



unlo

Any vehicle. Anywhere. One-subscription.

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The average cost to own and maintain a car is over \$700 per month.

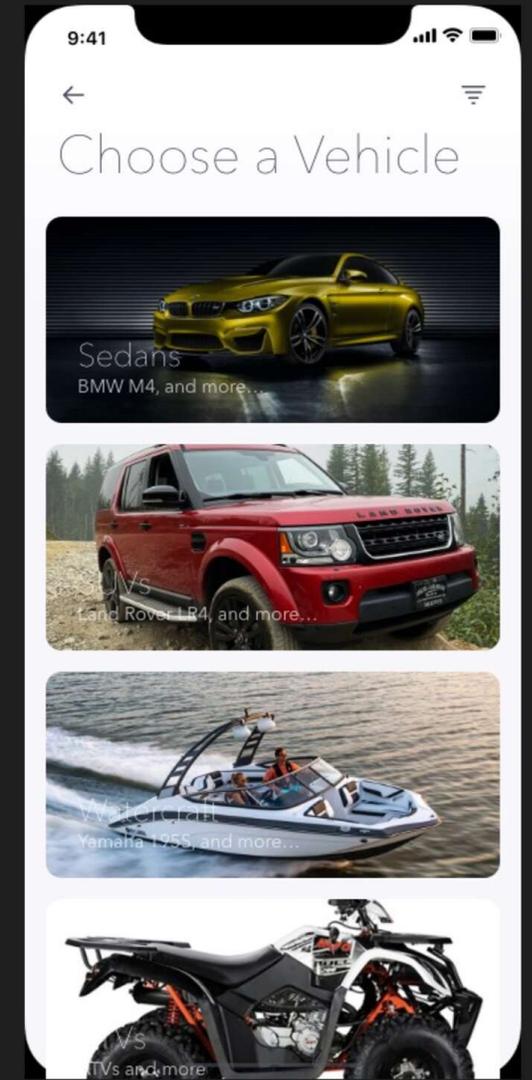
Yet, cars are on average parked 95% of the time.

Car ownership is wasteful and ties up a lot of cash that could be saved or spent more effectively.

Any vehicle. Anywhere. One-subscription.

unlo takes the best of the automotive industry and wraps it all into a single subscription.

Membership unlocks the vehicles you want and need, when you want and need, where you want and need.



# Traction

In initial test city:

9 members and clients.

30+ members in pipeline.

\$15,000+ revenue.

\$100,000+ potential MRR from website traffic.

7,000+ unique website visitors from 43 countries.

\$200,000+ committed by founder.

Our members crave access  
over ownership



What our members say:

*Can't wait to see what the future holds*

*This is definitely one of the highlights of the summer. Thank you for making this!!*

*Thanks so much, already excited for our next reservation!*

*A dream come true to drive these cars*

*Helluva day out there man - appreciate all that you do! Thanks for making things so easy and convenient.*



## Business model

unlo is a subscription-based business model. An adjustable ratio of vehicles to members ensures member access, and profit.

To launch, we're using an aggressive model of 1 vehicle to 3 members to ensure availability.

- \$1,800/vehicle/mo. Vehicle cost: \$1,350/mo. Margin = \$450/mo.

# Initial target market:

North America luxury car sales: \$6b+

- Initial target will be the North American Luxury car market.

Focus on providing on-site car-share to urban upscale multifamily properties

- 16m residents: 1% = \$1B+ annual revenue

Pilot:

- Seattle/Eastside, Washington

*"They see it. They like it. They want it. They rent it...Owning nothing is now a luxury, thanks to a number of subscription startups" - New York Times.*

*"Millennials have been reluctant to buy items such as cars, music and luxury goods. Instead, they're turning to a new set of services that provide access to products without the burdens of ownership." - The Atlantic & Goldman Sachs*





