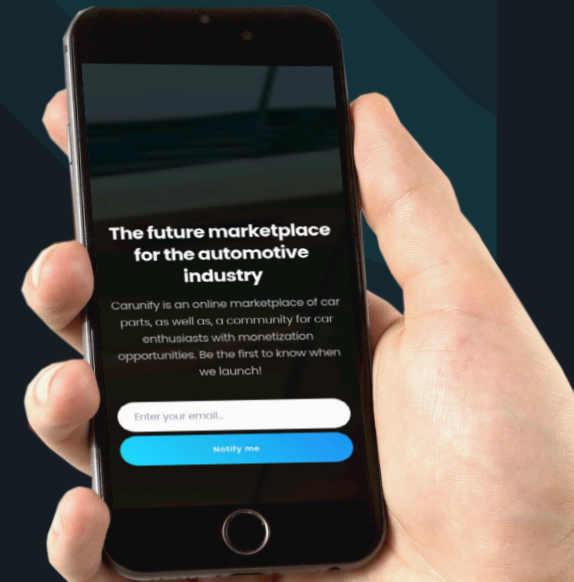
Members earn a commission from each item sold that is advertised on their vehicle



Carunify's commission-based structure provides a unique revenue stream for members, and the platform takes a small percentage as a fee



Members can collaborate with brands for affiliate sales programs, promoting products to their followers and earning a commission from the sales generated through their profiles





ADOPTION STRATEGY

Carunify's adoption strategy involves 5 phases to ensure successful launch and promotion

01

Align + Strategize

adoption plan, identifying stakeholders, target user groups, conduct demographic research

02

Promote + Prepare

launch campaigns, leverage advertising, marketing, and promotions

03

Understand + Educate

increase user engagement, build a community of ambassadors and influencers, create instructional videos

04

Enable + Excite

launch the platform, sponsor events, attend shows, create launch events

05

Measure + Reinforce

launch email campaigns and newsletters, launch a mobile app, continuously assess platform performance

THE CREW



Tyler Novae
Founder & CEO

Accomplished executive protection leader known for effective team management, business growth, and exceptional leadership. Skilled in problem-solving, staff management, and program development.



Joel Guthrie
CMO

Through almost a decade of experience leading marketing teams across various sized businesses and industries, from tech to health and wellness, and everything in between. Joel has established himself as a thought leader in the space.



Code Ventures

Website & App Development

Code ventures provides web, mobile, and deep tech development. With a track record of building over 20 apps for various startups, including Carunify, they bring experience in development, turnkey solutions, and dedicated technical team support to drive business growth.



ADVISORS



Jon Gangloff - USAF Veteran
@TRDJON - Influencer
Jon is an automotive influencer who has amassed a multi-platform following of nearly 400,000 subscribers. He is a Toyota USA partner and an advisor for Carunify, assisting with tool and feature development for the creator space in Carunify apps.



Brennan Wright - USAF Veteran
@Brennanwright - Socials Manager
Brennan is an internationally recognized automotive photographer and videographer with a following of nearly 300,000 subscribers, primarily in the JDM community. He is advising on marketing and assisting with social media efforts for Carunify platforms.

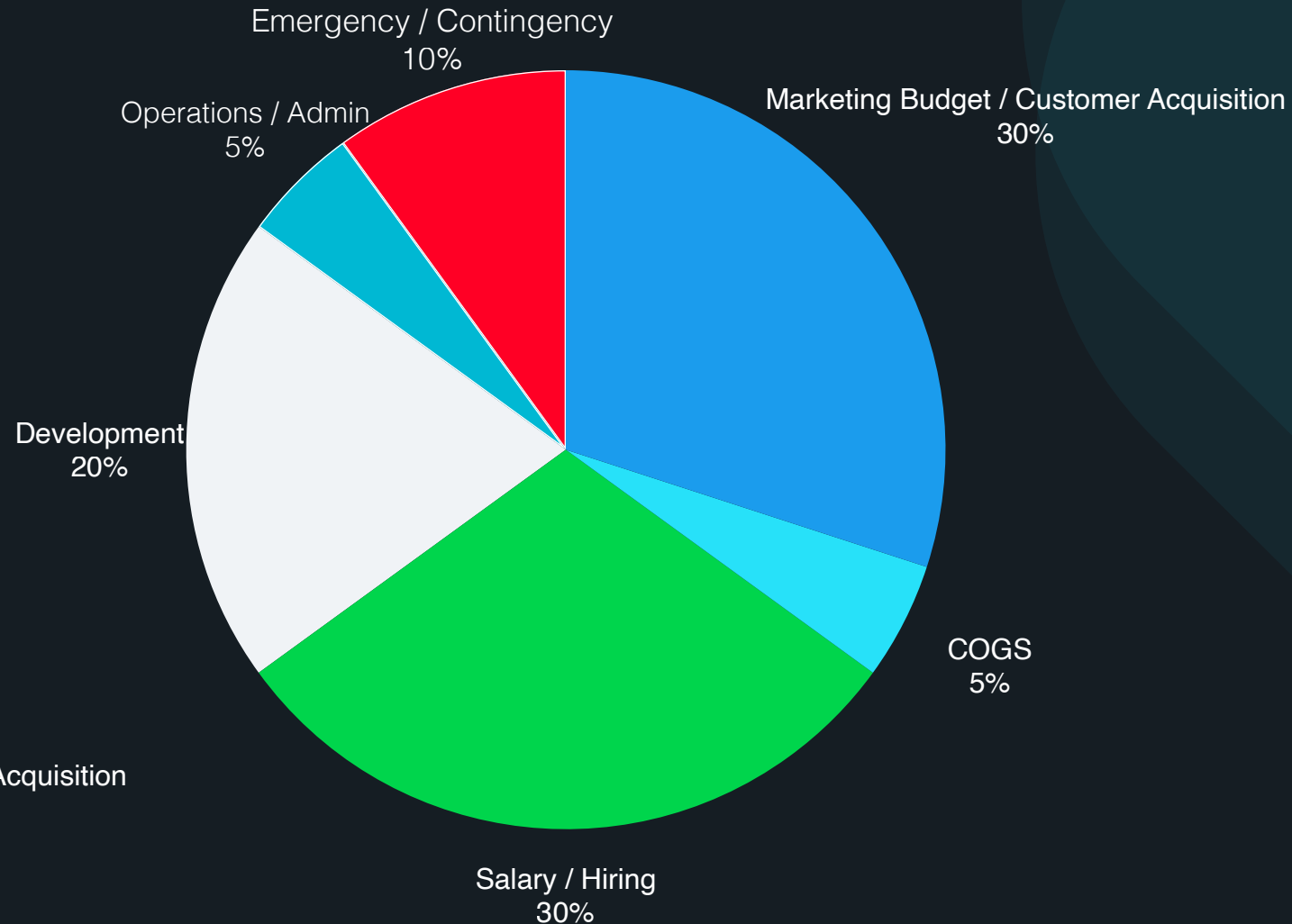


**Brenden Hitzman-
Business Advisor**
Brenden holds a BS in Economics from LSU and has consulted for dozens of companies. As the Co-Founder and Managing Director of Uncommon Ventures, he now advises Carunify on its go-to-market strategy and growth

USE OF FUNDS



ASK - 1.5 MLN



- Marketing Budget / Customer Acquisition
- COGS
- Salary / Hiring
- Development
- Operations / Admin
- Emergency / Contingency