

The first consumer app for **on-demand mobile auto details**

Like Uber, but for auto details. Now, consumers can get professional auto details on demand at their home or office.

\$2M Seed Round pitch deck · Q4 2023

Gleamr



Our investment thesis

\$2B US market

For on-demand mobile auto details. US only. 9-month **first-mover** advantage.

Robust product

Responsive web + native iOS and Android apps. **2 patents** pending.

Strong traction

82K+ users, **11K+** detailers, **\$1.5M** revenue run rate in our first 9 months. **4.8 star** average ratings on Apple and Google stores.

Experienced team

SaaS and auto detailing veterans from **Thumbtack**, **HomeAdvisor**, **Yelp**, and **SpeedyDetail**.

\$29M by EOY 2026

With **1.5%** market share.

Raising \$2M seed

SAFE, **20%** discount, **\$15M** valuation cap. \$500K already committed.

We have deep experience in SaaS and auto detailing



Ben Brown

Co-founder & CEO
Prev. VP Sales, [Thumbtack](#)



Dakota Dean

Co-founder & Chief Product Officer
Prev. VP Product, [Thumbtack](#)



Sara Klein

Advisor
Co-founder, [Thumbtack](#)



Ella Ellison

Community Manager
Prev. Community Manager,
[HomeAdvisor](#)



Steve Chan

Lead Developer
Prev. Senior Developer,
[Yelp](#)



Dave Smith

Advisor
Founder & CEO,
[SpeedyDetail](#)



It's hard to get a mobile auto detail on demand

Consumers

Lack an easy way to get a professional, affordable auto detail at their home or office

- > No single view of all available detailers
- > Few reviews from to guide selection
- > No leverage to negotiate prices

Detailers

Waste too much time and money finding customers when they'd rather be detailing cars

- > Hard to reach ready-to-buy consumers
- > Low ROI on traditional marketing
- > Hard to collect/leverage customer reviews

Gleamr is the first app for on-demand mobile details

Like Uber, but for auto details

Consumers

Save time

Detailers come to their home or office.

Save money

Detailers compete for their business which lowers prices.

Get a great job

Detailers work hard for great reviews.

Detailers

Save time

Spend less time chasing customers.

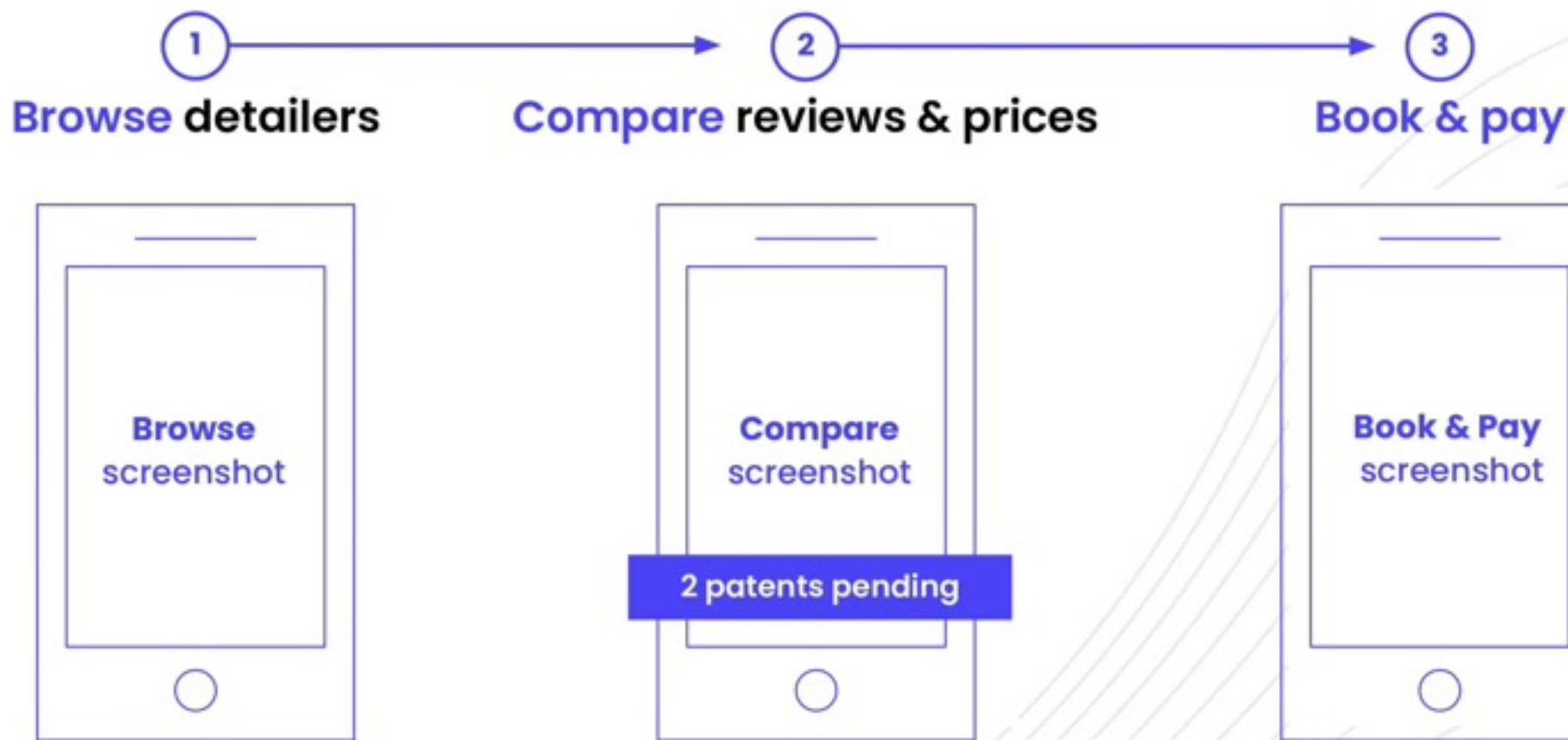
Earn more

Spend more time detailing cars
Gleamr fee is guaranteed ROI.

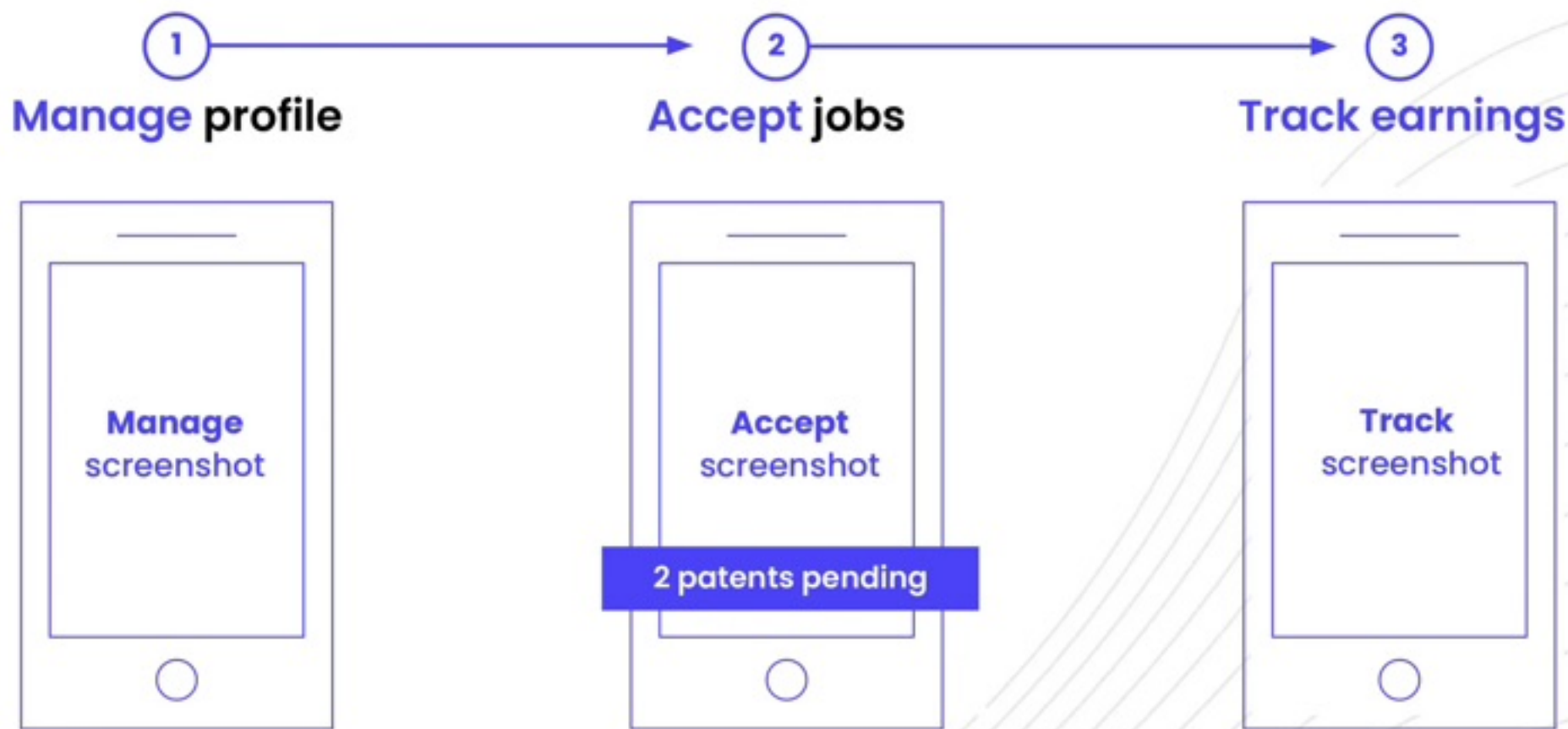
Grow faster

Great reviews +
Great prices =
More work.

Here's how our app works for **consumers**



Here's how our app works for detailers



We win on coverage, traction, and user ratings

	Gleamr	Competitor 1	Competitor 2
Detailer coverage	4x	1x	1x
Consumer traction	4x	1x	1x
Apple App Store Ratings	4.8 ★★★★★ 2.3K+ reviews	3.4 stars <100 reviews	3.3 stars <100 reviews
Google Play Store Ratings	4.8 ★★★★★ 1.3K+ reviews	3.6 stars <100 reviews	3.5 stars <100 reviews

Mobile auto detailers pay us 15% for each job

The average cost for a mobile detail is **\$75** in the US¹



Customer

Pays \$75

Detailer

Keeps \$63.75

Gleamr

Keeps \$11.25

1. Source [date]

We're tapping into a \$2B market (US only)

Bottom-up calculation

US mobile details per year ¹	180M
Average cost per detail ²	\$75
Total mobile detail revenue per year	\$13.5B
Gleamr annual revenue with 15% rev share	\$2B

1. Source
2. Business Model slide
3. Assuming 15% share

We've experienced strong growth in our first 9 months



4.8 ★★★★★
1.2K+ reviews



4.8 ★★★★★
2.3K+ reviews

How we'll acquire and retain users & detailers

Marketing & Sales

Acquiring customers

SEO, paid search, paid & organic social, influencers.

Refer-a-friend discounts for consumers.

Loyalty programs for consumers & detailers.

Employee incentive programs for HR and office managers.

Customer Service

Keeping customers

Dedicated customer service reps for each DMA.

Gleamr staffed community message boards for consumers and detailers.

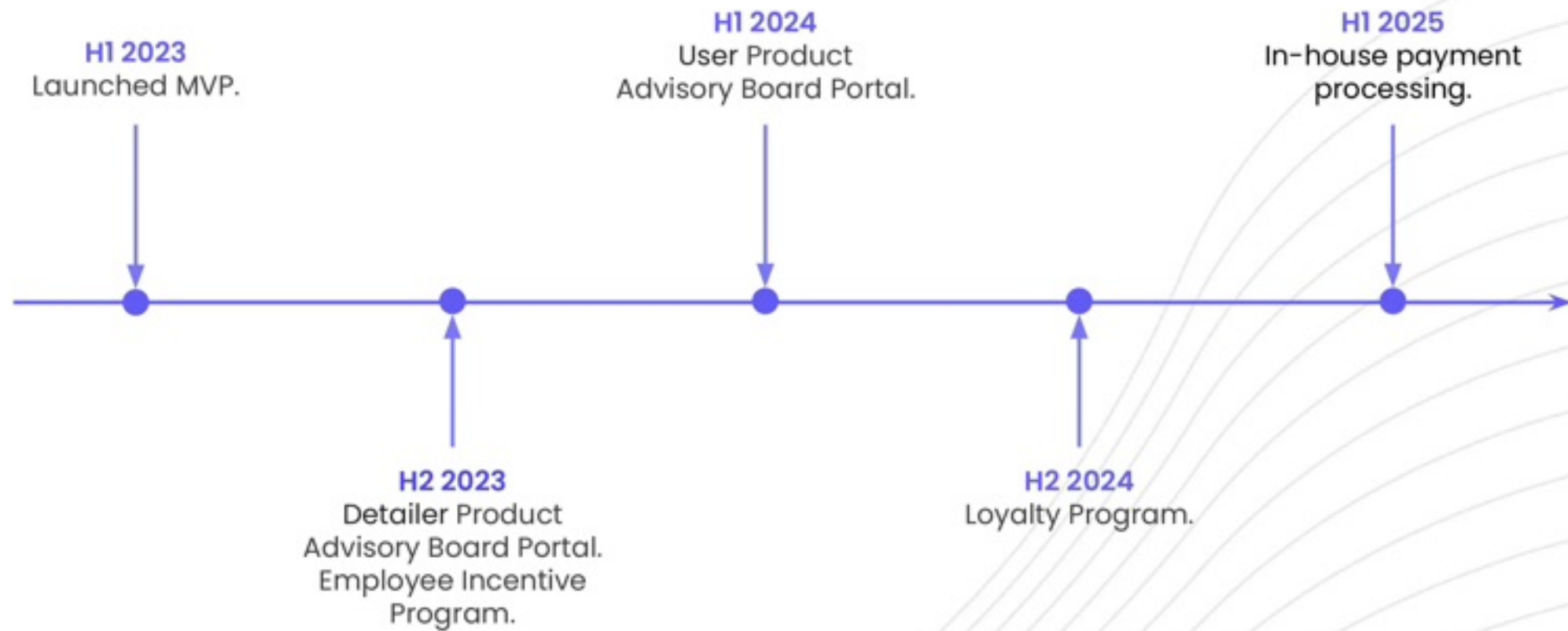
Product

Keeping customers

Consumer Product Advisory Board to guide consumer features UX improvements.

Detailer Product Advisory Board to guide detailer features and UX improvements.

How we'll maintain and extend our product advantage



We're projecting \$29M by EOY 2026

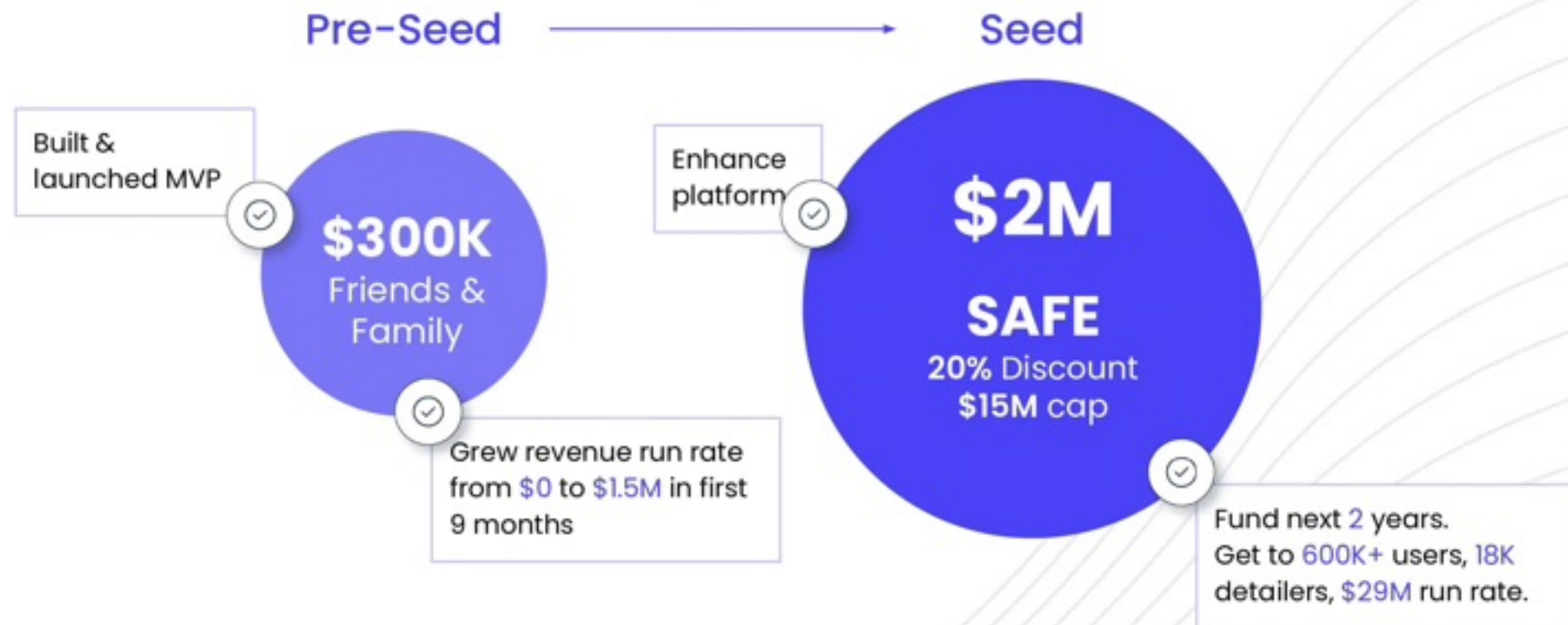
Detailed model with explicit revenue & expense assumptions on request



We can get to **\$29M** on **1.5% share** of our **\$2B US market** opportunity

We're raising a \$2M seed round on a SAFE

\$500K committed, \$1.5M remaining.



Our investment thesis (recap)

\$2B US market

For on-demand mobile auto details. US only. 9-month **first-mover** advantage.

Robust product

Responsive web + native iOS and Android apps. **2 patents** pending.

Strong traction

82K+ users, **11K+** detailers, **\$1.5M** revenue run rate in our first 9 months. **4.8 star** average ratings on Apple and Google stores.

Experienced team

SaaS and auto detailing veterans from **Thumbtack**, **HomeAdvisor**, **Yelp**, and **SpeedyDetail**.

\$29M by EOY 2026

With **1.5%** market share.

Raising \$2M seed

SAFE, **20%** discount, **\$15M** valuation cap. \$500K already committed.

I'd love to tell you more!



Ben Brown
Co-founder & CEO

949-637-1234
ben@gleamr.com

