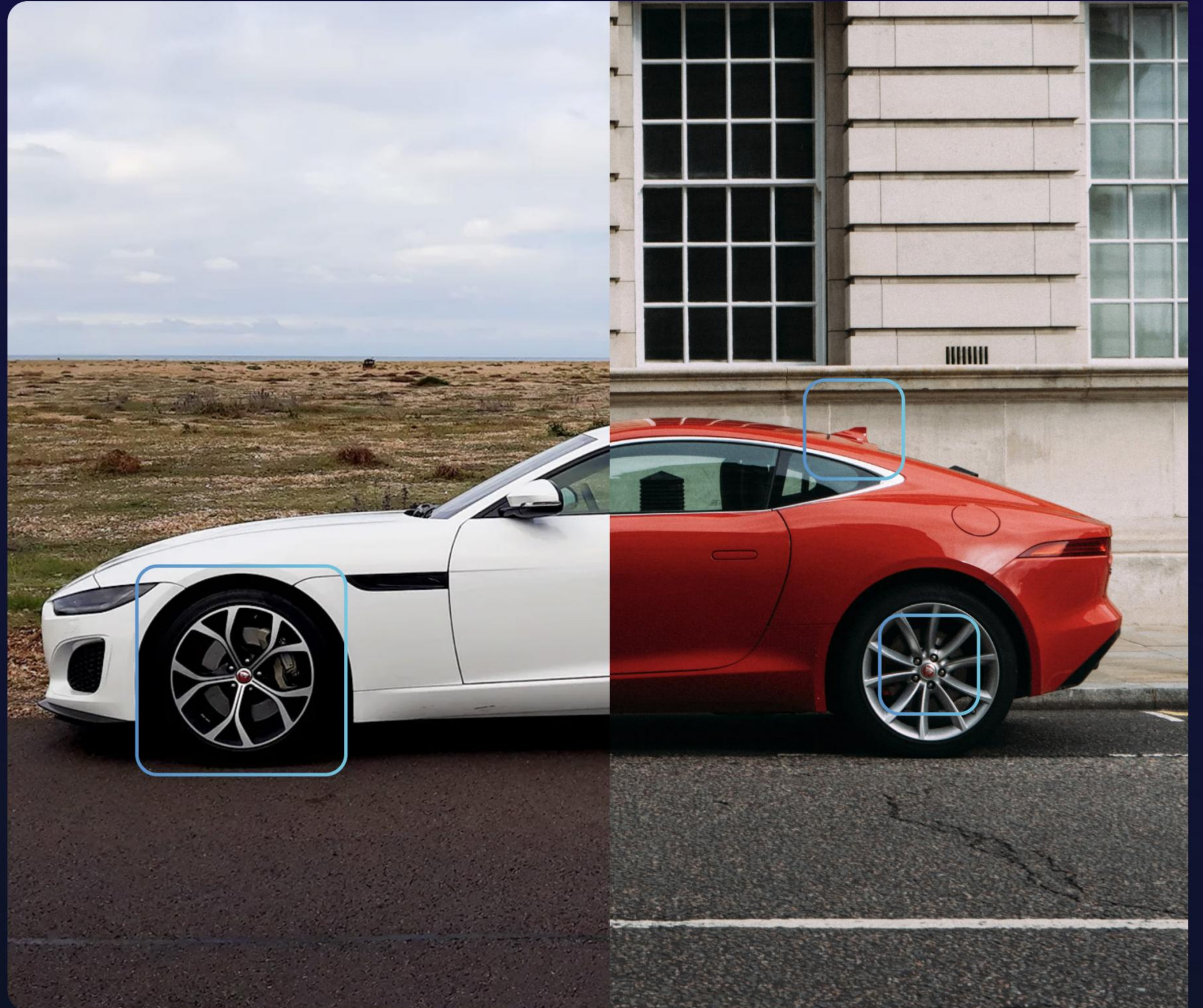




OUR VISION

At Cario, our vision is to simplify and revolutionize the automotive enthusiast community. We provide a user-friendly app that combines identification, aftermarket support, and community engagement. By leveraging machine learning and crowd sourced imagery, Cario enables users to easily identify vehicles and discover any added aftermarket parts. Our goal is to be the go-to resource, bringing all the necessary information and resources into one convenient platform.

We strive to create a seamless and intuitive experience, simplifying the often daunting process of vehicle modification. Cario empowers enthusiasts to explore aftermarket options, connect with like-minded communities, and obtain reliable information on acquiring necessary parts. Through our app, we aim to foster a vibrant community of automotive enthusiasts, revolutionizing how they discover, engage, and enhance their passion for vehicle customization.



ABOUT THE PROJECT

Modifying vehicles can be confusing and time-consuming, with endless options and resources to navigate. Car enthusiasts often struggle to find the right parts for their projects, wasting money on incompatible or unnecessary purchases. Cario is the solution to this problem, providing a user-friendly app that brings all the resources together in one place. Users can easily identify their vehicle and discover compatible aftermarket pieces, making the modification process hassle-free.

Cario is the go-to app for car enthusiasts seeking a simplified and comprehensive approach to vehicle modifications. With its user-friendly interface and wide range of resources, Cario empowers users to make informed decisions, save time and money, and embark on exciting modification projects with confidence.



FEATURE LIST

PHOTO IDENTIFICATION

Cario utilizes advanced AI technology to accurately identify the key information of any vehicle, including make, model, year, and the presence of aftermarket parts. This feature streamlines the process of gathering vehicle details and provides users with a comprehensive understanding of their car's specifications. Additionally, Cario suggests compatible aftermarket pieces that align with the user's vehicle, guiding them through the modification process.

SUGGESTIONS

Cario provides curated suggestions for aftermarket pieces based on popular modifications and external site reviews. By leveraging community insights and market trends, Cario assists users in exploring a wide range of options and discovering exciting customization possibilities. This feature helps users make informed decisions and find unique aftermarket pieces that align with their preferences and project goals.

LINKS

Cario identifies trusted websites where users can purchase specific aftermarket parts. By seamlessly directing users to external sites, Cario facilitates a smooth transition from browsing within the app to making informed purchases from reliable sources. This feature ensures that users can conveniently access and acquire the necessary parts for their modifications.

PROJECT MANAGEMENT

Within the app, users can create and manage their own projects, documenting car information and organizing task and part lists. Cario acts as a project management tool, allowing users to track their progress and receive helpful suggestions to simplify the modification journey. This feature keeps users organized and ensures that they stay on top of their project goals.

SEARCH

For users who already have specific parts in mind, Cario offers a search function that allows direct queries. Users can easily search for a particular aftermarket piece and utilize filters to narrow down the results, enabling efficient and targeted searches for the exact parts they need.

COMPETITION

Cario faces strong competition in the vehicle modification industry, primarily from Donut Media and Fitment Industries. However, rather than viewing them as direct rivals, Cario sees an opportunity for collaboration. Recognizing the community-oriented nature of the car modification space, Cario aims to establish partnerships with these competitors to leverage their influence and redirect traffic to its platform. By positioning itself as a complementary resource hub, Cario can enhance the overall car modification experience and attract users seeking a convenient and streamlined solution. This strategic approach allows Cario to tap into existing user bases, expand its reach, and establish valuable partnerships within the car modification community.



Donut Media is a prominent player in the car industry, known for its engaging and entertaining content that revolves around automotive culture, history, and performance. With a strong online presence and a large following, Donut Media has established itself as a trusted source of car-related knowledge and entertainment. Through its videos, articles, and social media platforms, Donut Media engages with a passionate community of car enthusiasts, offering a mix of educational content and entertaining experiences. As a competitor and potential partner, Donut Media's influence and reach within the car community make it an important player to consider in Cario's strategy for connecting with and serving the needs of automotive enthusiasts.



Fitment Industries is a well-known and respected entity in the car industry, specializing in aftermarket wheels, tires, and suspension components. As a leading online retailer, Fitment Industries offers a wide range of products, catering to car enthusiasts looking to enhance the performance and aesthetics of their vehicles. With a focus on providing fitment solutions and expert advice, Fitment Industries has gained a reputation for its expertise in helping customers find the perfect fit for their specific vehicle and desired modifications. Their strong presence in the car modification community, along with their commitment to delivering high-quality products and exceptional customer service, positions Fitment Industries as a significant competitor and potential partner for Cario.

USER PROCESS

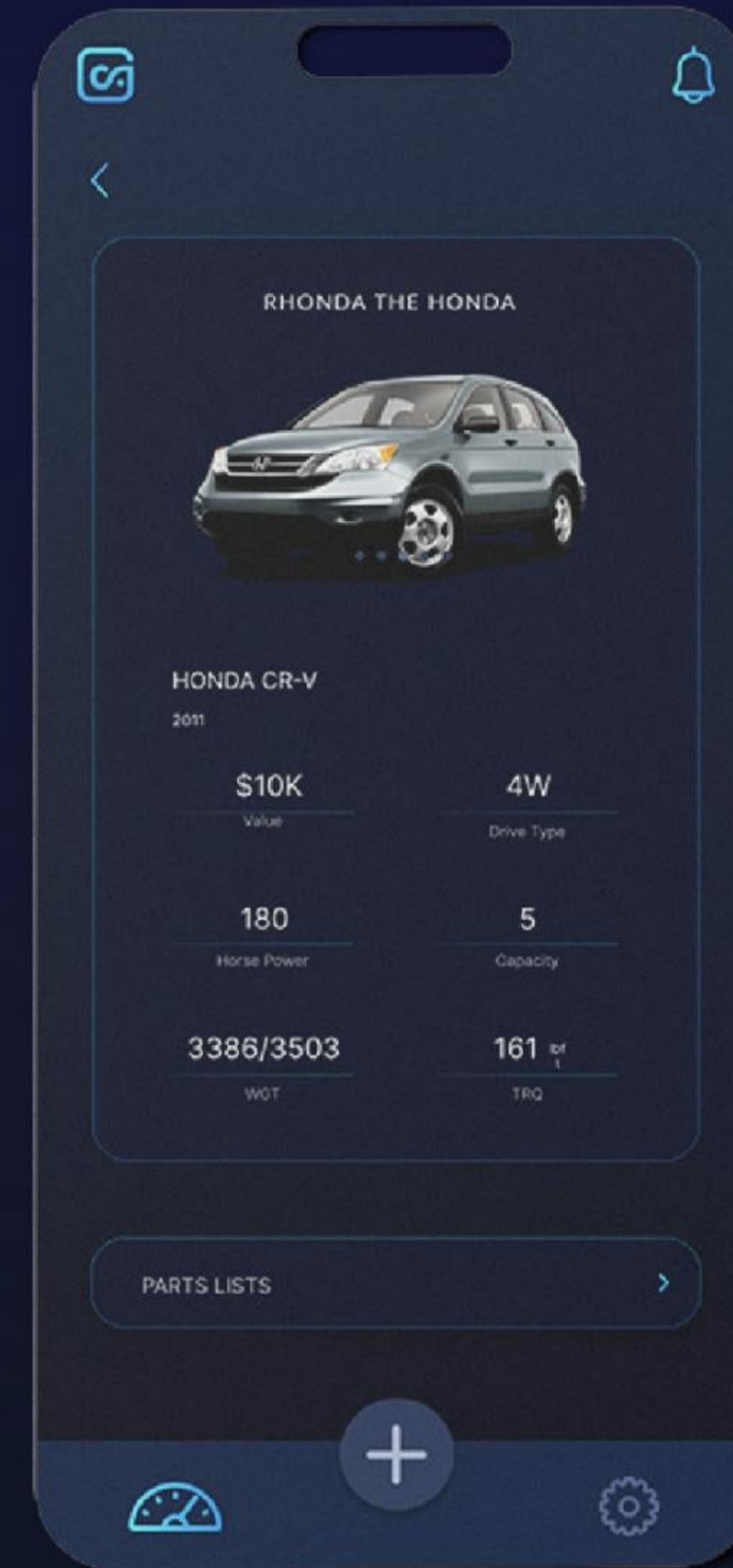
There are two primary ways for users to engage with the platform:

STARTING WITH YOUR OWN VEHICLE

If users already own a car they want to modify, they can begin by taking photos of their vehicle using Cario. The app's AI technology will identify and provide detailed information about the car. Cario will also suggest suitable aftermarket pieces and direct users to trusted sources where they can purchase them. Users can then add these recommended parts to their project page within the app, allowing them to keep track of their modifications and maintain a detailed task list to guide their progress.

STARTING WITH INSPIRATION

For users who are seeking car identification and modification ideas, Cario offers a convenient solution. When users encounter an interesting or inspiring car while out and about, they can simply capture a photo and use Cario to identify all the relevant information about the vehicle. The app will provide details about the make, model, year, and other key specifications. Users can then add these identified parts to their wish list or incorporate them into an existing project, enabling them to curate their modification ideas and plan their future enhancements effectively.



MARKETING PLAN

Cario's marketing strategy focuses on leveraging social media platforms and strategic collaborations to drive app downloads and increase brand visibility within the car modification community. The key elements of the marketing plan are as follows.

Through a combination of targeted social media advertising, strategic YouTube placements, and influencer collaborations, Cario aims to create a strong brand presence and generate interest within the car modification community. The marketing plan is designed to attract users, increase app downloads, and position Cario as a go-to resource for automotive enthusiasts seeking aftermarket support and information.

SOCIAL MEDIA

Given that Cario is an app, social media platforms will be the primary channels for advertising. Video and static ads will be created to showcase the app's features and benefits, with a clear call-to-action to download the app directly from the ad. Social media platforms such as Instagram, Facebook, and Twitter will be utilized to target and engage with the desired audience.

YOUTUBE

To further amplify reach and target a specific audience, Cario's video ads will also be strategically placed as YouTube ads, ideally appearing before popular content creators such as Donut Media and Fitment Industries. This placement allows Cario to capture the attention of car enthusiasts who are already engaged in car-related content on the platform.

INFLUENCER COLLABORATIONS

Once the app gains traction and establishes a user base, Cario will reach out to influential individuals, including social media influencers, podcast hosts, and businesses in the car industry. By pitching potential collaborations, Cario can tap into the existing audiences of these influencers to expand its reach and increase brand exposure. Collaborations may include sponsored content, guest appearances, or joint marketing efforts to foster brand awareness and drive user engagement.



Carrio