



GarageLynk

Business Case

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1. EXECUTIVE SUMMARY

GarageLynk is a new platform aiming to revolution the garage industry, enabling new channels to provide existing and new services, boosting customer engagement and increase garages revenue. It also emphasizes the need for customers and garages to have an easy way to connect, and to get cars repaired in an effective way. The key for success is to build an integration platform (like Stripe), so resellers can join to the open marketplace, allowing garages from all country to access a broader customer base through these resellers.

This venture is solo founded by Cesar Marrades Cortes. He has 15 years extended background on IT engineering, and solid professional and interpersonal skills. Extended references and history can be found on this document and external links provided below.

Opportunity

The current social and economic landscape brings many opportunities to the business, with Ireland being the perfect area to test and develop the first stage of the product. In a business world transitioning to mobile, where garages are still stuck in the past, studies have found most of the people prefer paying extra for convenient services rather than driving to garage. All ingredients conform the perfect start-up scenario.

Competitive Advantage

There are no solid established competitors in Ireland, meaning there is a whole market waiting to be exploited. Closest competitor model is analysed in depth, suggesting there are clear differences with both companies, tackling the same problem from different perspectives.

Financials

The estimate projections of the company target 1.5m and 2.7m yearly accumulated sales in 3rd and 4th year. Scenarios do not consider possible expansions to other countries. Resellers play an important role in the profits of the company in 3rd and subsequent years. Objective is, Resellers to become the main income channel.

Costs

The company role is to operate as a middleman in the sector, meaning most of the costs will go to IT (servers, licenses, **resources**). Costs will depend on volume of the business, meaning these **resources** will be tuned to supply transaction demand.

Company goals

Growth of the company is based on a set of several stages. Each phase has a breaking point required to proceed to the next phase. Building a network of garages is a vital threshold that will lay the foundation for all future phases.

Phase	Detail	Description
0	Build Product. Get Mobile Functional	
1	Build Garage Network	Build a wide garage network is key to success.
2	Build Network within network.	Definition of several Parallel pricing schemas (premium, gold, etc)
3	Connect with reseller	Approach to sellers and becoming a marketplace for resellers
4	Expand	Connect with more resellers.
5	To be extended in the future	Market opportunities exploration

Recommendation

GarageLynk is the clear example of companies built from business sector's need to evolve to the online world. Studies have backed up the necessity of mobile services around the garage industry. Geographical map shows emerging companies trying to find a solution for an unsolved problem. These sparks distributed across the globe translate into a business gap and opportunity for companies like GarageLynk, which can build advantage by learning from competitors, and bring a smarter fresh solution to the market. Numbers from similar competitors and financial projections suggest the venture has an opportunity to become first in Ireland, dominate the market, forecasting 1.5m and 2.7m in accumulated sales in third and fourth year.

2. PROJECT DEFINITION

2.1. DESCRIPTION

GarageLynk aims to be a revolutionary platform bringing easy and convenient access to your favourite and local garages from your phone.

The solution brings together users and garages on the same space, providing an end to end process to facilitate transactions happening between both parties, also enabling direct access to garages 24 7, allowing to book in straight into their calendars, with a painless cash free transaction.

It mainly emphasizes the easiness of booking, paying and arranging service location (such as bulb replacement “at home”) through the app, also including added value services such as pickup service, or courtesy car, which are usually not visible through regular channels.

Once having a garage base, the first target on the road map is the regular driver, which will bring a regular flow of users through mobile and web, helping to refine and consolidate the platform.

Besides of creating a market place, the main goal is to become an “Open Garage Services Platform” easy to integrate with, such as Stripe or Realex, ready to use for developers, so third-party companies can plug into the platform and resell garage products from their own platforms. This will generate new business opportunities to garages and many key players such as Insurers, Brokers, or **Car Manufacturers**, by opening the door to a new market that up this moment it is inaccessible.

2.2. PARTIES INVOLVED

The concept provides value to its 3 different edges:

- Garages:
 - o Providing them a tool to manage their system, build customer relationship, and increase efficiency, reducing costs.
 - o Providing them a free visible place on the app that can help them to make their brand more visible and grow their business.
 - o Promoting their services and potentially opening the door to a new flow of customers by third party resellers.
- Users:
 - o Time saver and efficiency when repairing vehicles. Easiness and cash free transactions.
 - o Management and search tools, reminders, “car ready for collection alerts”, fair price market.
- Resellers
 - o Opens an innovative channel so “they” (Insurers, brokers, etc.) can resell garage services such as puncture protection, health checks, etc.

3. OPPORTUNITY

This opportunity must be addressed from 3 contexts. Different targets represent different opportunities:

3.1. MULTIPLE PARTIES

GARAGES

Many garages do not have a system to manage their bookings or customer base. These small/medium garages sometimes cannot afford or are not willing to pay big management systems.

In some other cases, garages pay CRM subscription fees, and it is convenient for them to move to a new brand system from a Startup profile, that also brings new business opportunities at a lower price, in comparison with the traditional management systems. This is the main target of customers on the first stages of the company.

USERS

At the moment there is no tool in the Irish market that provides an end to end process for Garages, such as Just Eat does to the food industry. Nowadays most of the people prefers to use an app if it is clear they are going to have clear a benefit on time or easiness on the process. Most and most services are pushed online, and the trend is set to continue to evolve more "Businesses as a Service". We can see clear examples on the home delivery industry (JustEat, Deliveroo), Taxi (Uber), Rentals (Airbnb), TV (Netflix). On the garage sector this space is not taken yet, which leaves the window open for opportunity on users waiting for a newcomer to disrupt the industry.

RESELLERS

There are already existing companies exploring options to expand their service range around the vehicle. These have a limitation where they need to pick up the phones, and directly negotiate with other companies for partnerships when reselling a product. There is a limitation where this offer is limited to the sellers they are approaching, and prices agreed from both parties.

GarageLynk is the first platform aimed to become a **Link** point for developers and companies, so they will be able to integrate with a full range of services and resell them at any starting point price.

Different Third-Party Companies operate in different sectors providing services around the car. Each of these sectors targets the whole driver customer base, meaning, 2.7 million targeted drivers can potentially be multiplied by number of sectors targeting drivers.

3.2. CIRCUMSTANTIAL

Being an integration platform is a short-term target goal. Given there are no other known "Stripe like" companies on the garages sector, brings the unique opportunity to become the first and dominate the space of "garages services exchange".

3.3. OTHER ASPECTS

There are no known barriers for market entry.

GarageLynk aims to join the list of companies with network effects in marketplaces, looking for the monopoly of becoming the middleman on garage related transactions in the market.

4. MARKET RESEARCH

4.1. PERSONAL INTERVIEWS

Two garages have been contacted and are keen to open a channel for dialog. One of these garages is especially open to participate on the development process providing feedback and helping for beta testing.

4.2. USER INTERFACE MOCKUPS

Mockup screens client validation are already in place with online designs for quick feedback.

4.3. GARAGES SURVEY

A survey was conducted to find out whether garages would be open to try a new booking management system. This survey was spreaded through Facebook. Although the post reached nearly 2500 people, only 4 persons filled in the survey, all of them occupying a Management Positions. 50% did not have a booking system in place.

100% of them would be open to try a new booking system without even knowing what the benefits of GarageLynk would be. 100% of them would be willing to engage in the development of the platform.

To scale the volume of the data, a person was hired to gather all “garages” data publicly available in Ireland. The output of this work was an excel file with 2188 garages with email addresses, locations, and business names. This is a data source that enables direct email targeting on potential customers, and it is already being used to expand survey data.

5. COMPETITORS

The direct competitor is basing his model around an engine for price estimates, where the proposed model aims to be a direct link to your garage, which establishes a difference gap between both platforms.

These are the list of the closest players on the sector ranked by closeness to the current business (source:owler)ⁱ.

Position	Overlap	Name	Base	Year	Current Overlap	Employees	Funding	Yearly Revenue	Irish Presence	Source
1	High	WhoCanFixMyCar	UK	2011	High	10	5.3m	<1m	Very Low	Owler
2	Low	Caroobi	Germany	2015	None	51-100	20m	8m	none	CrunchBase
3	Low	Your Mechanic	US	2012	None	x	32.7m	26.7m	None	Owler

More info about competitors can be found in Owler.

5.1. WHO CAN FIX MY CAR

It is the closest known overlapping competitor trying to build a marketplace around car repairs. Their business model is based around **job price estimates**, where users can Log In and submit a “job” to get several quotes. The company was founded in UK in 2015 and looks they are trying to expand to Ireland.

Although at first glance there may be a significant similarity, GarageLynk emphasizes the easiness to access your Favourite Garage, quick bookings for quick services, and specially trying to look for an open market platform model that can enable exponential growth by including Resellers in the game.

Revenue streams:

- As a garage you need to pay a fee of 20/pound a month or 249 pound a year to be able to apply for jobs.
- They also get a “Success fee” “in the event that your Quote is selected by the Driver”, including a 5.99 “Non-Disclosure Administration Fee” when garage fails to notify customer engagement.
- The garage annual fees are renewed automatically in case garage fails to cancel subscription in time.

They also incorporate a search engine for “Shell” Products within the website’s “Garage” profile section. Shell backed up the company in 2018. ⁱⁱ

They launched in Ireland on July 2019, marketing themselves as a “Quote Comparison website.”ⁱⁱⁱ

5.2. CAROOBI

Caroobi is an integrated marketplace for automotive aftersales. The company's mission is to provide the best end-to-end repair experience with a 100% transparent and easy booking process. Sources indicate it operates in Germany, Austria and Switzerland and it's only starting to expand to UK.

Same sources indicate Caroobi raised series B funds in 2018 and was merged/acquired in 2020. Some articles indicate the business was still not profitable by 2018 and that employee numbers may had drastically dropped 50% during this year^{iv}:

6. WHY GARAGELYNK. COMPETITIVE ADVANTAGE

6.1. A VISION

A study carried out by Accenture in 2018, showed a correlation between age and “willingness” to use a more convenient service such as car drop off. Younger people were prone to use convenient services rather than driving to garage themselves. On the same study “72% were open to pay monthly flat fee for services for maintenance.” (Accenture, 2018). Research went along gathering negative feedback about the process of getting repairs done, concluding that 60% of respondents would be willing to pay for convenience services. This study backs the foundations of GarageLynk.

GarageLynk is the first Irish Company that focuses on the easiness of automotive transactions. Where many of these companies are Garage biased, trying to force Garages to adopt processes that in many cases are unbearable, GarageLynk aims to get your car booked in less than 5 clicks. We are targeting speed and easiness. A solution focused on the reality of customers and garages. One of the mechanics that is engaged with the development process said: “When my hands are greasy, I can’t pick up the phone”. And those are the foundations when building this product. GarageLynk is built from the garage, for the mechanic and for the consumer.

This company’s goal is to become the next “Just Eat” for Garages, and revolution the Garage industry by expanding their business models and allowing small and medium business to easily create new subscription models that will increase their customer engagement, also allowing third party companies to resell these, generating an unlimited open network of products and services across the country.

There are clear goals and targets that mark a different strategy than other competitors. The ambition is to create an open network to exchange services, that hopefully one day will surpass the boundaries of the car industry and expand vertically and horizontally across different sectors.

6.2. SIDE BY SIDE

Having a look to the first competitor, where they have a nice set features for garages, they are mainly focused on quotes. This specific competitor has already helped to sharpen GarageLynk objectives and has also helped to establish clear goals with a clear and unique differentiation.

Why a customer would open GarageLynk app, click on their favourite saved garage, click “Pre-NCT”, Book and Pay, instead of logging in on WhoCanFixMyCar, asking for a quote, waiting emails to come, and opening a set of multiple conversations with multiple mechanics? Why do people use JustEat when they can simply pick up their phones and call the restaurant? It is for the same reason people don’t ask for quotes when ordering food.

There is also an emotional factor to be exploited. The brand. GarageLynk App wants to help to protect the brands and provide the visibility they deserve, rather than being relegated on a small square on seventh page of a search. Marketplaces tend to promote the parent brand while hiding its clients, forgetting these marketplaces would not exist without these smaller businesses. A person who had placed 43 Amazon orders in a period of 6 months was asked to mention the name **one** of the businesses where he had purchased the products. This person could not recall any brand name. We all can relate to this experience. Where does this leave all entrepreneurs forced to jump into a platform to maintain sales in order to keep their small businesses alive? Having their brand hidden and forgotten on the 17th page of 241 pages of 2371 results that nobody will ever check, because “only 0.78% of people clicks on something from the second page” (backlinko.com/, 2019). Brand protection and visibility for businesses. Customer engagement, rather than disengagement.

ECommerce business and Marketplaces are taking over the industry, and the battle for the automotive sector is still on the early days. Going along with the quote “you don’t have to be first. You just need to do it better”, in many aspects, GarageLynk is First as it comes with a fresher concept and approach up to date on where the market is. But in all aspects, GarageLynk is innovative and different.

7. BUSINESS MODEL

The schema of the company relates to a high-volume / low margin model. The strong point of the company is to position itself as the middleman for garage related transactions, also providing the Platform as a service for

resellers to integrate, potentially boosting the number of transactions and profits per subscribed reseller. Below two potential candidates:

Model	Detail	Type
1	1.75 fee per transaction. This fee can be split between garage and customer.	Fixed fee
2	0.75eur + 2% commission	Fixed fee + commission.

Some other fees can be added on special addon services, such as car pick up, or lift.

8. FINANCIALS

8.1. INCOME PROJECTION

The success of the model relies on the ability to generate a powerful network. Given the early stages it is only estimates that can be projected here based on 2200 records from garages.

Given the following Variables:

Variable / Assumption	Value	Comments
Garages in Ireland	2220	This number is based on the number of records available on golden pages website.
Benefit per transaction	1.75 eur	No other charges for any other user.
Avg. Car Repair Time / Mechanic	1.75 hours	2 mechanics from two different countries with >15 years' experience provided this averaged number taking into account some repairs may take hours, and some others not that much
Average Garage Mechanics Number	2	Some garages have 3, 4 mechanics operating in parallel. 2 is a value to underestimate.

Given the following Calculations:

Variable / Assumption	Value	Comments
Daily Garage Transactions (or Car Repairs)	7	This is calculating 7Hours per Day / AvgCarRepairTime(1.75) = 4 4 * AvgGarageMechanicsNumber (2) = 8 8 – 1 hour (to adjust over estimates) – 7
Yearly Garage Transactions	1764	This is based on 21 working days a month x 12 months

Given Assumption:

- 30% of the yearly transactions of any joining garage are diverted through GarageLynk
- 30% of YearlyGarageTransactions = **529.2** Transactions (rounded to 529 below)

Projection Model:

Projection model based on constants and variables in tables above.

Year	Projection	Number of Garages in network	Number of Transactions	Total Transactions	Yearly Sales	Accumulated
1	- 10% of Market	222	222 * 529	117,438	205,516eur	205,516eur
2	- 20% of Market	444	444 * 529	234,876	411,033 eur	616,549eur
3	- 27% of Market - 1 Reseller with 20% market share joins GarageLynk This reseller sells 2 products to 20% of his customer base*	600	600 * 529 = 317,400 + 200,000 reseller transactions	517,400	905,450 eur	1,521,999eur
4	27% of Market - Another Reseller from another sector. Same numbers.	600	317,400 in platform 200,000 reseller1 trx	717,400	1,255,450 eur	2,777,449eur

			200,000 reseller 2 trx			
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* 20% customer base aprox 100.000 users. 2 Products = 200,000 transactions

- **YearlyGarageTransactions** variable is rounded down 0.2.
- This model does not consider other possible addons when booking services, such as car pickup or collection, which could potentially increase margins **per transaction**.
- The revenue model can also be dialled up. E.g. fee of 0.5eur plus 0.02 commission.
- Model does not take into account expansion to other countries.

8.2. COST PROJECTION

Projecting costs can be a difficult task involving expenses from multiple channels.

Salaries are not projected as it may depend on the expertise required and hirings entry level.

Below the known IT costs. These may change in order to compensate traffic volumes.

All numbers below are shown in **euro**:

Area	Detail	Description	Monthly Year 1	Year1	Monthly Year 2	Year2	Year3
IT	Servers (cloud)	6 "t2 medium" instances (BuildServer,DevTest,DbTest) (Several Components)	100	1200	300	3600	3600 + Depending on growth
	Db Server. SQL RDs Instance (required for high volume data)		0	0	0	0	2529 (843 xmonth)
	Visual Studio Licenses x user		45 x developer	540	45 x developer	540	540*
Infrastructure	Office?	Office Costs (if not remote)	x?	x?	x?	x?	X?
TOTALS				1740		4140 + x?	6669 + x?

- These IT costs can be kept to a minimum depending volume of traffic. E.g. millions of transactions a day require bigger resources.
- Many companies offer credits or trials for startups. E.g. Aws provides Startup free credits up to 100k depending eligibility.
- *: VS Licenses are calculated by developer.

9. THE FOUNDER

GarageLynk is at the moment a solo Founder company lead by César Marrades Cortés. The profile presented below has key skills. Born in Spain, he speaks fluently English, Spanish and fully understands regional languages Valencian/Catalonian.

He has a strong background in IT with more than 15 years of experience working several companies in multiple sectors, highlighting names such as IBM, Wonga or Easytrip.

He pursued a degree in Computer with Data Analytics, where he graduated with First Class Honours in 2018. His end year project was presented for official publication by the Artificial Intelligence lecturer. This degree helped to have a broader view on IT governance and boosted his data analytics skills. He finished this degree straight after coursing a Diploma on Psychology in Dublin, an interest that enhances his interpersonal skills and complements his charisma.

He has led other small development teams in the past, helping to accomplish important milestones for other companies, always delivering over the expectations. Many companies decided to back up his dedication with personal recommendation letters.

At the moment he has a solid relevant position as a Team Lead at Easytrip, reporting directly to the CTO, where he has designed and coded the major part of the system that operates 20% of the cars in Ireland. This current

position represents a strong foundation, helping to understand the insights of the transport industry and the complexity of building an enterprise system from end to end.

This solo founder has all required potential to develop the concept into a successful business. In the short period of few months he has built the infrastructure to run the platform, developed a big part of the system, finished the first phase of Enterprise Ireland, met with Garages, acquired a database of 2200 garage contacts by outsourcing work overseas, ran marketing surveys, created a brand logo, and a built a website to support his visibility. He is fully committed to scale his project to a millionaire successful venture.

More of his work, cv and doc can be found on <http://cmarrades.com> and <https://linkedin.com/in/cmarrades>.
Garagelynk landing page on <http://garagelynk.com>.

10. OBJECTIVES GOALS AND MILESTONES

Below status detail of accomplished/ongoing milestones.

10.1. MILESTONES

1. Area: Customer engagement

Year	What	Importance	Progress	Status
0	Find 5 garages interested for v.0.1	Required	40% (1 garage on board)	Green
	Domain, email, facebook, website	High	Done	Green
	Acquire Ireland garages contact database	Very High	Done	Green
	Collect survey data from 100 garages	High	In Progress (surveys sent after acquiring garages database)	Yellow

2. Area: IT (Product Development)

Year	What	Importance	Progress	Status
0	Get Infrastructure setup, Roadmap (Jira), Servers	Required	Done	Green
	CI automation, Automated Tests, Automated deployments	Very High	Done	Green
	Component breakdown, tasks/epics split	Required	Done	Green
	Develop Backend ("Platform") for MVP	Required	In Progress (60%)	Yellow
	Mobile	Required	0%	Red

11. ROADMAP

11.1. ROADMAP RESUME

Roadmap is extended in points below. Summary:

Year	Roadmap Phase	Milestones	Key Element
1	Phase 1. Route to market.	<ol style="list-style-type: none"> 1. Finish Platform 2. Finish Mobile App 3. Beta Testing with first Garage 4. Get first app transaction 5. Sign up garages 	Mobile App functional
2	Phase 2. Build network	<ol style="list-style-type: none"> 1. Get 10% of Market. Build network. 2. Incorporate web channel 	Get a wide network across all country
3	Phase 3. Network within network	<ol style="list-style-type: none"> 1. Build network within network. 2. Expand to other country from phase 2. 	Standardize 3 range of prices for different services
4	Phase 4. Resellers	<ol style="list-style-type: none"> 1. Find Resellers. 2. Move another country to next phase. 	Connect with 1 reseller

11.2. ROADMAP PHASES

11.2.1. FIRST STAGE. NETWORK

The business model is sustained based on establishing a powerful garage network that can generate a continuous flow of transactions of regular users of these garages. Operates on “High Volume Low Margin” basis.

The business foundation key lies on understanding the “**Platform**” as an **independent component**. It is important to establish this separation of concepts to understand the full model.

The platform will allow “Resellers” to “resell” Garage Services. GarageLynk will be the first operator on this Platform with full access to all functionality. On these premises two channels will be put in place:

- Mobile
- Website

These two channels will target customers providing them “easy access” to their favourite garages, search engine, along with some other features, so transactions that would usually happen physically in the garage, will happen within the platform, with options to split payments, based on garage preferences. Initially to start with “closed price” services (E.g. Car service 200€). More Services and new features will be added in future iterations of the product.

GarageLynk at this stage will become the middleman for transactions between vehicle owners and garages.

Brand promotion, customer engagement, low cost and value are key elements to promote education from garages, so users are pushed to these channels when booking new appointments or consuming services.

11.2.2. SECOND STAGE. A NETWORK WITHIN THE NETWORK

To be able to include Resellers on the game, Garages that want to allow Resellers to “resell” their product will opt in the “GarageLynk Reseller” network. Garages opted in will agree on standard prices. In exchange they will have access to customer base of resellers. To facilitate pricing consensus, garages and pricings will be aligned on segmentation (e.g. Professional, Premium, Gold).

11.2.3. THIRD STAGE. RESELLERS

Once second stage is completed, platform can be open for resellers, so specific companies in different sectors around the car will be granted customized access to the platform to integrate with their systems. Each of these sectors targets the whole lot of vehicle industry. This means the base of customers will be multiplied by the number of sectors targeted. E.g. Insurance. Engage with one company of one single sector can mean gaining access to a flow of millions of vehicles, where each of this vehicle may have multiple subscriptions, or buy multiple products.

The numbers at this stage grow exponentially: Number of resellers by number of customers by numbers of products available. At this stage the percentage of revenue of Mobile/Website Channels vs Resellers is expected to be 15% vs 85%.

11.2.4. FOURTH PHASE. EXPANSION

If third stage is completely accomplished the business will be likely generating millions in sales. Expansion to other countries is on the roadmap. This can potentially be done in parallel with other phases.

11.2.5. FIFTH AND SIXTH PHASE

If expansion is successfully accomplished, with today’s context, there will be two directions the company will be able to take. Each of them will represent an exponential opportunity by itself, and they most likely won’t be compatible. The outcome of this decision will shape the future of the business for the long term.

11.3. KPIS

Valid indicators to measure the progress can be:

- Customer growth
- Number of daily/monthly transactions
- Milestones accomplished in development

Related sources

ⁱ <https://www.owler.com/company/whocanfixmycar>

ⁱⁱ https://techcrunch.com/2018/08/07/whocanfixmycar-com/?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuYmluZy5jb20v&guce_referrer_sig=AQAAAH80Pu-ECISZCYaCJjMEFDbvNRjcW0v5Elt2t-fJ4BF6q5fB6Ou8AY7GpVu_JYAgZzhikwTB27KbK6VODHcoDVKZsslmzaWdbXnBv2Ynj-MoBaXFM8MPeFKnJ3PKFShRwl-NGbjjRFrhKzuT2UJxPEfroYAqhO1OQKK8M0hvj

ⁱⁱⁱ <https://irishtechnews.ie/quote-comparison-site-whocanfixmycar-ie-launches/>

^{iv} <https://map.startuplithuania.lt/companies/caroobi>



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