

Ensuring savings and convenience for private car sellers and buyers

PITCH VIDEO INVESTOR PANEL



ridegrade.com Linden NJ

Technology Automotive Marketplace Social Impact Minority Founders

OVERVIEW UPDATES 1 WHAT PEOPLE SAY 11 ASK A QUESTION 1

Highlights

- 1 We are the first and only platform optimized exclusively for private used car sellers and buyers
- 2 The perfect solution for the \$80B US used car market with 85% customer dissatisfaction rate
- 3 Customers save as high as 20% compared to other used car sources
- 4 Founders are experienced professionals with track record of creating successful businesses
- 5 Founder's have extensive experience with the inner workings of the used car market
- 6 Huge growth and earning potential with first year revenue projection exceeding \$2m
- 7 Highly scalable and lean capital business model
- 8 The business model is resilient and adaptable to economic changes

Our Team



Bankole Fagbemi Chief Executive Officer

Co-founded and grew a used car dealership to local prominence in Newark, NJ. Certified Lean, Agile management consultant with MBA from Rutgers University.

We know the market, and the problems customers in the market face. We set out to be the best for used car customers, and realized we could NOT be used car dealers! Buying cars to resell to customers extends the supply chain and adds to the price customers pay. This defeats the biggest driver of used car purchase; low prices for good quality.



Tobi Fagbemi Chief Operations Officer

Co-founded and grew a used car dealership to local prominence in Newark NJ. Certified Business analysis specialist, Finance modelling specialist, and Loan sales specialist with a Finance Degree



Pitch



ridegrade

Optimizing used car sales for private sellers and buyers

The Problem

\$80B Used Car market that lacks customer satisfaction.



90% Customers want fair deals. (low price for good quality)

85% Customers want convenient sales process.

The Solution

Ridegrade Marketplace and Independent Vehicle Assessments.



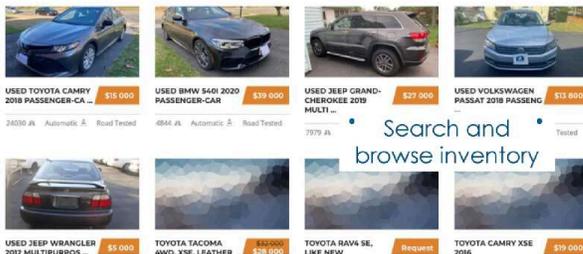
Direct supply link

Typical multi-tier supply chain

GRADED CARS PAGES COMPARE ADD YOUR ITEM

WELCOME TO RIDEGRADE AVAILABLE 38 CARS

ROAD TESTED CARS SEARCH INVENTORY



USED TOYOTA CAMRY 2018 PASSENGER-CA ... \$15,000

USED BMW 540i 2020 PASSENGER-CAR ... \$39,000

USED JEEP GRAND-CHEROKEE 2019 MULTI ... \$27,000

USED VOLKSWAGEN PASSAT 2018 PASSENGER ... \$13,800

24000 AL Automatic Road Tested

4846 AL Automatic Road Tested

7979 AL

Search and browse inventory

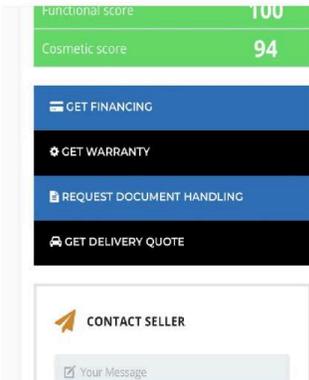
USED JEEP WRANGLER 2017 MULTIPURPOSE ... \$5,000

TOYOTA TACOMA 4WD, V6, LEATHER ... \$22,000 \$18,000

TOYOTA RAV4 SE, LEAF NEW Request

TOYOTA CAMRY XSE 2016 \$19,000





... choose and request which sales enabling services you want. **All directly!!**



Private seller's profile

page provides sales resources:

"For-Sale" Window stickers, Listing QR code Window stickers, Sales contract,...

You give your car display credibility with the sales resources

Competitive Advantage

Ridegrade	Others
☺ Optimized for Car owners	☹ -Online Dealers
☺ Shorter Supply Chain	☹ -Traditional dealers
☺ Lower prices	☹ -Listing Sites
☺ Transparent & Convenient process	☹
☺ Cheaper Financing, Warranty & other services	☹

Revenue Model

- Inspections
- Syndication Fees
- Portal Ad

US Market Size - 2019

Market Segment	Value
USED CAR MARKET	\$88.8B
WHOLESALE MARKET	\$100B
CAR LISTING MARKET	\$3B
US USED CARS SOLD	41M cars

Growth Projections



This slide contains forward-looking projections that cannot be guaranteed.



This slide contains forward-looking projections that cannot be guaranteed.

The Team



Bankole Fagbemi
Agile Business Consultant, Entrepreneur, 20+ Years in Used Car Market



Tobi Fagbemi
Financial Management Executive, Entrepreneur, 20+ Years in Used Car Market



Join the demoCARcy to help create collective good for our society



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Invite others



Please note that all growth and crowdfunding raise projections are forward looking projections and cannot be guaranteed.