



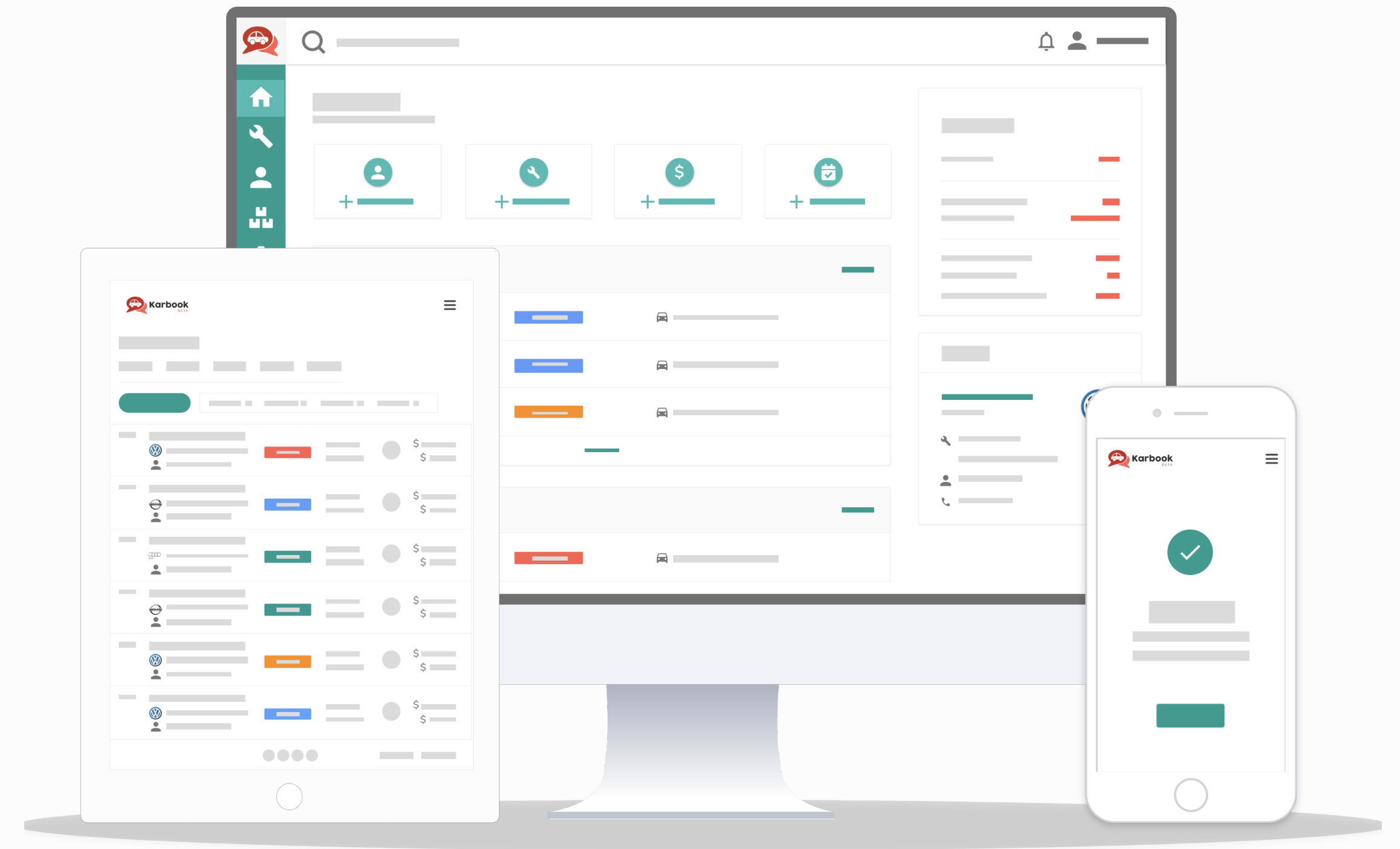
Karbook

Driving Change

End-to-end car repair experience

In less than a year Karbook has positioned itself as the most innovative end-to-end car repair experience platform.

Karbook operates in 20 states of Mexico and is expanding to Latin America, Germany, the Netherlands and USA.



Problem

70% or 140,000 of all auto repair shops in Mexico do not have the technological tools to manage their business and provide professional repair services.

70% or 28 million of all vehicle owners in Mexico do not have access to road-side assistance nor a reliable mechanic.

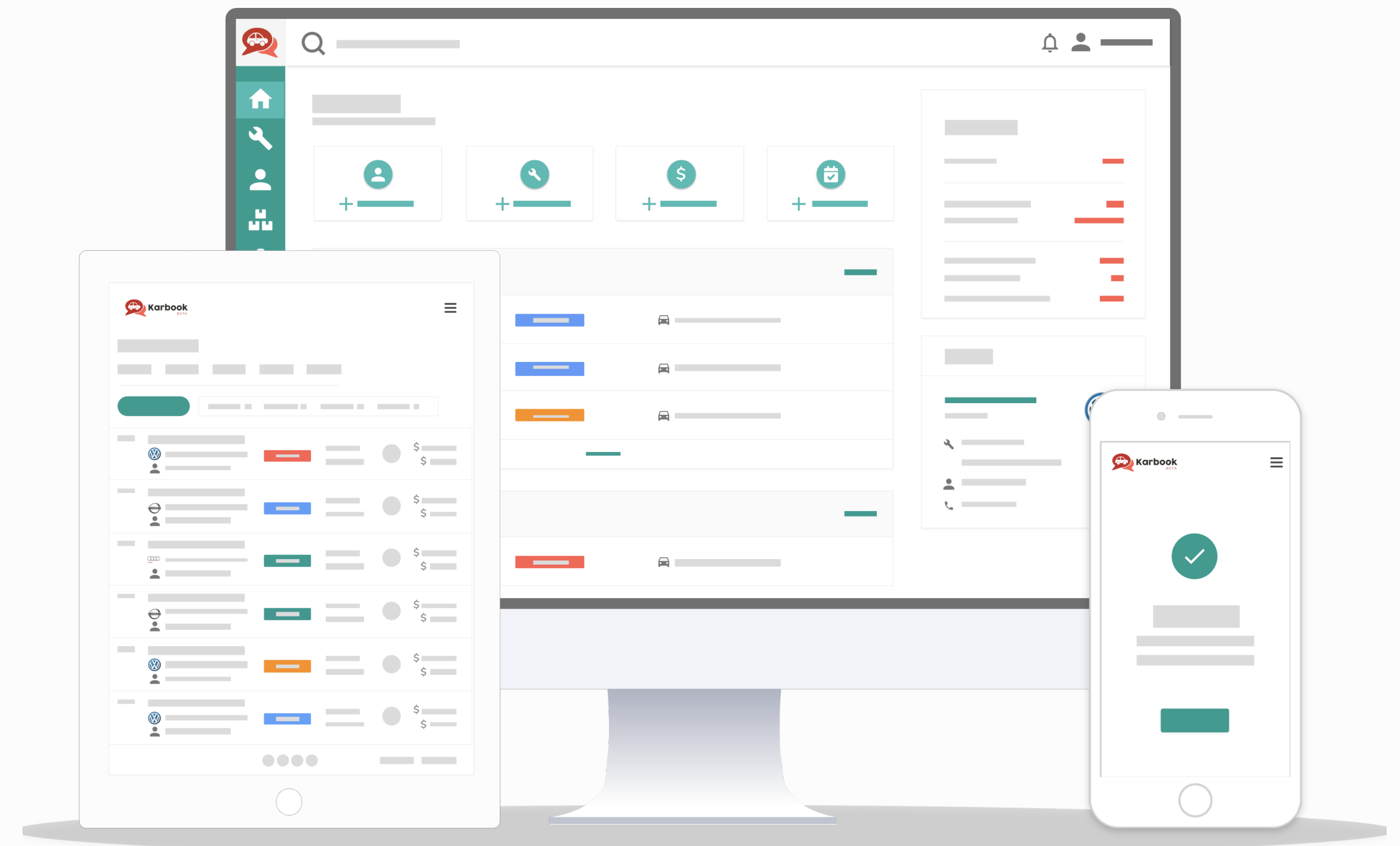
Solution

Build the first end-to-end car repair experience platform by connecting car owners with auto repair shops.

Easy communication.

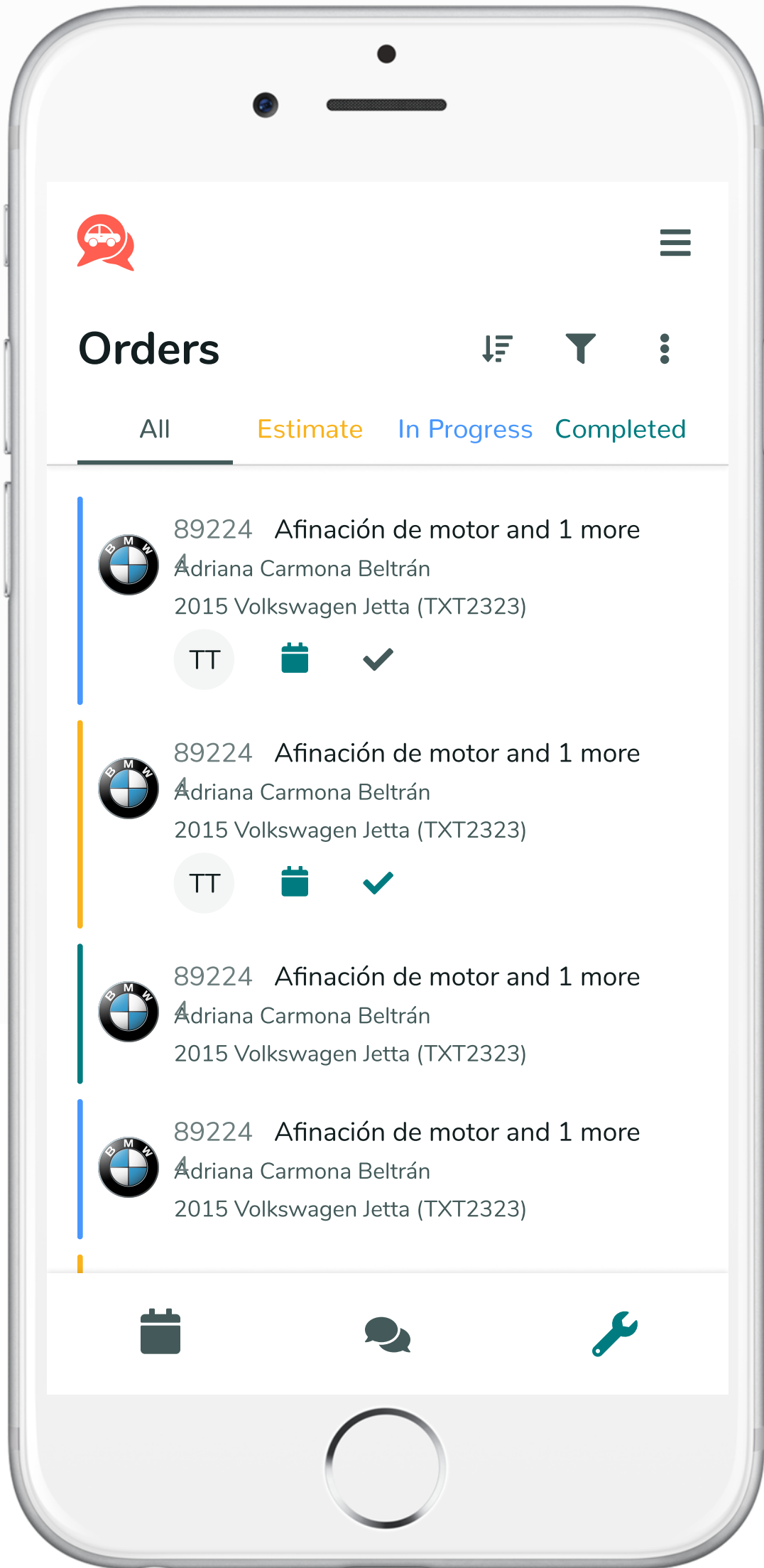
Transparency.

Efficiency.

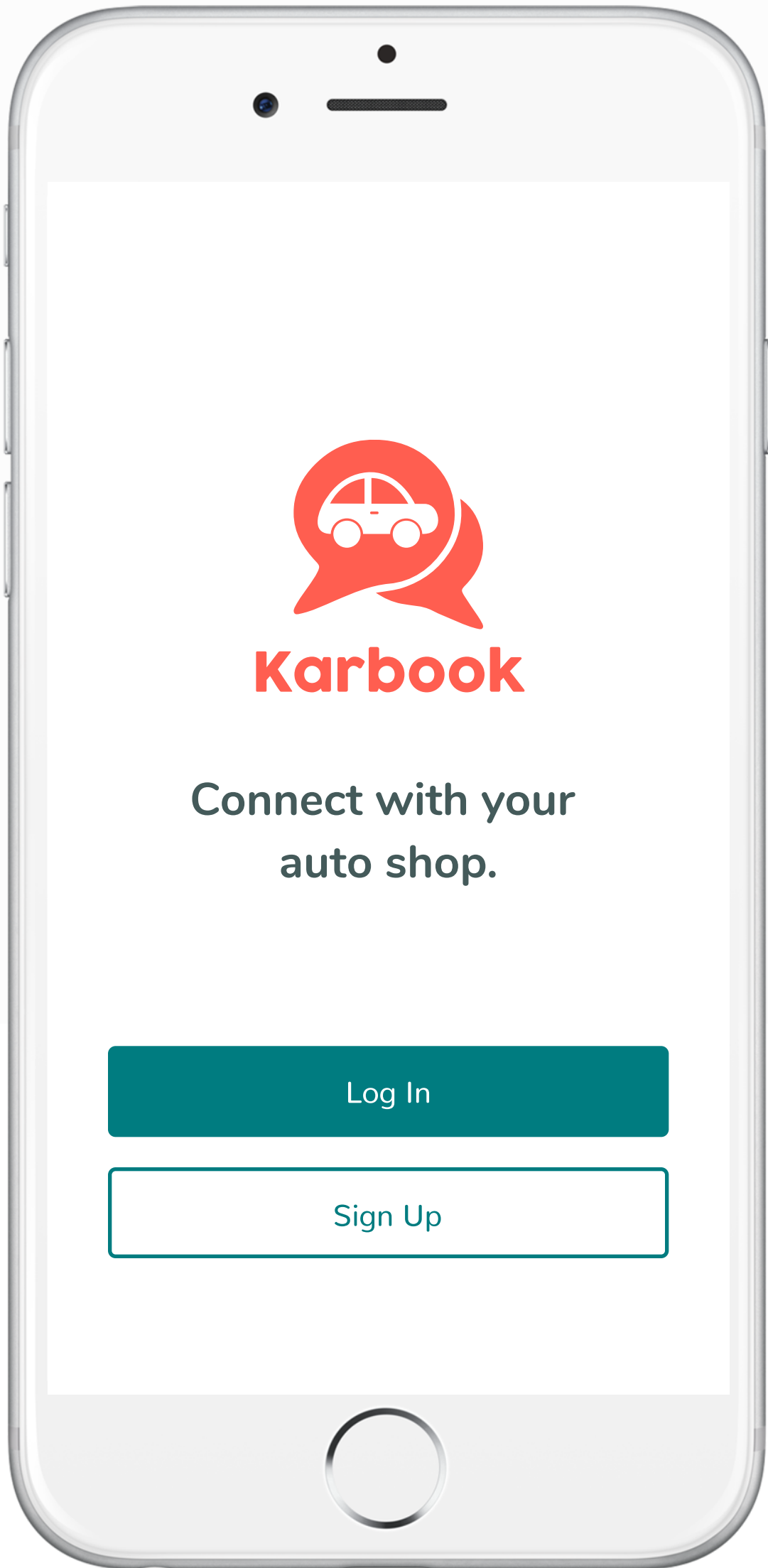


Product

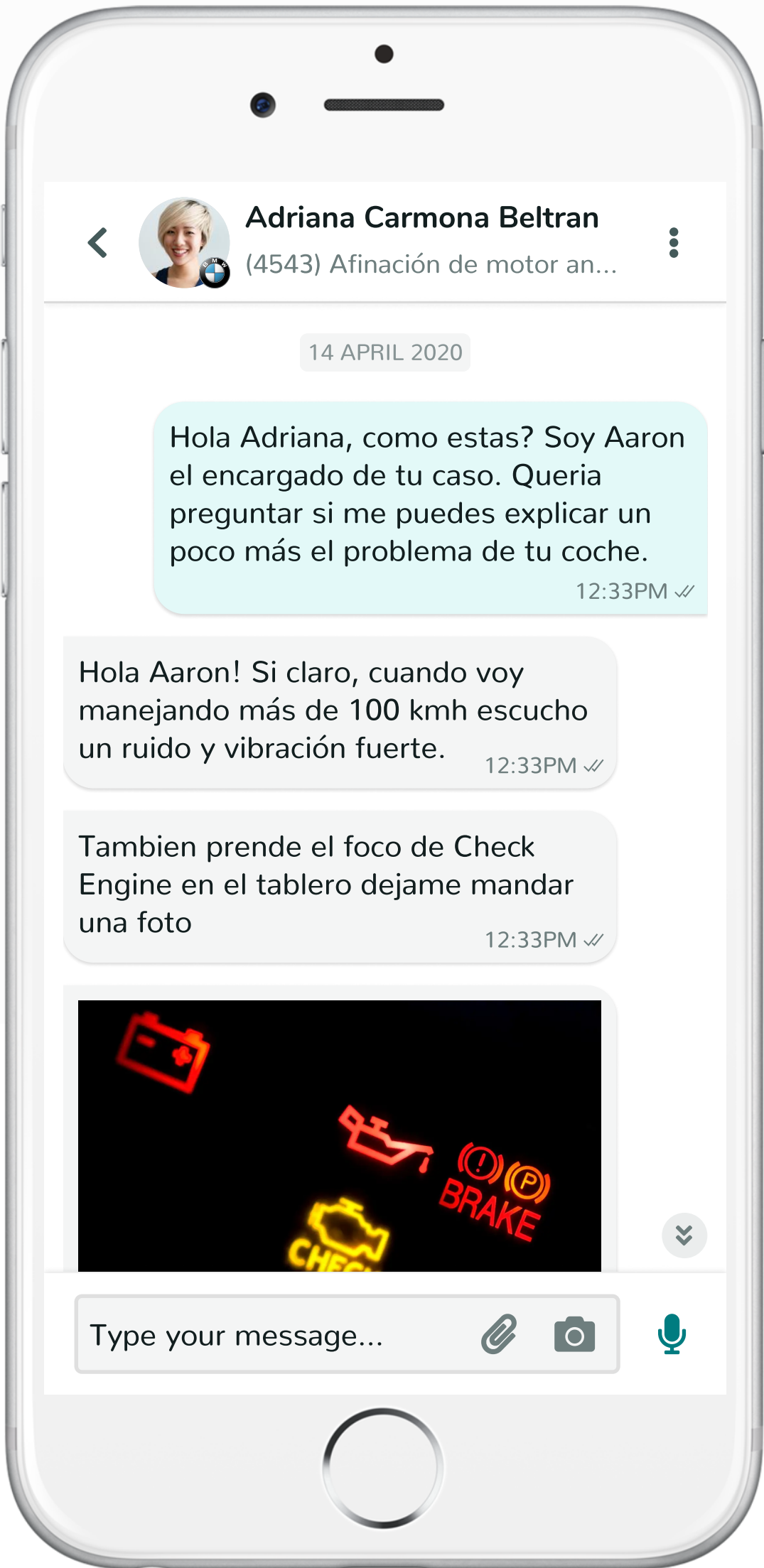
Auto Shop Management System



Integrated assistance and car repair marketplace



End-to-end communication platform



Market Size



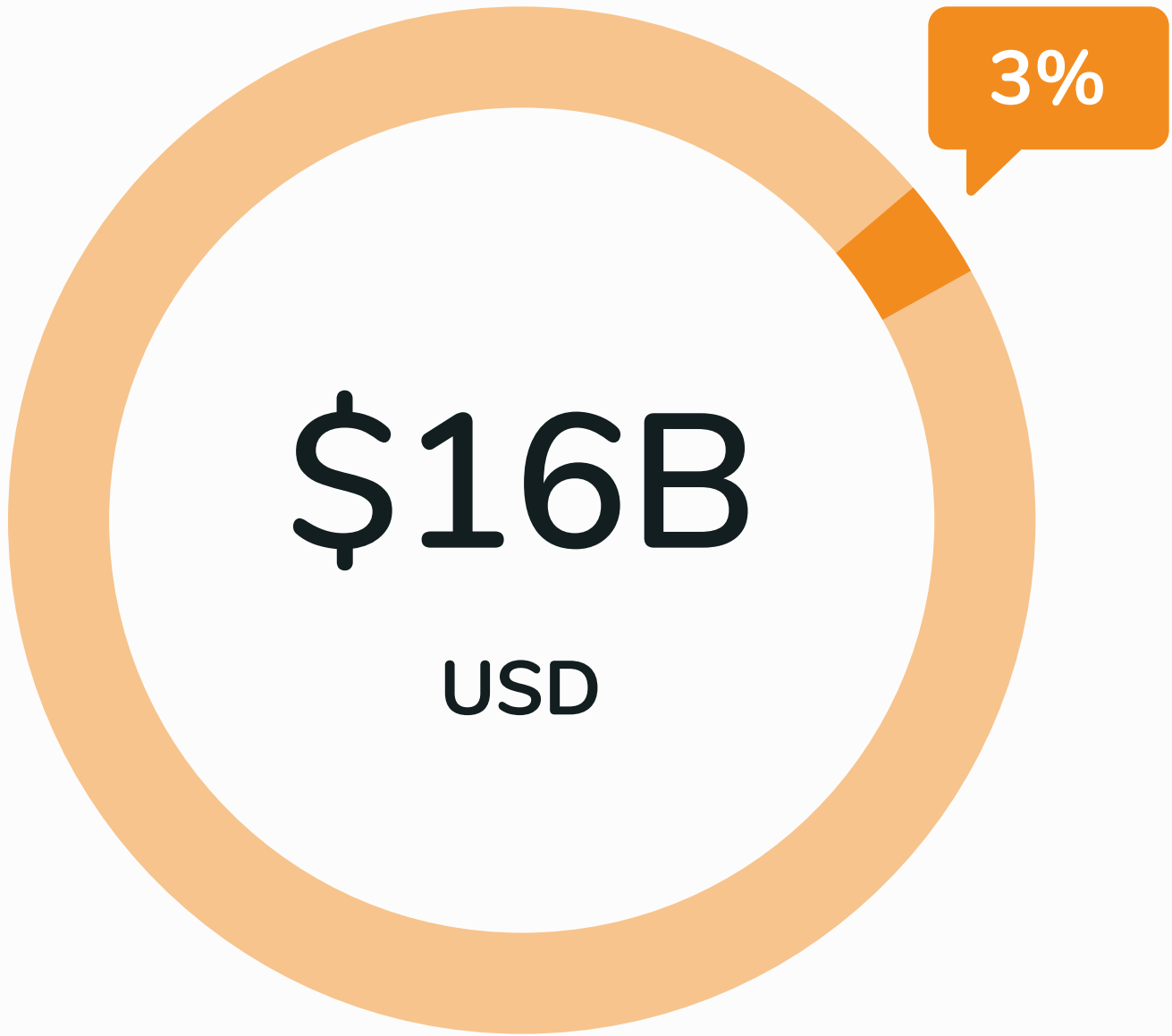
Global Market

Automotive Repair and
Maintenance Service Industry



TAM

Independant Repair Shops



Target Market

Early-Adopter Repair Shops

Business Model

\$5 USD

monthly subscription

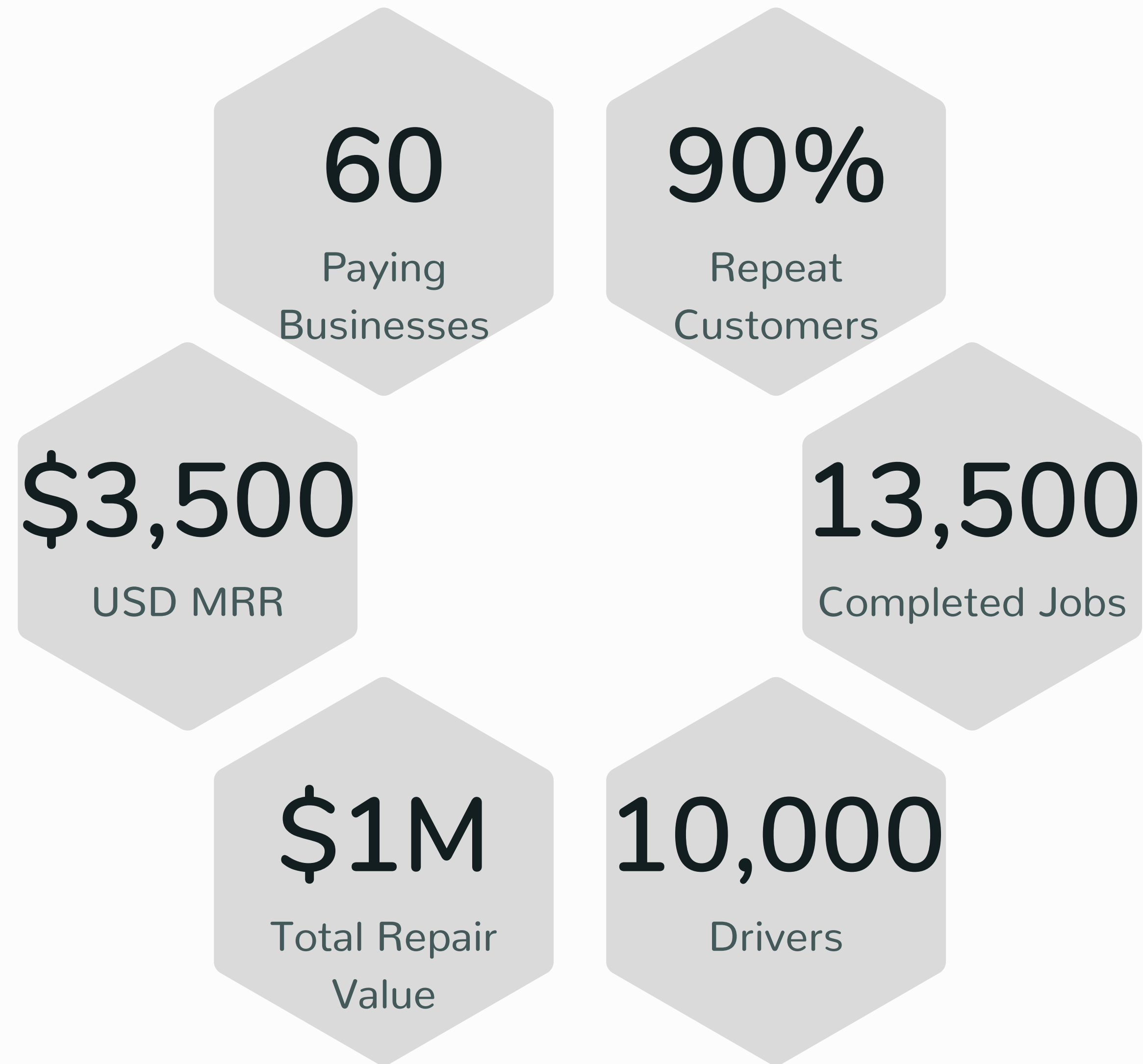
For car owners who want to receive nationwide road-side assistance and free towing services.

\$75-200 USD







monthly subscription

For auto repair shops that want to use Karbook's auto shop management tools and access a marketplace of car owners who need assistance or repair services.

Traction



Competition

	 karbook.com	 mecanica.mx	 shopmoneky.io	 caroobi.com	 fixico.nl	 mitchell1.com
Auto Shop Management System	✓	✓	✓	✗	✗	✓
Integrated car repair marketplace	✓	✗	✗	✓	✓	✗
End-to-end communication platform	✓	✗	✓	✓	✗	✓
Collaborative vehicle service histories	✓	✗	✗	✗	✗	✗

Team



Adriana Carmona

CEO & Co-founder

+4 years experience as
entrepreneur



Aaron Koivunen

CPO & Co-founder

+4 years experience as
entrepreneur



Damian Rodriguez

CTO

+6 years experience in
software engineering



Rafael Hernandez

Senior software engineer



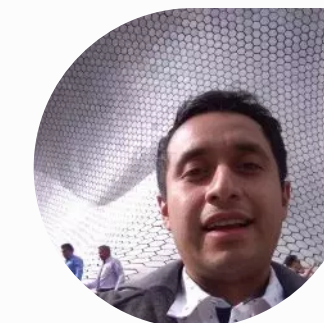
Dmitry Khodich

Senior software engineer



Brenda Moya

Customer Success



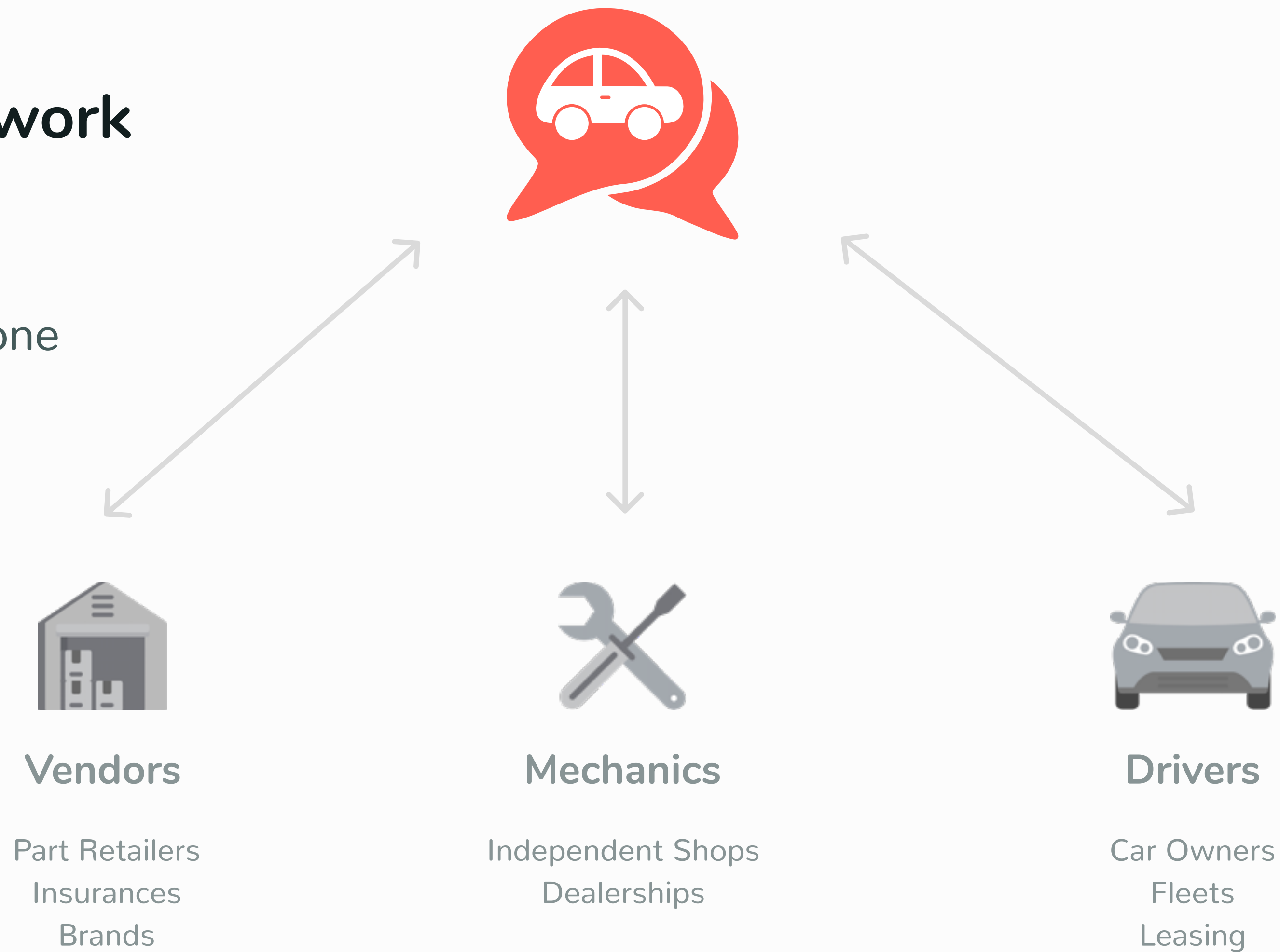
Jahir Sancehz

Marketing

Vision

Collaborative Network

Connect, innovate and disrupt the automotive servicing ecosystem in one single platform.



“The next 5 years will bring more
change to the automotive
industry than the last 50.”

- Dan Ammann, President of General Motors (GM)



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