

VROOM VIEW

Enhanced AR car
purchase

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TEAM DETAILS

Team Size: 2

Member 1 : Ananthakumar.S - Developing and Design the 3D models

Member 2: Deepiga.P - Developing and Design the 3D models





The Issue or Pain Point

Problem Statement:

- Difficulty in making informed car-buying decisions.
- Limited access to realistic visualizations and customizations.

Current Alternatives:

- Relying on static images and videos online.
- Consulting with salespeople for biased info.
- Visiting multiple showrooms.

Your Solution:

- Convenience: Explore from home, save time, effort.
- Immersive AR Experience: 3D visualization and real-time customization.
- Personalization: See exact configurations and features.

Technology Overview

Uniqueness:

- Real-Time Customization
- Seamless User Experience
- High-Fidelity Models
- Advanced AR Integration

Key Benefits:

- Enhanced Visualization
- Personalized Experience
- Convenience
- Informed Decision-Making
- Increased Engagement



Business Model

Revenue Streams:

- **Subscription Fees:** Monthly or annual subscription from car dealerships for using the AR platform.
- **Transaction Fees:** Commission on each car sold through the platform.
- **Advertising:** Revenue from targeted ads within the AR experience.
- **Customization Fees:** Charge for premium customization features and add-ons.

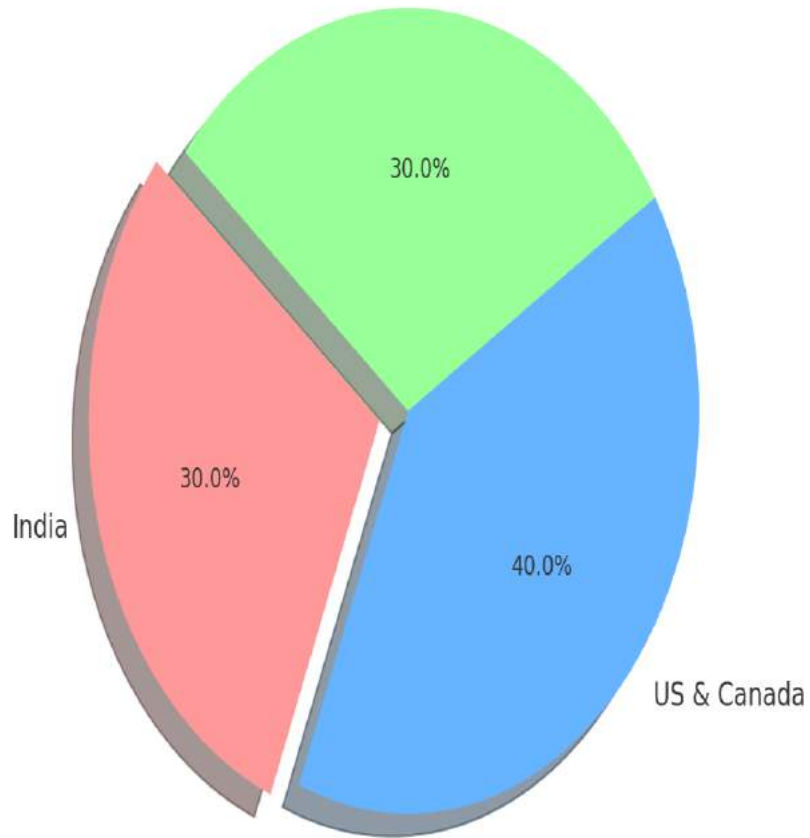
Payment Structure:

- **Who Will Pay:** Car dealerships and manufacturers for the subscription and transaction fees.
- Advertisers for ad placements.
- Customers for premium customization features.

How Much:

- **Transaction Fees:** Y% commission on each sale.
- **Subscription Fees:** Rs.X per month/year.
- **Advertising Fees:** Rs.Z per ad impression/click.
- **Customization Fees:** Rs.A per premium feature/add-on.

Market Opportunity Distribution
Global Expansion



Size of the Market Opportunity

Target Market:

- **Primary Market:** Car dealerships and manufacturers seeking innovative sales tools.
- **Secondary Market:** Potential car buyers looking for an immersive and convenient car-buying experience.
- **Advertisers:** Brands targeting car buyers.

the market opportunity distribution among different regions:

- **India:** 30%
- **US & Canada:** 40%
- **Global Expansion:** 30%



Current Traction

Achievements:

•Concept Development

- Successfully conceptualized an innovative AR model for car purchasing.

•Market Research

- Conducted extensive market research to validate the need and potential for the product.

•Initial Feedback

- Gathered positive initial feedback from potential users and industry experts.

•Partnership Discussions

- Initiated discussions with several car dealerships and manufacturers interested in the AR technology.

Competitive Landscape



Competitors:

- Traditional Car Dealerships
 - Physical showrooms
 - Personal sales tactics
- Online Car Retailers
 - Virtual tours
 - Static images
- AR/VR Car Buying Solutions
 - Emerging startups with similar tech
- Automaker Apps
 - Manufacturer-created immersive apps

Advantage:

- Advanced AR Technology
- Real-Time Customization
- Convenience
- Comprehensive Solution
- Market Research and Feedback
- Partnership Potential

Funding Needs, Use of Funds & Proposed Valuation

Funding Amount:

- **Amount Needed:** Seeking guidance and recommendations from investors
- **Planned Usage:**
 - Technology Development
 - Marketing and Customer Acquisition
 - Operations and Staffing
 - Miscellaneous Expenses

Follow-on Capital:

- **Additional Requirement:** Likely to require follow-on capital for scaling (Series A round, amount TBD)

Fund Duration and Achievements:

- **Duration:** Funds are projected to last for 12-18 months
- **Achievements with Funds:**
 - Acquire initial customer base
 - Achieve early revenue milestones
 - Complete product development and initial market launch

Valuation:

- **Current Valuation Sought:** Open for discussion based on investor feedback and market assessment

Current Equity Structure, Fundraising History and Investors

Cap Table:

- Sole Founder: 90%
- Advisor: 10%

Investment History:

- Still no investors

Exit Options



Exit Strategy:

•Acquisition:

- Potential acquisition by larger automotive companies or tech firms

•Strategic Buyout:

- Buyout by industry leaders looking to expand their AR capabilities

•Initial Public Offering (IPO):

- Long-term potential for an IPO as the company scales and gains market traction

Examples:

•Acquisition:

- *Example:* TrueCar acquired by Cox Automotive

•Strategic Buyout:

- *Example:* Ford's acquisition of Spin (electric scooter company) to diversify mobility solutions

•IPO:

- *Example:* Carvana's successful IPO as an online used car retailer

By

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