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# Car Concierge

Cameron Burford  
*University of the Pacific*

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# CAR CONCIERGE

A CAMERON BURFORD COMPANY

PROBLEM

CAR CONCIERGE



MAINT  
F

NO ONE!

FLOWMASTER  
THE FLOWMASTER TECHNOLOGY COMPANY  
FLOWMASTER  
CUSTOMERS  
TO INSURANCE & OSHA  
RELATIONS, PLEASE DO NOT  
OUR WORK AREA UNLESS  
BE ACCOMPANIED BY OUR  
SERVICE ADVISOR.  
YOUR FOR YOUR COOPERATION

FUEL DOOR

© All Star Corp

## CAR CONCIERGE

# SOLUTION: ON LOCATION CAR MAINTENANCE

- AT YOUR HOME
- AT YOUR OFFICE
- WHILE YOU RUN ERRANDS



# CAR CONCIERGE

- CAR MAINTENANCE SERVICE THAT COMES TO YOU
- NO WAITING
- NO GOING TO THE SHOP
- NO ARRANGING TRANSPORTATION

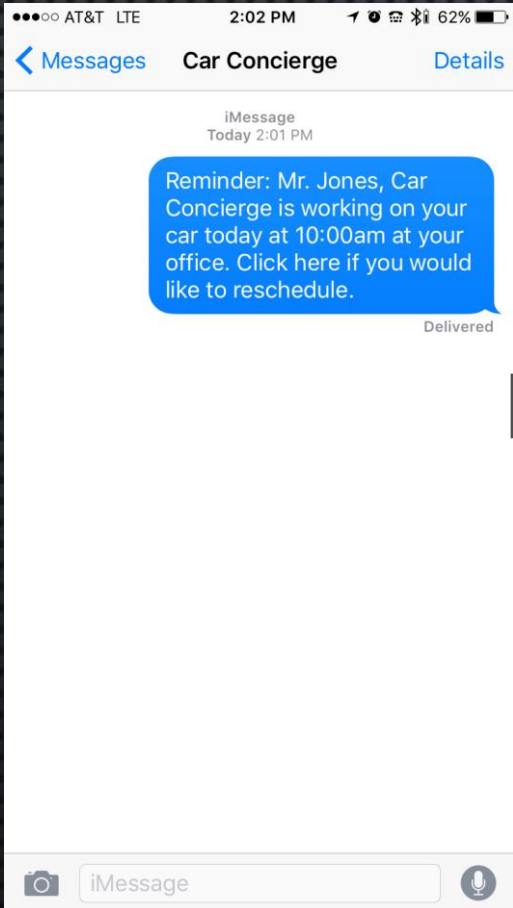


# HOW IT WORKS

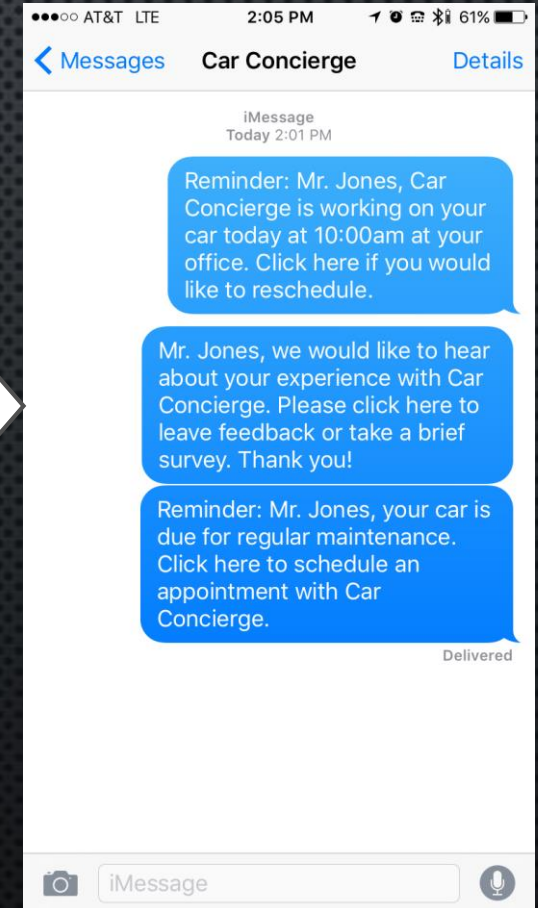
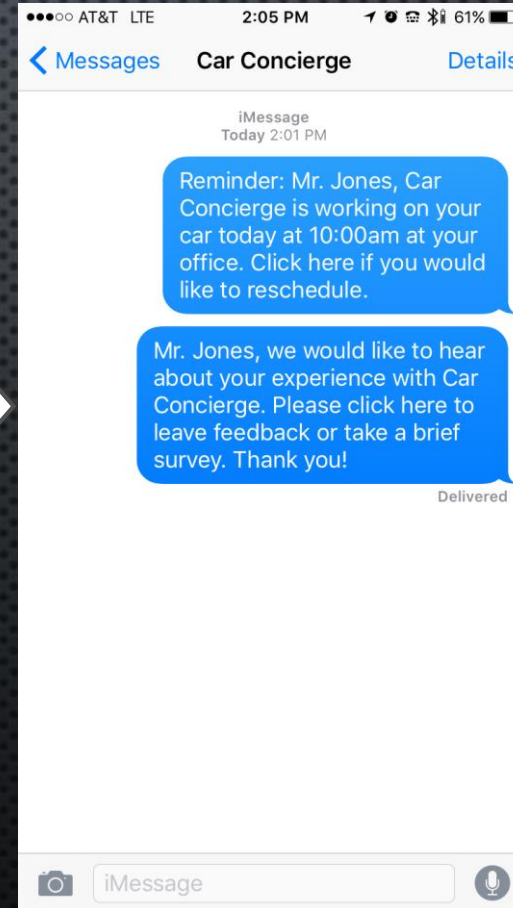
- CAR CONCIERGE SATISFIES YOUR MAINTENANCE NEEDS:
  - OIL CHANGE
  - TIRE ROTATION
  - TIRE BALANCING
- WHEREVER YOUR CAR IS AND YOUR DAY IS NOT INTERRUPTED
- INSTEAD OF:
  - GOING TO EXPRESS LUBE (NO TIRE ROTATION OR BALANCING)
  - GOING TO JIFFY LUBE (LONG WAIT AND POSSIBLY NEED A RIDE)



# HOW IT WORKS



CAR CONCIERGE



# INITIAL TARGET MARKET: SACRAMENTO

- 55,000 HOUSEHOLDS \$75K AND UP
- AVERAGE OF 2 CARS PER HOUSEHOLD
- AVERAGE 3 TRADITIONAL MAINTENANCE SERVICES/YEAR
- 330,000 TRADITIONAL MAINTENANCE SERVICES/YEAR
- \$31.3 MILLION SPENT ON TRADITIONAL MAINTENANCE SERVICES/YEAR





# GROWTH OPPORTUNITIES: CALIFORNIA AND THE UNITED STATES

- CALIFORNIA:
  - 5.2 MILLION HOUSEHOLDS \$75K AND UP
  - AVERAGE OF 2 CARS PER HOUSEHOLD & 3 SERVICES/YEAR
  - 31.4 MILLION SERVICES/YEAR
  - \$2.9 BILLION SPENT PER YEAR ON TRADITIONAL MAINTENANCE SERVICES
- UNITED STATES:
  - 45.1 MILLION HOUSEHOLDS \$75K AND UP
  - AVERAGE OF 2 CARS PER HOUSEHOLD & 3 SERVICES/YEAR
  - 270 MILLION SERVICES/YEAR
  - \$25.7 BILLION SPENT PER YEAR ON TRADITIONAL MAINTENANCE SERVICES

## CUSTOMER VALIDATION:

- “MANY PEOPLE WOULD USE THIS SERVICE.” – PROFESSOR JOHN MYERS
- “I WOULD USE THIS SERVICE AND SO WOULD MY FAMILY.” – ANTON BABICH
- “MY WIFE WOULD KILL ME, BUT I WOULD DO IT.” – **Freddie** Bickham

# COMPETITION VALIDATION:

The screenshot shows a website for 'YourMechanic' with a dark background. At the top right, there is a white box containing the text 'CAR CONCIERGE'. The main content area is white and features the 'YourMechanic' logo in red script. Below the logo is the phone number '1-888-325-5602' and two accreditation logos: 'BBB ACCREDITED BUSINESS' and 'Norton SECURED'. The central focus is a map of the United States composed of a grid of dots. A legend at the bottom indicates that dark blue dots represent 'CURRENTLY SERVING' and light blue dots represent 'COMING SOON'. The map shows service areas in the Northeast, Midwest, and parts of the South and West.

**YourMechanic**

1-888-325-5602

BBB ACCREDITED BUSINESS

Norton SECURED

## OUR EXPERT CHRY MECHANICS WILL F CAR

at your home or office

- ✓ Our certified mechanics come to you
- ✓ Backed by 12-month, 12,000-mile guarantee
- ✓ Save up to 30% compared to shops and dealers

**GET INSTANT QUOTE**

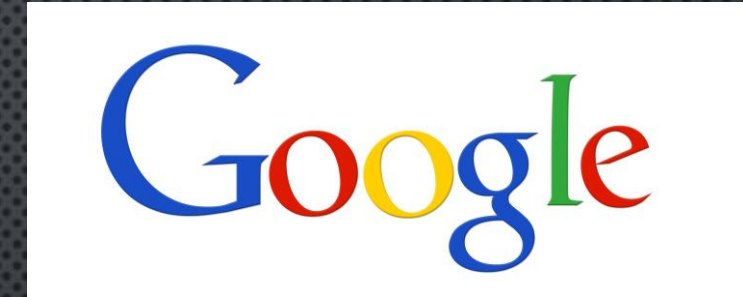
● CURRENTLY SERVING      ● COMING SOON

## COMPETITION

	Express Lube	Pep Boys	Your Mechanic	Dealership	Car Concierge
Convenience			X		X
Time	X		X		X
Price		X			
Customer Service			X	X	X
Oil Change	X	X	X	X	X
Tire Rotation		X	X	X	X
Wheel Balancing		X	X	X	X

# GO TO MARKET STRATEGY

- SOCIAL MEDIA
- FACEBOOK AND GOOGLE ADS
- CRAIG'S LIST
- PARTNER WITH:
  - EXECUTIVE CONCIERGE
  - PREMIER CONCIERGE



# CAR CONCIERGE

## TEAM

- CAMERON BURFORD – FOUNDER
- MITCHEL FRIES – ADVISOR/MASTER MECHANIC



# BUSINESS MODEL

- PRICING PER ONE MAINTENANCE SERVICE
  - OIL CHANGE: \$45
  - TIRE ROTATION: \$30
  - WHEEL BALANCING: \$50
  - CONVENIENCE FEE: \$5
  - TOTAL: \$130
- VARIABLE COSTS
  - \$22.10 PER SERVICE
- AVERAGE FIXED COSTS
  - \$886,985

CAR CONCIERGE

# FINANCES

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Units sold</b> (330,000 possible)	200	5,000	30,000	70,000	100,000
<b>Price per unit</b>	\$130.00	\$130.00	\$130.00	\$130.00	\$130.00
<b>Revenues</b>	\$26,000	\$650,000	\$3,900,000	\$9,100,000	\$13,000,000
<b>COGS</b>	\$4,426	\$110,650	\$663,900	\$1,549,100	\$2,213,000
<b>Gross Profit</b>	\$21,574	\$539,350	\$3,236,100	\$7,550,900	\$10,787,000
<b>Net Income</b>	\$(13,061)	\$242,766	\$1,537,755	\$3,640,875	\$5,202,348

Break even = 315 units sold  
\$35 per unit revenue



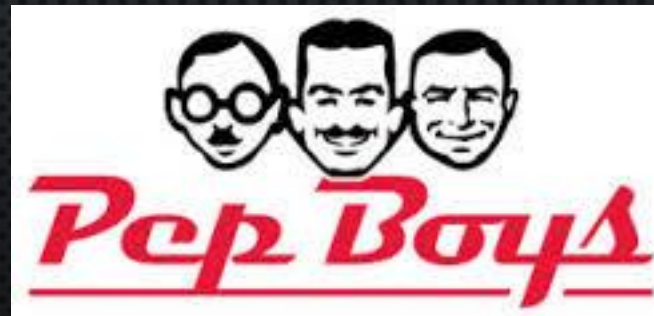
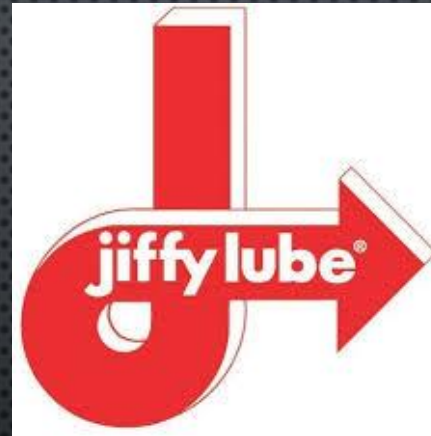
# GROWTH STRATEGY

CAR CONCIERGE

- SACRAMENTO:
  - RECRUIT AUTOMOTIVE SERVICE ASSOCIATION CERTIFIED MECHANICS THROUGH:
    - UNIVERSAL TECHNICAL INSTITUTE
    - AMERICAN RIVER COLLEGE
    - STRATFORD CAREER INSTITUTE
  - MAINTAIN USER FRIENDLY IT COMMUNICATION
    - TEXT MESSAGING
    - EMAIL
    - WEBSITE
- CALIFORNIA AND UNITED STATES:
  - EXPERIMENT WITH SELECT CITIES
  - RECRUIT MANAGEMENT FROM UNIVERSITIES AND OTHER RELEVANT AUTOMOTIVE SHOPS
  - HIRE LEGAL ADVISORS
  - HIRE MARKET ANALYZERS

# EXIT STRATEGY

- SELL
  - MEIENKE
  - JIFFY LUBE
  - PEP BOYS
- IPO
  - B RILEY
  - FOCUS



# CAR CONCIERGE

## WE NEED:

- FUNDING: \$70,000
- TEAM:
  - IT ADVISOR
  - MARKETING ADVISOR
  - GENERAL ADVISOR

THANK YOU