



Executive Summary

Vroomcrew Mobile Car Services Inc.
6119 Oakland Road, Halifax, NS

Our Company

Think about the last time you cleaned your car—you may cringe at that thought. It's a household task that most of us neglect to do, yet the feeling (and possible smell) of stepping into the dirty car every morning lingers. Vroom Crew makes keeping your vehicle clean effortless and affordable; we come to you at your home, work, apartment, or parking garage.

Implementation Plan building a repeatable franchise playbook

Fully documented service process and training program

Marketing and SEO optimization. Documented marketing processes

Tech development for customer facing and internal platform

Our Ideal Customers (ICP)



Working parents

33% referral rate

56%



Single professionals, retirees

34%



Business fleets

10%

Competition

Local non-mobile



US similar vertical



In Atlantic Canada, our direct competitors are O'Regans PermaShine, WashnWax, and other drop off or mobile auto detailing services. In North America, we are similar vertically to GetSpiffy and GoYoshi, which offer mobile auto services and mobile gas delivery, respectively. Both companies have raised capital in excess of 20M.

Core Values

- ★ Professional discipline
- 💡 Creative mindset
- 🔄 Straightforward & open-minded
- 👥 Customer focused
- 🧑‍🤝‍🧑 Team mentality

Future well positioned to move towards industry trends (EVs)



As an automotive focused company with an eye on the industry's future, we are well-positioned to jump on any trends that may arise. We can easily retrofit our mobile fleets (and underlying technology interface) for new services.

Hiring Plans what gaps do we need to fill on our team?

Salaried positions

- Technical, web development (CTO, Developer)
- Accounting CPA
- Human resources

Advisory

- Franchise model experience
- Electric vehicle industry expertise

Top skills

Marketing and Google Analytics



Finance and content writing



Automotive Industry Experience



Quinton Gorman
Founder, CEO



Alejandro Sanchez
Operations Manager



Brad Chabassol
Service Manager

Funding

**\$250,000 raise
Oct 2021**

