

Rosie Rivets

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The Problem

Don't you hate it when you look down at your dashboard and see the dreaded check engine light come to life? Because now you have to go to the mechanics, and pay to find out what's wrong, what you need to fix it, and for them to install it. These costs really add up, especially for college students, and while it's easy to just ignore it, that negligence leads to a different kind of cost. So what do you do? You can't afford to go the shop every time, but you don't want to risk an accident.

Our app, RosieRivets, is designed to make determining the problem and finding the solution for your vehicle more affordable and accessible. We'll do all the heavy lifting for you, figuring out what's wrong with your car, what parts you need, and we can even teach you how to fix it yourself. And if the job is too big for you? We'll help you find a reputable mechanic in the area and give you a discount.

The Solution

Our app, RosieRivets, is designed to make determining the problem and finding the solution for your vehicle more affordable and accessible.

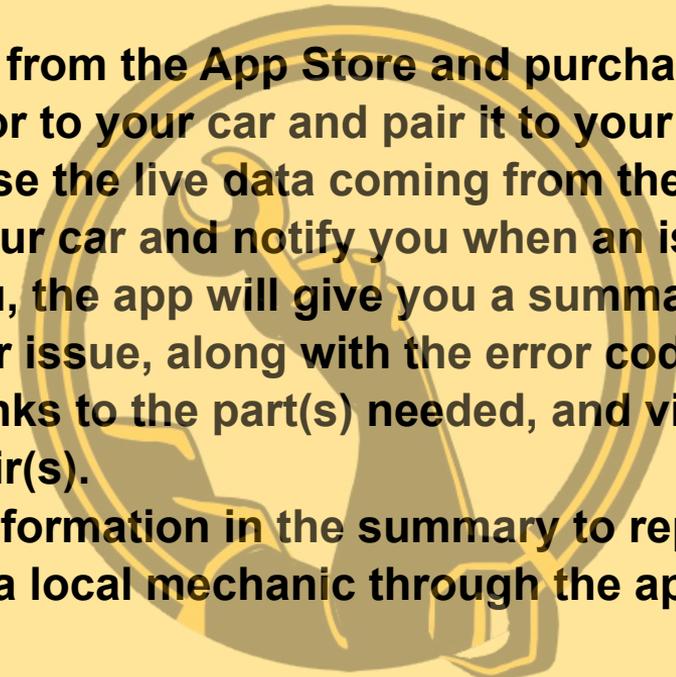
We'll do all the heavy lifting for you, figuring out what's wrong with your car, what parts you need, and we can even teach you how to fix it yourself.

By using our expert-verified databases and Audentify feature, you can skip the consultation fee and get right down to business.

And if the job is too big for you? We'll help you find a reputable mechanic in the area and give you a discount.



How it works

1. Download the app from the App Store and purchase the \$40-50 sensor.
 2. Connect the sensor to your car and pair it to your phone using bluetooth.
 3. RosieRivets will use the live data coming from the sensor to analyze the current state of your car and notify you when an issue arises.
 4. After notifying you, the app will give you a summary with the most-likely diagnoses for your issue, along with the error codes, a small explanation of the error codes, links to the part(s) needed, and video tutorials on how to complete the repair(s).
 5. You can use the information in the summary to repair your car, or make an appointment with a local mechanic through the app.
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Target Audience

College students

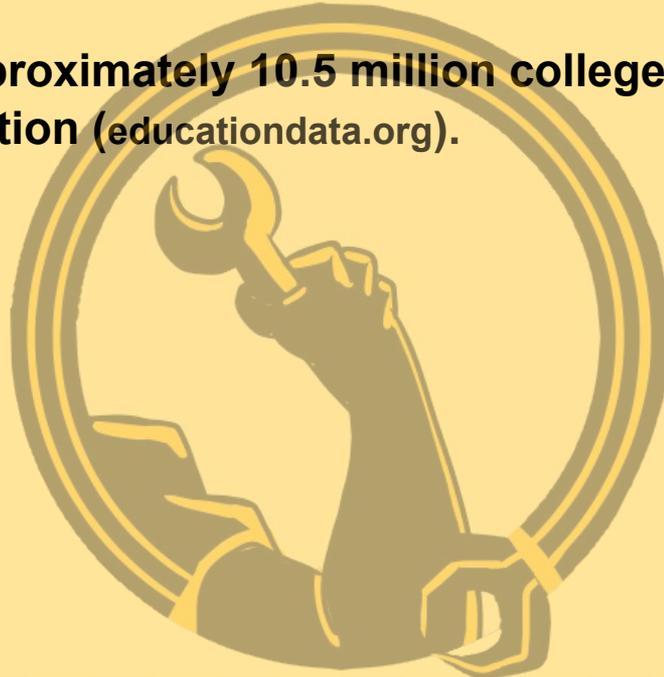
Young adults

Car-owners who can't afford to go to mechanics every time they need to treat their vehicle for something



Market Size

Currently, there are approximately 10.5 million college students who own and use a car as transportation (educationdata.org).



Market Validation

According to the National Highway Transportation Safety Administration, there are 45,000 car accidents on average every year caused by poor vehicle maintenance.

Mechanics are only increasing in price, the average cost of a check engine light repair increased to \$392.57 in 2021 up from \$333.93 in 2011 (Zebra).

Issues with tires, headlights/taillights, and windshield wipers are among the top 5 mechanical failures that cause car accidents (NHTSA.GOV).



Competition

While there are many apps on the market that can analyze data to find issues with their car, our app takes it a step further.

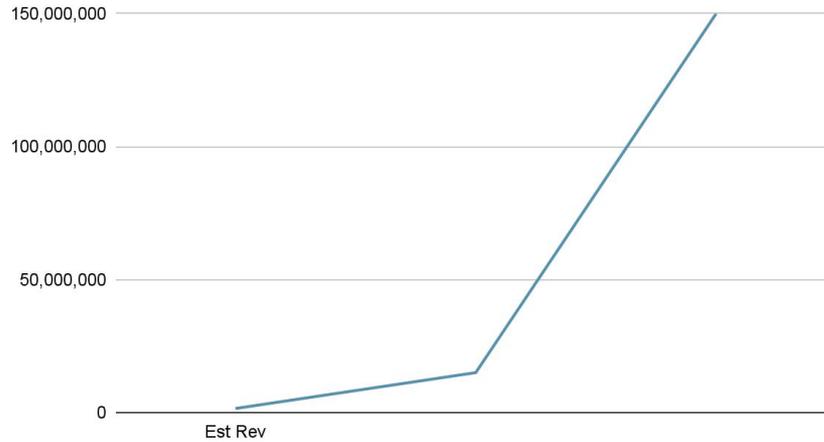
Our Audentify feature will allow users to record odd noises that their vehicle makes, and then use that recording to identify the issue.

In addition, our video tutorials will help users save more money by learning how to do the repair themselves, rather than simply knowing the issue before handing their car off to the mechanic.

And unlike some other apps on the market, all of the features in our app will be free.

Financial Projections/Revenues

Estimated Growth



Team

Morgan: Pitch Development

Angel: Graphics

Aileen: Wireframes

Corwen: Research/tech



Works Cited

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Meyer, S. (n.d.). *Average car repair costs in 2022*. The Zebra. Retrieved February 25, 2023, from <https://www.thezebra.com/resources/driving/average-car-repair-costs/>

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Link to the wireframe

<https://xd.adobe.com/view/db5d09e9-1263-4727-9bbb-895bee2f33c1-8e0e/?fullscreen>



Thank you