

CarClub

The Premier Car Enthusiast's Club: Secure Storage with Social Privileges



Partnership & Investment Overview

Demand for luxury car storage in LA is outpacing supply

- *Three West LA locations and two competitors, are fully booked*
- *Prices rising tremendously with an average storage fee of \$550/Month*

Exclusive Social Experiences and Storage Concierge

- *Two local Competitors lack with events and car-lovers experiences*
- *Motoring Enthusiasts are constantly seeking experiences with like-minded car-lovers*
- *A need for more community 3rd places supportive of Mental Health healing*





- *A large & low-cost Car Storage Facility & Premium Membership*
- *Classic Car Rental Service & Shared Experiences with Car Lovers*
- *A unique gathering space for enthusiasts to connect and share their passion*
- *Creating an inspiring, classy environment for car-lovers to creatively thrive in*



Car Storage

- *Climate-controlled*
- *Affordable monthly rates*
- *Concierge Pickup Service*
- *Premium Membership Status*

Speakeasy Membership

- *Co-Working Space Access*
- *Monthly Members Only Events*
- *8am – 8pm Clubhouse Access*

Mobile App

- *Warranty Offers*
- *AI – Powered Car Manager*
- *Motorcar Marketplace*
- *Car Subscriptions*





Car Lover / Data Strategist

- *Membership Acquisition for Nielsen*
- *12 Years Restoring Cars (188)*
- *22- years of Sales Experience*

Events / Community Manager

- *Two-year facility Manager in Santa Monica*
- *Hosted/executed 100+ events in two years*

Content Creator/Entrepreneur/Car Lover

- *two-year facility Manager in Santa Monica*
- *Hosted/executed 100+ events in two years*

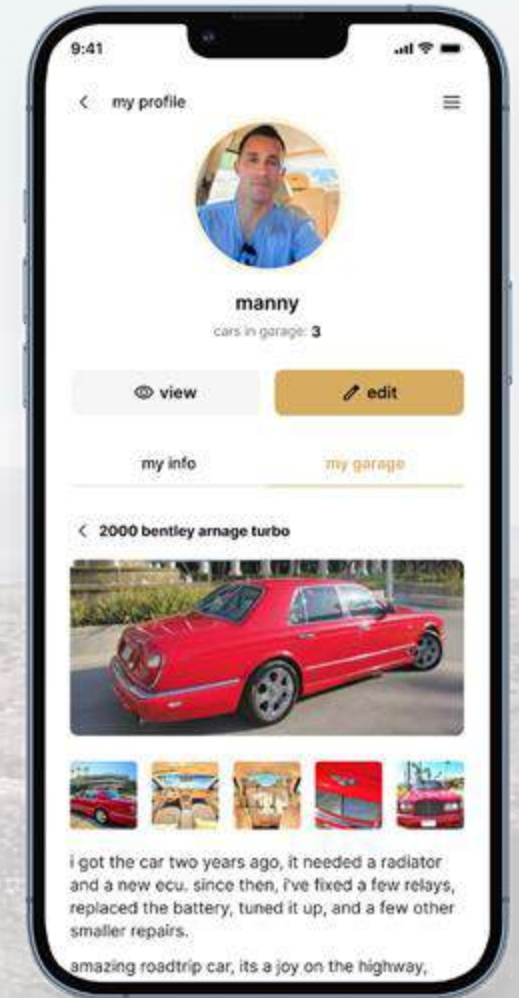
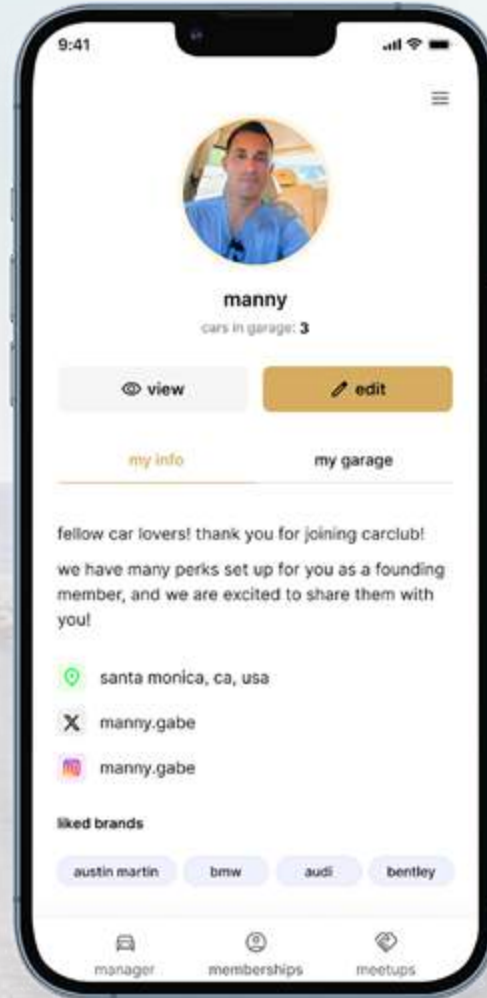
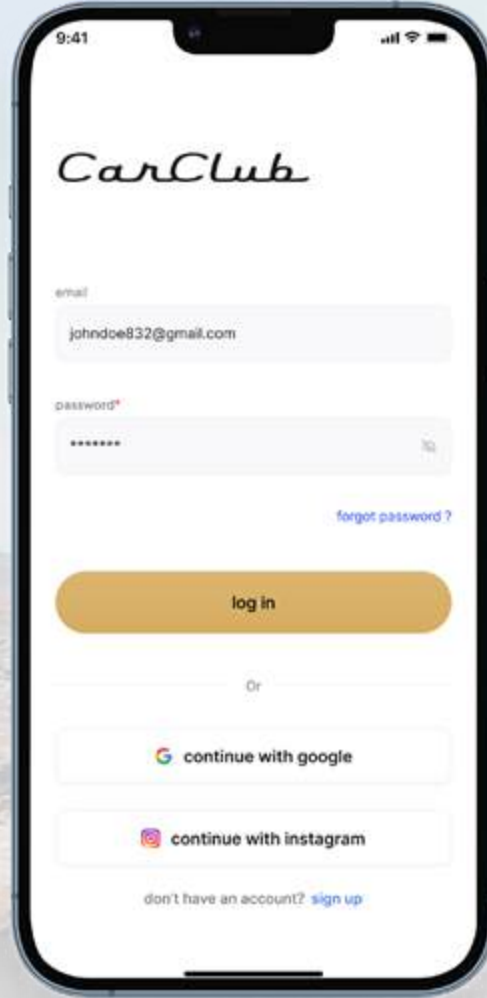
“I’m hearing from the red and blue sides that the country needs a sense of community, lets give it to them”

-Manny



Mobile App Preview

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Multi-Sourced Revenue Streams

- *Car Storage & Maintenance*
- *Membership Subscription*
- *Cafe Sales*

Business Running Costs

- *Location Rent*
- *Insurance*
- *Utilities*
- *Staff*



A La Carte Property Owner Partnership

\$150/Month CarClub Membership (\$299 Initiation fee)

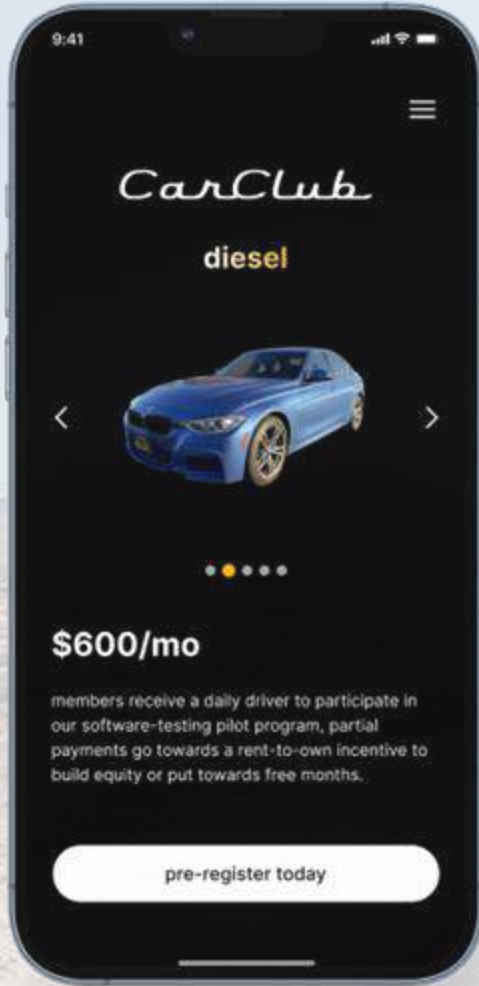
- *Access to Co-Working Space*
- *Access to Members-only Lounge*
- *Access to monthly Members-only Drive*
- *Access to car storage option*

\$400/Month per Car Storage Fee (\$199 Initiation Fee)

- *Everything included in the CarClub Membership*
- *One Complimentary Hand Wash per 90 days*
- *Climate Controlled Environment*
- *Mobile App Access*




Premium Membership Offerings – Speakeasy/Car Access Included



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CarClub

diesel

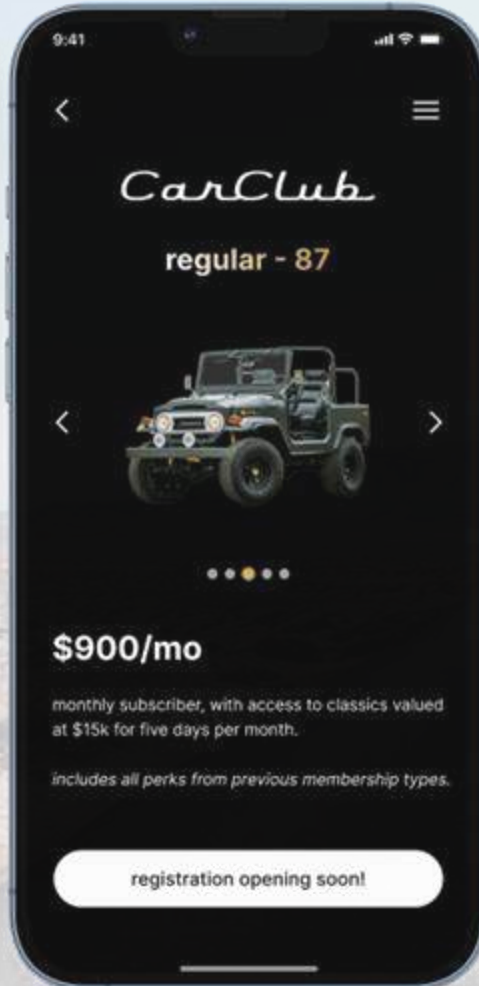


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\$600/mo

members receive a daily driver to participate in our software-testing pilot program, partial payments go towards a rent-to-own incentive to build equity or put towards free months.


pre-register today



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CarClub

regular - 87



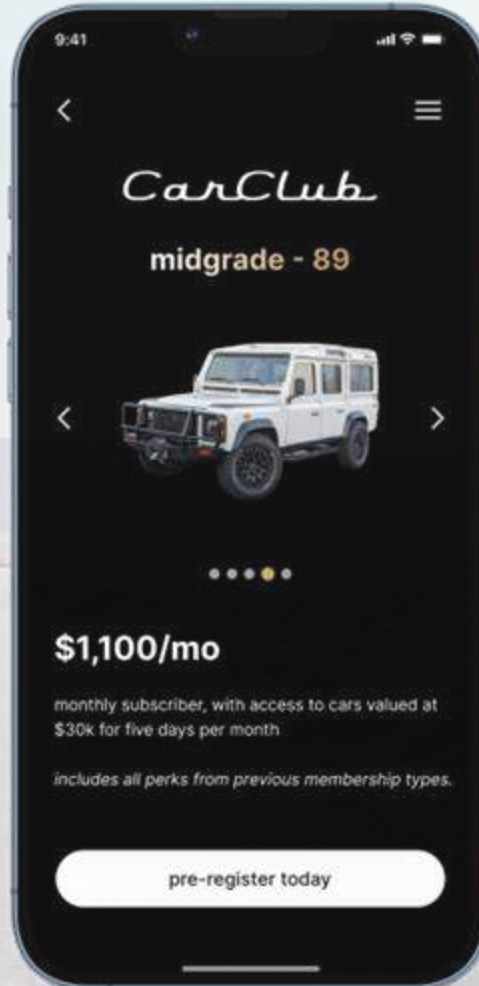
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\$900/mo

monthly subscriber, with access to classics valued at \$15k for five days per month.

includes all perks from previous membership types.


registration opening soon!



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midgrade - 89



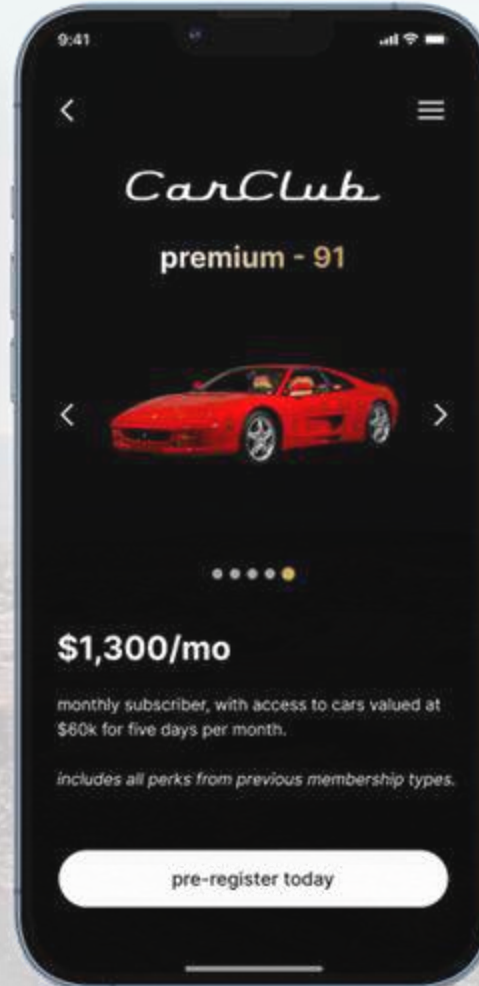
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\$1,100/mo

monthly subscriber, with access to cars valued at \$30k for five days per month.

includes all perks from previous membership types.


pre-register today



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CarClub

premium - 91



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\$1,300/mo

monthly subscriber, with access to cars valued at \$60k for five days per month.

includes all perks from previous membership types.

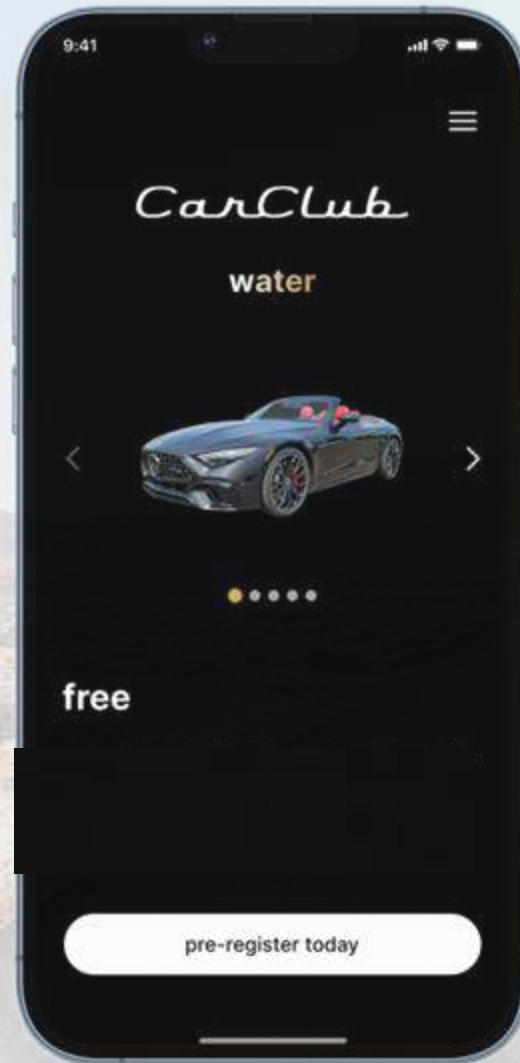
pre-register today



Free Membership Value Proposition

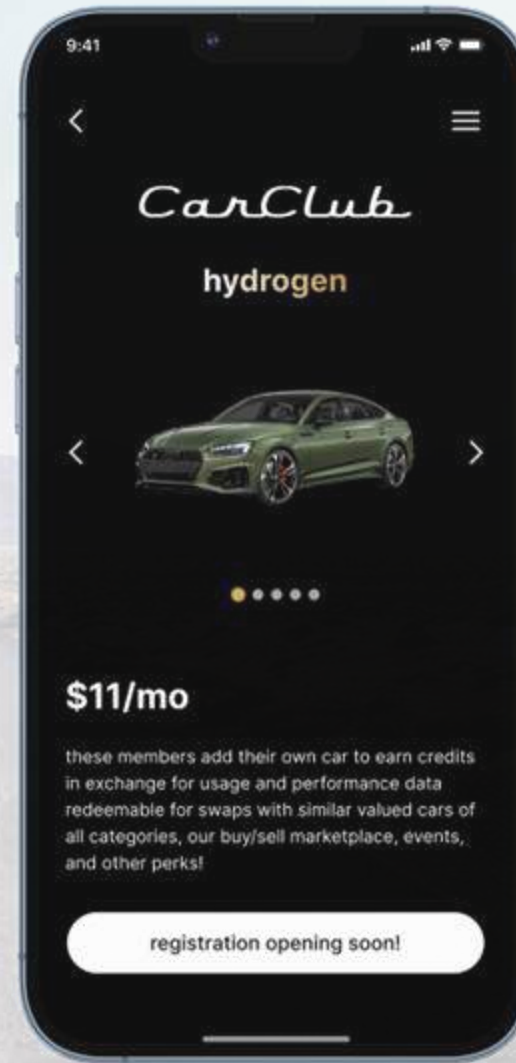
“Water”

- Create a local Car Club with neighbors and swap cars on demand with peace of mind
- Speakeasy Event Invites



“Hydrogen”

- Warranty Qualification
- Resale Value Retention
- Speakeasy Event Invites



Market Comparison



- *Great location*
- *Thriving Membership Club*
- *Cool events, limited parking*



WESTSIDE
COLLECTOR
• CAR STORAGE •

- *State of the art Car Storage*
- *Excellent Concierge Pickups*
- *Very small Member Lounge*



- *Both done right- Storage/Club*
- *Open to event partnerships*
- *AI Car Manager/Mobile App*



Competitor Analysis – Each Group does one of two services very well

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“Westside Collector” - Three SoCal Locations

WESTSIDE
COLLECTOR
• CAR STORAGE •



“Motoring Club” - One active SoCal Location, San Francisco launching late 2024

A unique opportunity to partner with a property owner to position ourselves at the forefront of a niche market.

Host events where car lovers can park their car on site and experience an event all while fostering a sense community, executing on both the storage and membership/events sides like WestLA hasn't experienced.





- *Easily accessible via major highways*
- *Zoning Qualifications*
- *\$2 - \$3 / foot*
- *12' tall ceilings*

- *Roll-up door or an opening wide enough*
- *Ample outdoor parking*
- *At least 10,000sqft of interior space*
- *Functional HVAC*
- *Concrete flooring*

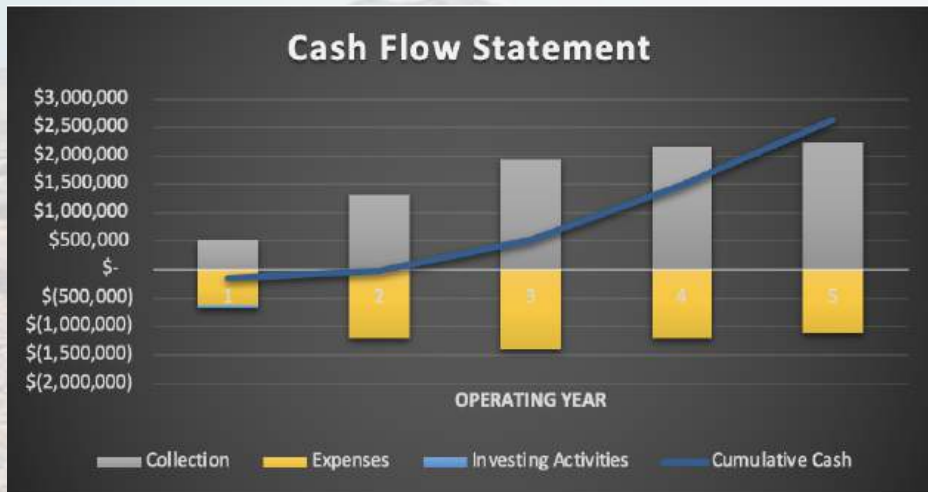


5-year P&L for Storage / Speakeasy Location – 20,000sqft

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REVENUE DISTRIBUTION	1	2	3	4	5
Land Owner Commission	\$ 297,000	\$ 874,800	\$ 1,075,500	\$ 882,000	\$ 780,000
CarClub Income	\$ 236,880	\$ 448,080	\$ 862,390	\$ 1,277,900	\$ 1,454,950
TOTAL	\$ 533,880	\$ 1,322,880	\$ 1,937,890	\$ 2,159,900	\$ 2,234,950
% to Total					
Land Owner Commission	56%	66%	55%	41%	35%
CarClub Income	44%	34%	45%	59%	65%
TOTAL	100%	100%	100%	100%	100%



CASH FLOW STATEMENT	1	2	3	4	5
Operating Activities	\$ (81,516)	\$ 129,684	\$ 543,994	\$ 959,504	\$ 1,136,554
Collection	\$ 533,880	\$ 1,322,880	\$ 1,937,890	\$ 2,159,900	\$ 2,234,950
Expenses	\$ (615,396)	\$ (1,193,196)	\$ (1,393,896)	\$ (1,200,396)	\$ (1,098,396)
Investing Activities	\$ (62,000)	\$ -	\$ -	\$ -	\$ -
Net Cash Inflow(Outflow)	\$ (143,516)	\$ 129,684	\$ 543,994	\$ 959,504	\$ 1,136,554
Cumulative Cash	\$ (143,516)	\$ (13,832)	\$ 530,162	\$ 1,489,666	\$ 2,626,220



5-year P&L for Storage / Speakeasy Location – 20,000sqft

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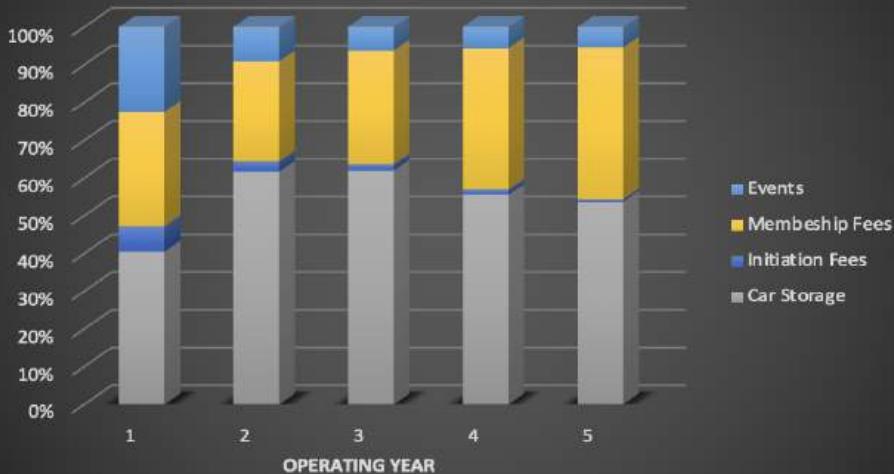
Income Statement



INCOME STATEMENT

	1	2	3	4	5
Revenue	\$ 533,880	\$ 1,322,880	\$ 1,937,890	\$ 2,159,900	\$ 2,234,950
Less: Operating Expenses	\$ 615,396	\$ 1,193,196	\$ 1,393,896	\$ 1,200,396	\$ 1,098,396
Operating Income	\$ (81,516)	\$ 129,684	\$ 543,994	\$ 959,504	\$ 1,136,554
Capital Expenditure	\$ 62,000	\$ -	\$ -	\$ -	\$ -
Net Income	\$ (143,516)	\$ 129,684	\$ 543,994	\$ 959,504	\$ 1,136,554
Add: Income (Loss) From Prior Years	\$ -	\$ (143,516)	\$ (13,832)	\$ 530,162	\$ 1,489,666
Cumulative Net Income	\$ (143,516)	\$ (13,832)	\$ 530,162	\$ 1,489,666	\$ 2,626,220

Revenue Source



REVENUE SOURCE

	1	2	3	4	5
Car Storage	\$ 216,000	\$ 816,000	\$ 1,200,000	\$ 1,200,000	\$ 1,200,000
Initiation Fees	\$ 35,880	\$ 35,880	\$ 32,890	\$ 29,900	\$ 14,950
Membership Fees	\$ 162,000	\$ 351,000	\$ 585,000	\$ 810,000	\$ 900,000
Events	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000	\$ 120,000
TOTAL	\$ 533,880	\$ 1,322,880	\$ 1,937,890	\$ 2,159,900	\$ 2,234,950
% to Total					
Car Storage	40%	62%	62%	56%	54%
Initiation Fees	7%	3%	2%	1%	1%
Membership Fees	30%	27%	30%	38%	40%
Events	22%	9%	6%	6%	5%
TOTAL	100%	100%	100%	100%	100%



Go To Market Plan

Core Marketing Activities

By leveraging our existing network of automotive enthusiasts, digital marketing campaigns, partnerships with local car clubs, free trial memberships to brand ambassador influencers, and events- we will get the building cash flowing properly

High-Level Financial Targets

Over the first year, CARCLUB aims to secure 255 members (\$38,250/mo reoccurring), \$76,245 in initiation fees, and \$216,000 in monthly storage fees. With plans to double membership growth annually for the first three years, we anticipate significant revenue growth. additionally, through our monthly events, we project a revenue target of \$10,000 from ticket sales and sponsorships by the sixth month. These initiatives will position CARCLUB for strong profitability and a commanding presence in the automotive storage industry. Property ownership will be granted a 10% equity stake in CarClub (three-year vesting), reflecting your partnership with the property supportive of the project's success.



CarClub

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Partnership & Investment Overview