

AUTOSTONE



INVESTOR DECK

2025

OUR STORY

Autostone is a passion business of the Founder Mark Davis. Mark has spent over three decades in the automotive industry, specifically in the repair sector. Whilst Mark always worked as an employee for other large companies within the industry, he had experienced entrepreneurship from his family. His father ran and operated a small family business and Mark has always been grateful for the experience of watching this from afar as a child and then as an adult. Wanting to make his father proud, Mark has decided it is now his turn to try his hand at his own business. Mark is by no means a novice at business, although, from an intrepeneur capacity, Mark helped scale all the businesses he was involved with. He understands the mechanics of business and now wants to build a legacy and create a vehicle for his children.

The motivation behind Autostone as a concept is to provide for the greater good, which includes the planet. Mark wants this to be a business where anyone associated with it benefits. Transportation is an important part of human lives and Mark wants to remove the pain associated with it that he has observed over his career, especially for women. Autostone is designed for all people to be safer, the planet to be safer and the shareholders to have a safe investment. We see Autostone as a family-oriented business despite how large it is planned to become.

Autostone is also designed as our vehicle to give back to others in need. It is backed with a great business model that will generate important profits. Mark pledges a significant portion of the company's profits towards causes close to the heart of Mark and the executive team. As part of the scaling plans, Autostone will be establishing an academy to train and support the development of young people who would like to pursue a career in the automotive industry. The funding model will be designed to provide people with disadvantaged financial backgrounds subsidies that afford them the opportunity to create a financial future for themselves within the Autostone model.

For us Autostone is not just about vehicles, it is about a way of living and moving.

OVERVIEW



UK Mobile Repair Company raising funds to launch an international start up business within automotive repair industry

2018

Established

£ 3,000,000

Raising

Min 25%

ROI

Automotive Repair

Industry

IPO

Exit

28 Feb 2025

Offer Closes

Start Up

Stage

48% Technology & Equipment
1% Legal Costs
14% Brand & IP Protection
37% Working Capital

Use of Funds

5 Years

Exit Timeline

PROBLEM

The 'Inconvenience'

Families, businesses and fleet managers utilise their vehicles for daily duties. Whether it be commuting; school runs; errands; running deliveries; making sales calls or providing vehicles for ridesharing or rental, a car that is out of action is a major inconvenience. More importantly, it also causes tangible pain such as missing work; business disruption, delays; financial losses; revenue opportunity costs etc.

Traditional repair timeframes can often take days to address the issue, and this is after the long waiting period to even set the appointment. Once the car is within the care of a professional, customers are not always guaranteed consistent great quality. And there is severe mistrust issues as to whether they are being overcharged or overserviced.

The hassle continues with customers having to arrange alternative transportation options, without knowing sometimes for how long. They have to prepare themselves for a hefty bill, which they don't know the magnitude of in advance of taking it to the repair shop. And the customers are not often informed enough of what they could have done to prevent the issue or incident.

All in all the problem is that this negative experience is lived by essentially all vehicle owners globally and the situation has not substantially changed over many several decades.



OUR VISION

Effortless car ownership

This is the ability of a car owner or manager never having to worry about the repair or maintenance of their car or fleet ever again. We believe in this world where we can achieve effortless car ownership - as it is our mission to make it happen.

OUR PURPOSE

Reduce the impact of vehicles on our planet

Cars are a wonderful convenience to get from point A to B. However they currently carry a great impost on the world. Whilst our vision is to make it effortless for cars to be owned, our purpose is to also ensure that there is no negative impact to our planet for us to continue to operate vehicles. We will support and collaborate with purpose driven organisations who look to reduce the carbon footprint vehicles have on the earth.

THE SOLUTION

The solution concept is straight forward - in order for a customer to never have to worry about the repair and maintenance of their car; it is because someone else will be. That someone is Autostone in conjunction with their strategic partnership alliance network which includes insurance companies, car manufacturers, motor vehicle repair shops, mechanics and many other stakeholders working together collaboratively to achieve a much needed solution for all customers internationally.

Our solution involves customers signing up to Autostone for annual subscriptions. They have access to a custom Autostone App where they book their repairs in, as well as view the schedule for their vehicle as determined by us. Autostone uses a franchise model to service these repairs, allowing technicians a steady flow of work at great rates. The solution is a multi-party model that includes the customers, Autostone, franchisee technicians and insurance companies.

Autostone's solution involves three business models, under one company, which it will bring to the UK market initially.

‘Take Care of my Car’ Subscription Model

Autostone will offer a subscription service to customers whereby their car needs are taken care of. This concept solves the problems discussed in the market by:

- The customer pays a monthly known fee;
- Use of technology for early detection, booking call-outs, and prevention support;
- The repairs occur at the customer's premises or at a designated repair site convenient for them;
- Appointments run on time and are also available at locations convenient to the customer, allowing them time to complete other things;

- Their maintenance history and repair record data is shared with their insurance companies digitally;
- It is an on-demand service;
- Where the magnitude of the repair is large and the car is required for slightly longer than a day, another mode of transportation is provided as part of the subscription value;
- The professional trades will be certified through Autostone's technical academy, which will ensure consistently high quality repairs;
- The pricing tiers are transparent and standardised, no surprise bills;
- Major service dates are predicted and planned for when the customer signs up, and will be reflected in the subscription price each year;
- The technology provides a health assessment of the car so that the customer is always informed;
- The customers achieve peace of mind knowing their car is being taken care of entirely.

THE MARKET

Worldwide, the automotive repair industry market share is £ 789.8 billion for 2021 and is projected to grow to £ 1.6 trillion by 2031.¹ The market size in the UK is £ 30.1bn in 2023.⁷

The average age of a vehicle was 12.3¹ years, and it is declining every year as stronger pressures exist to reduce the harm of older vehicles.

A vehicle in prime condition is more energy-efficient and produces fewer emissions. Thus, consistent maintenance plays a part in reducing the automotive industry's environmental footprint.²

Mechanics-based garages/workshops may lose their positions to an automotive repair & maintenance services ecosystem.³

Introduction of new laws in regions such as Australia whereby independent workshops now have access to dealer level vehicle information for all brands sold in their locality, including software updates, wiring schematics, technical, security and EV information, make it easier for a new offering to be presented to the market.⁴

Advancements in vehicle technology, such as autonomous and connected cars, will require your shop to adapt and learn new skills. The transition to electric vehicles will also require specialized training and equipment to address those unique repair needs.⁶

£ 789.8 Billion

Total Available Market (TAM)

239K

Vehicle repair and maintenance facilities in the U.S.⁶

42K

Motor Vehicle Maintenance & Repair businesses in the UK⁵

REFERENCES

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⁵ <https://www.ibisworld.com/united-kingdom/number-of-businesses/motor-vehicle-maintenance-repair/2590/#:-:text=There%20are%2042%2C413%20Motor%20Vehicle,decline%20of%200%25%20from%202022.>

⁶ <https://autoleap.com/blog/auto-repair-shops-in-the-us/#:-:text=Number%20of%20auto%20repair%20businesses,of%202021%2C%20according%20to%20Statista.>

⁷ <https://www.ibisworld.com/united-kingdom/market-research-reports/motor-vehicle-maintenance-repair-industry/#:-:text=The%20market%20size%20of%20the,%C2%A330.1bn%20in%202023.>