

Market Report Table of Contents

Executive Summary	3
I. Mission	5
II. Business Models	5
Model 1: Uber	5
Model 2: Marketplace	7
Model 3: Zillow for autos	8
III. Competition	9
Detailed Competitive Landscape	10
Competitor 1	12
Analysis	14
Competitor 2	15
Analysis	17
Competitor 3	18
Analysis	19
IV. Marketing Strategy	19
Market Size and Demographics	19
Market Needs	22
Market Trends and Growth	23
Marketing Mix	23
Product	23
Place	23
Pricing	24
Promotion	24
User Personas	25
Generation Z (18 - 34)	25
35- to 44 -year-olds	26
45- to 54-year-olds	27
People 55 and older	27
V. App Features Analysis and Development Cost	28
GIS layer (optional)	29
Artificial Intelligence (AI) / Machine Learning (ML)	29
Development Cost	29
VI. Financial Forecast	
User and Revenue Forecast	31
Expense Forecast	33
Revenue vs. Expense	35
VI. Summary and Recommendations	36
VII. Appendix	37
Marketing Survey Results	37
Full list of services competitor's perform	40