

We connect people  
**huur**

**ONLINE RIDESHARE CAR  
RENTAL MARKETPLACE**



# OUR LEADERSHIP TEAM



## **SIYOVUSH MIRZOEV**

(Founder/CEO)

Entrepreneur originally involved in building a successful Airbnb business. The founder of Huur and currently managing that business including the oversight over the platform, relationships with fleet owners and drivers, operations, and marketing and sales.



## **ANTON GAEVOY**

(CO-Founder/Head of IT)

Senior IT leader with significant experience with all aspects of architecture and software development. His experience includes working with mobile and desktop development in the banking and insurance fields. Created award winning insurance platform to solve the challenge of processing insurance cases during Hurricane Katrina.



## **JEREMY STENT**

(COO/Senior Advisor)

Experience, having led global and regional teams for large financial institutions in the US, UK and India. He has a strong background in operational risk and a proven track record in streamlining inefficient processes.



## CURRENT RIDESHARE MARKET CHALLENGES



No online marketplace existed for owners to advertise vehicles for rent or drivers to find available cars.



Fleet owners can't find enough suitable drivers and drivers struggle to find reliable cars.



Fleet owners are frequently not paid on time and not compensated for toll fees or driving violations



Upfront rental paperwork is currently inefficient and time consuming



# THE HUUR SOLUTION



Huur's user-friendly interface enables fleet owners and drivers to connect with a comprehensive inventory of vehicles for drivers to review.



Huur expedites and automates the booking and documentation process



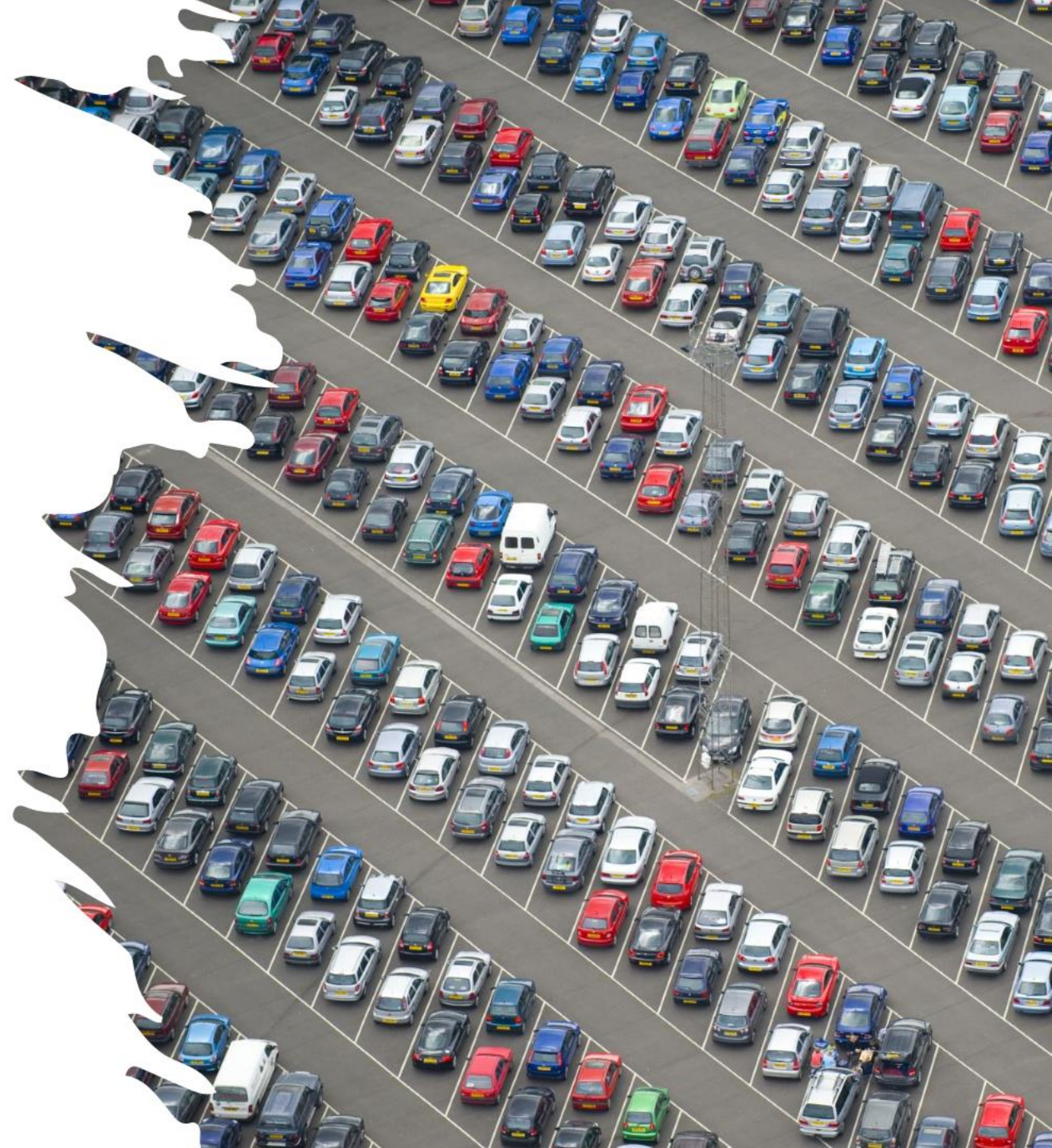
No face-to-face interaction is required apart from to hand over the keys!



Rent is paid automatically each week, and the app keeps track of tolls and parking fines.



Rating system for car owners and drivers to rate each rental





# THE OPPORTUNITY

## Huur's online platform provides a number of benefits to fleet owners and drivers:

The first automated service in NYC that links fleet owners with drivers

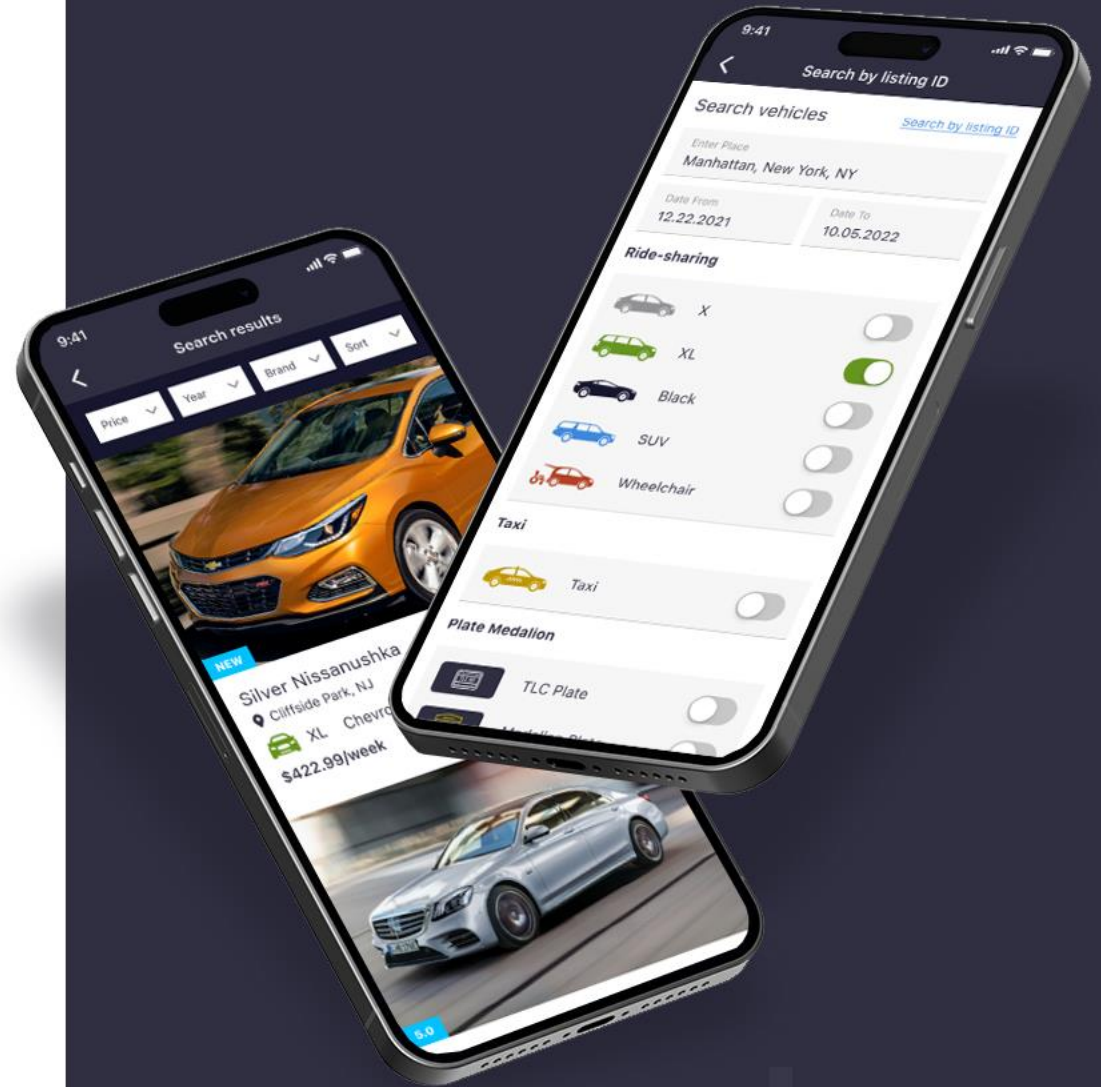
A rental car hub with transparent supply and cost information.

Automated onboarding and off-boarding of rental cars

Automated rental services handling payments, tolls, and tickets during the reservation period.

Tracking and notification of crucial updates regarding registration, DMV and TLC inspections, and insurance expiry.

Significant Potential to expand across the US and overseas



# NYC AND OTHER US CARSHARE MARKETPLACE SIZE

NYC has 95K rideshare cars for rent. We can make \$30-\$35 per week from each car, rented for 40 weeks annually.

Our goal is to dominate 30% of NYC's rideshare rental market in 2-3 years through partnerships with top industry fleets.

We estimate the NYC carshare market could bring in around \$34 million, assuming 30K cars each earning \$1.2k per year

Future opportunity to adjust rental rates based on supply/demand ratio (demand typically greater than vehicle supply)

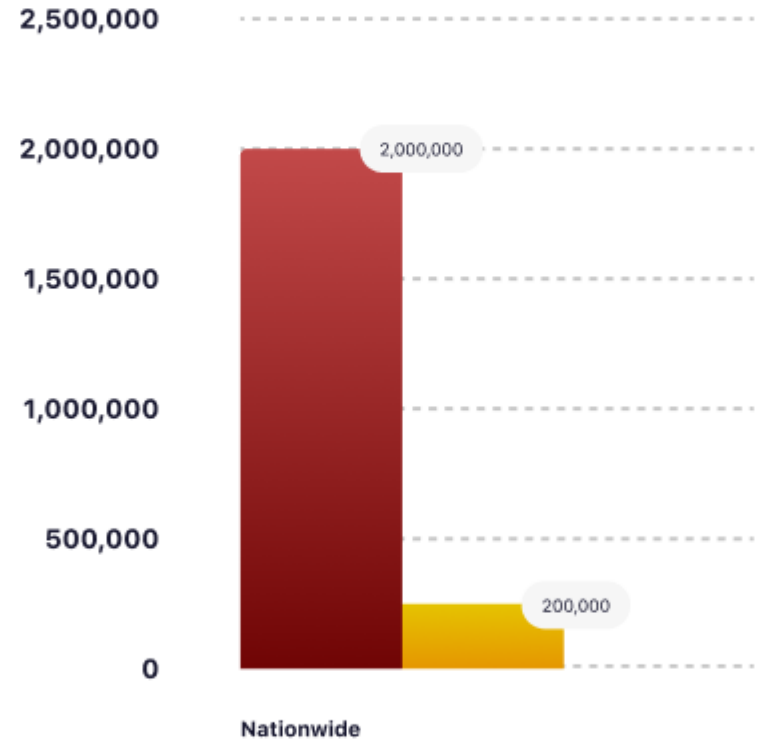
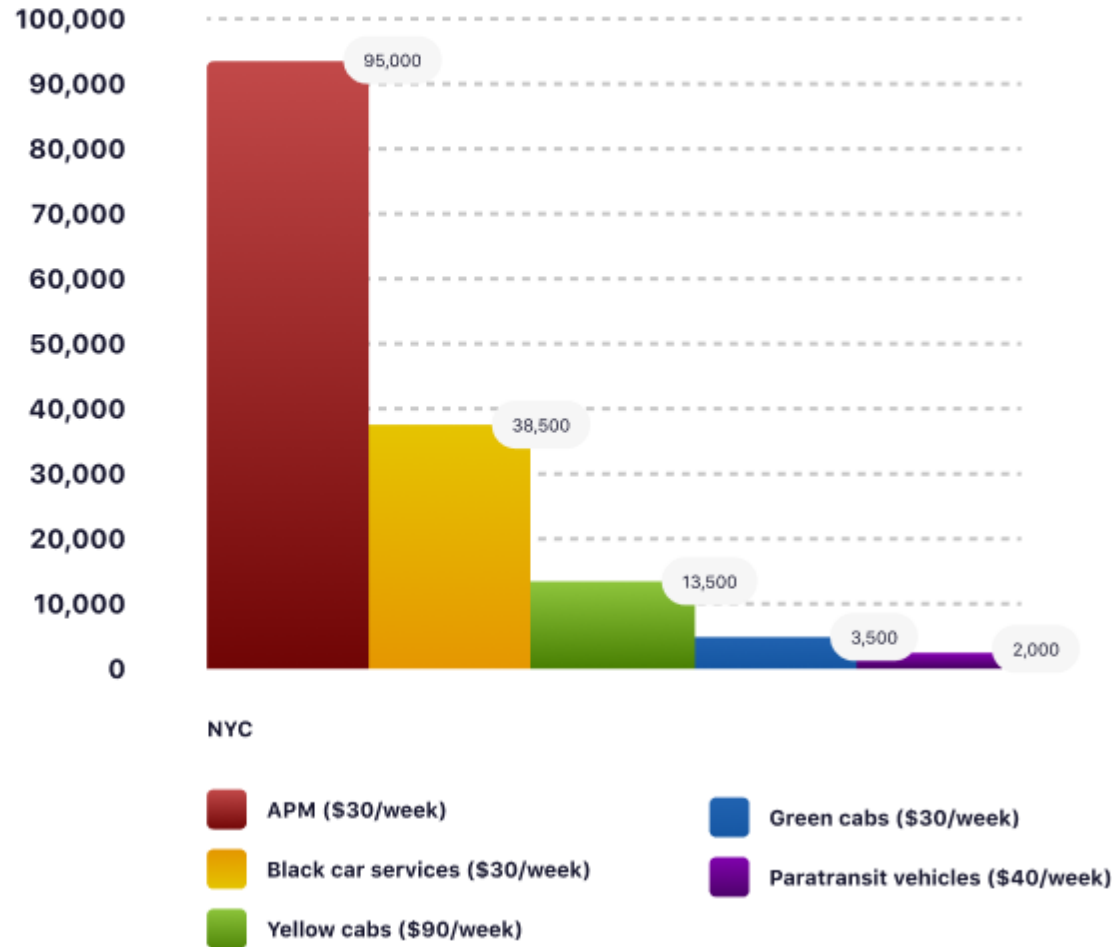
There are 2 million Uber and Lyft drivers in the US, including other markets. Our initial target is 10% of the market

We expect to make around \$21 per car/week, and usually, cars are rented for about 30 weeks each year.

INFORMATION	NYC MARKET	ALL MARKETS
# of available inventory	95k cars	2mm cars
Price per weekly rental	\$450-550	\$350-380
Market size	\$1.9bn	\$21.9bn
Rental duration	40 weeks/year	30 weeks/year
Huur potential earnings	\$34 mm	\$126 mm

# NYC MARKET VS NATIONWIDE

## WE TAKE 5.5-6% COMMISSION ON EACH TRANSACTION



## **BUSINESS MODEL:**

**WE TAKE 5.5-6% COMMISSION ON EACH TRANSACTION**

**\$30**

**AVERAGE FEE**

**\$500/week**  
for 3 months

**\$11**

**MILLION DOLLARS**

**Additional Huur fees**  
Parking Violations and Tolls

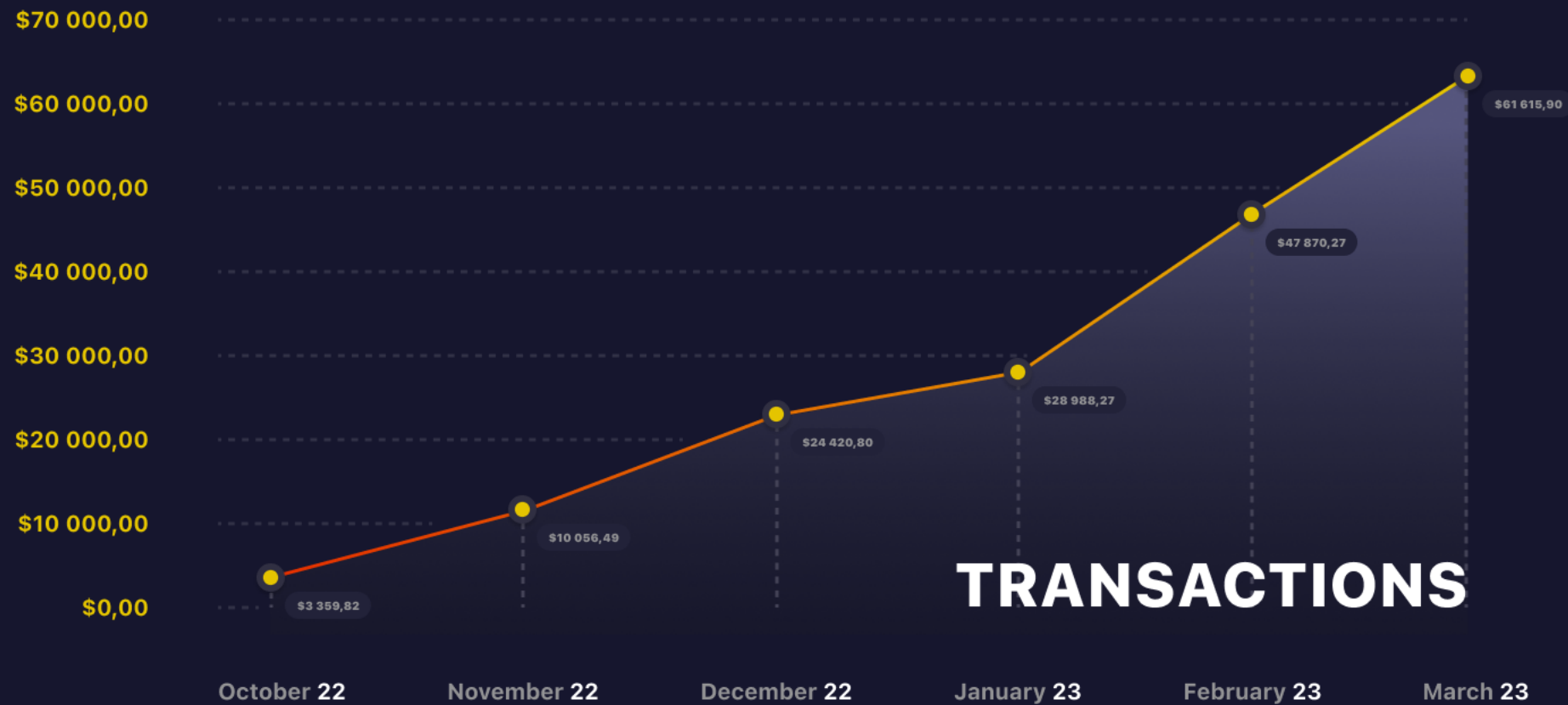
**\$36**

**MILLION DOLLARS**

**Revenue**  
Projected by 2025

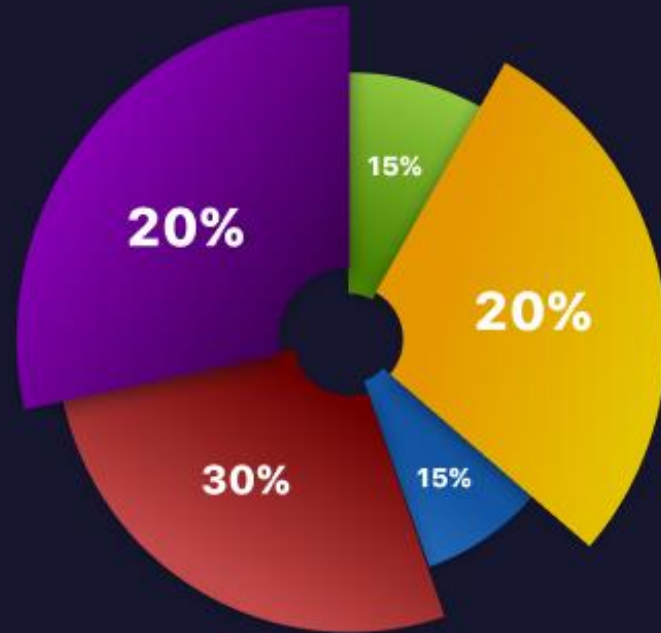


# GROWTH PER MONTH



# OUR ASK

## INVESTMENT %



## INVESTMENT OF \$750,000 FOR 1 YEAR

Developer and QA team in India (6 hdct)

Help Desk (1 US/2 India hdct)

Leadership team compensation (3 hdct)

CEO

CTO

Operations/Marketing

Fractional CFO (TechCXO Executive Operations)

Sales and Marketing, e.g. social media, price incentives

Operating expenses, e.g. office, supplies, etc.