



SEED PITCH · 2026

# Your car. Your driver. Your way home.

Shotgun is a designated-driver service for the rideshare era — a vetted driver comes to you on an e-scooter and drives you home in your own car. So tomorrow morning, your keys, your commute, and your coffee run are right where they should be.

## THE PROBLEM

# Rideshare leaves your car behind.

If you drove to the bar, the procedure, or the dinner — getting yourself home only solves half the problem. You still need to get your car home before tomorrow's commute. Today, you have bad options.

## 3.2M

**Cars left at US bars overnight each year**

*Source: AAA traffic-safety estimate, 2024*

## \$1.4B

**Annual cost of US bar-area DUI incidents**

*Source: NHTSA economic-impact study*

## \$42

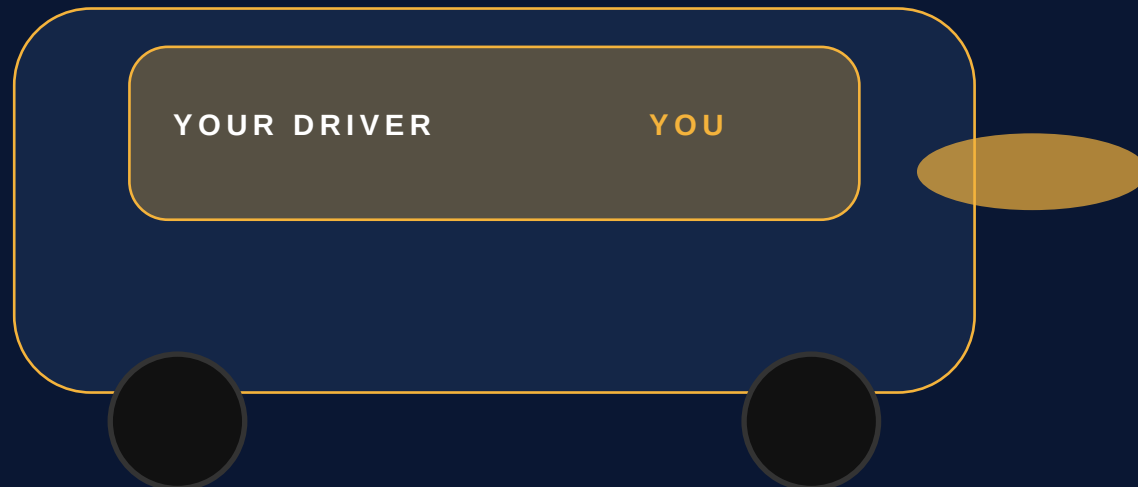
**Avg cost of double Uber + parking ticket morning-after**

*Internal survey, 612 bar patrons*

THE SOLUTION

**We send a driver to your car.**

*Then they drive you — and your car — home.*



HOW IT WORKS

# Four taps. Twelve minutes. Your car in your driveway.

1

## Request

Open the app, set pickup and drop-off, see flat upfront fare.

2

## Driver scoots over

Vetted driver arrives in 10–15 min on a folding e-scooter.

3

## You ride shotgun

They drive your car. You sober up, return texts, or nap.

4

## Wake up to your car

Drop-off at home, park where you like, scooter to next job.

WHY NOW

# Three things changed in the last 24 months.

Earlier attempts failed because the unit economics, supply, and insurance market couldn't support them. They can now.

01

## Rideshare habits normalized

75% of US adults under 45 have used Uber/Lyft. They're conditioned to summon a driver from a phone, share location, and pay digitally. The behavioral activation cost for Shotgun is near zero.

*Pew Research, 2024 mobility survey*

02

## E-scooters made driver logistics cheap

A folding e-scooter costs \$400, lasts 18 months, and replaces what used to require a 2-driver chase car. Driver supply economics that broke 'designated driver' services in 2014 now work.

*Internal driver-ops modeling*

03

## Commercial auto coverage is priceable

Insurtech carriers (Hippo, Branch) now write per-mile commercial auto for non-fleet operators. We have a written quote: \$1.85 per active trip in pilot markets. This wasn't underwritable in 2018.

*Indications from 2 carriers, May 2026*

MARKET

# A \$14B annual opportunity hiding inside the rideshare market.

TAM

**\$48B**

Total US for-hire driving spend

Including rideshare, taxi, livery, designated-driver and chauffeur services. We compete with all of them on the moments the car must come home.

SAM

**\$14.2B**

US drove-to-drink + post-medical + long-haul demand

SOM (Year 5)

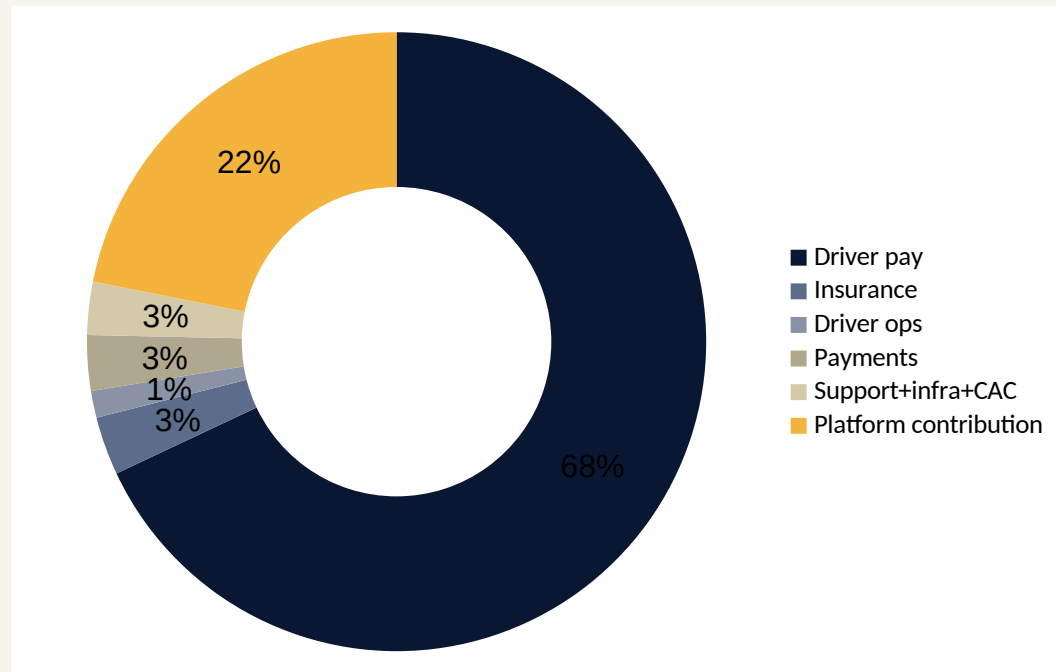
**\$340M**

12 metros, 2.4% penetration of SAM

BUSINESS MODEL

# Marketplace take rate. \$13.28 contribution per trip at maturity.

Where the \$60.68 blended fare goes



Take rate

**32%**

*Net rev / GMV — competitive with Uber*

Contribution margin

**21.9%**

*\$13.28 per trip after all variable cost*

Driver payout %

**68%**

*Lower than Uber as driver brings no car*

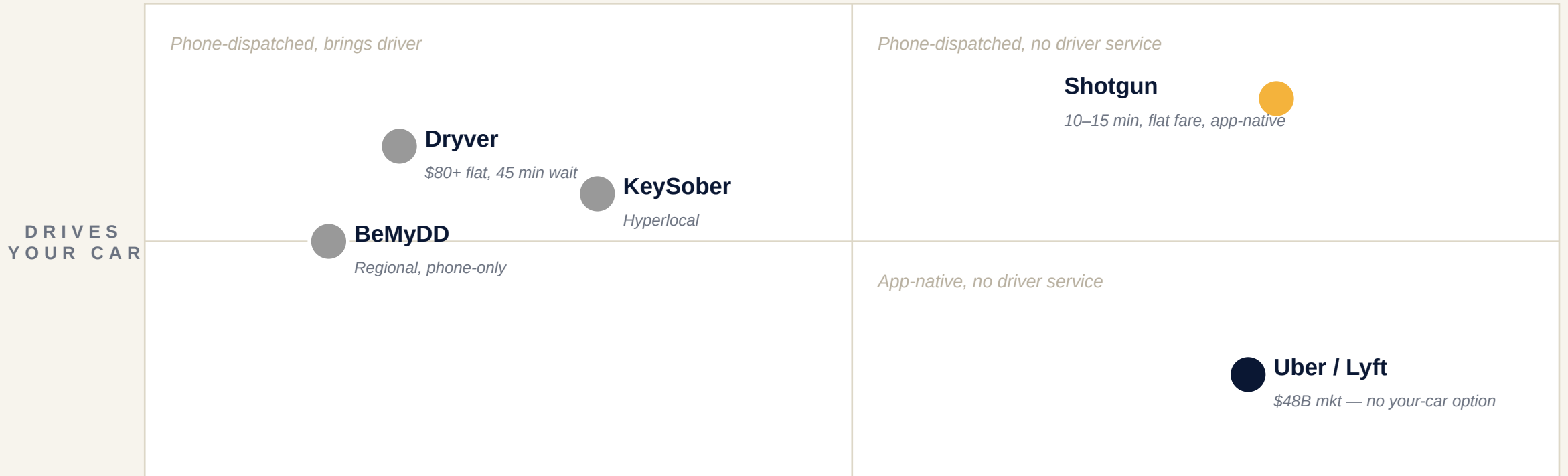
Avg trip insurance cost

**\$1.85**

*Quoted from 2 carriers, May 2026*

COMPETITION

# Two failed categories converge on one open lane.



## GO-TO-MARKET

# Single-city pilot. Then four metros over 24 months.

We refuse to expand until pilot economics work. Austin first because of dense bar district + flat geography + favorable insurance regulator.

<b>Pilot — Austin</b> <i>Mo 1–9</i>	<b>City #2 — Denver</b> <i>Mo 10–12</i>	<b>City #3 — Charlotte</b> <i>Mo 13–15</i>	<b>City #4 — Nashville · Series A</b> <i>Mo 16–24</i>
--	--	---	--

## Riders

- Bar partnerships — co-branded coasters with QR
- Hospital outpatient referrals
- Geofenced paid social (10 PM–2 AM)
- \$40 first-trip credit + referral kickback

## Drivers

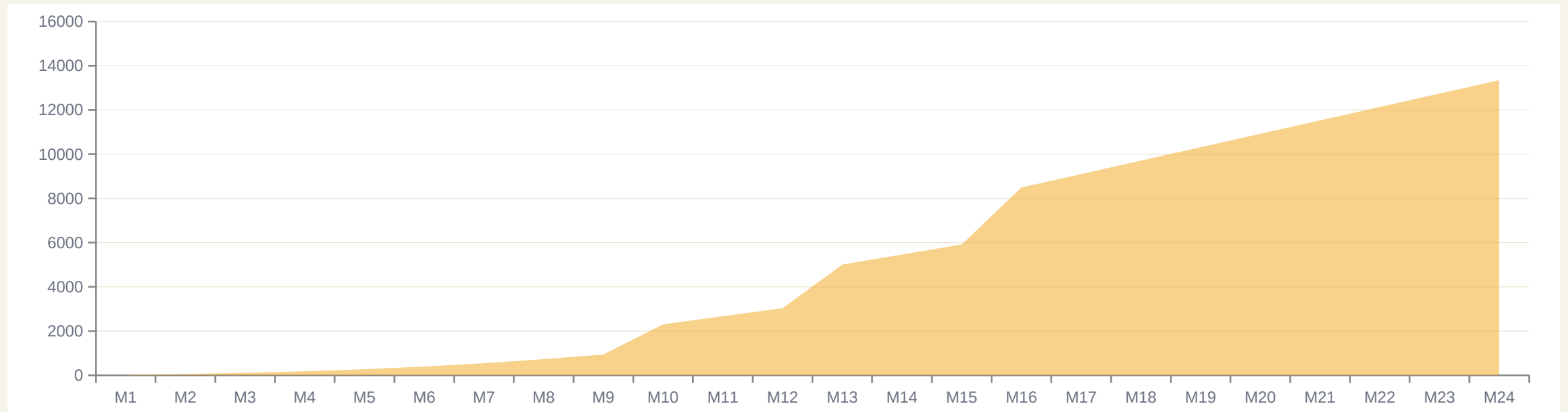
- Recruit ex-Uber drivers with 4.85★+
- \$500 sign-on bonus for 50 trips in 30 days
- Hub-based shifts (no chase needed)
- Hourly minimum guarantee for first 90 days

## Geographic logic

- Pilot: 1 dense bar district + 1 hospital
- Expand zone-by-zone, not city-wide
- Insurance approved per-state before launch
- Hubs co-located with parking garages

PROJECTIONS

# Path to \$30M annualized EBITDA by Month 24.



**Mo 6**

Contribution-margin positive in Austin pilot

**Mo 12**

2 cities live · \$900K monthly GMV

**Mo 18**

4 cities live · \$9.7M monthly GMV · Series A closes

**Mo 24**

\$13.3M monthly GMV · \$30M annualized EBITDA

# Founding team — to be filled in.

This is the founding profile we're hiring/recruiting against. Replace each card with real bios as the team forms.



## CEO / Founder

Operator with marketplace or rideshare ops experience. Owns vision, fundraise, and city-launch playbook.



## Head of Operations

Ex-Uber/DoorDash launcher. Runs Austin pilot, driver supply, and unit-economics measurement.



## Head of Engineering

Mobile + backend lead. Builds rider app, driver app, dispatch, and insurance integration.



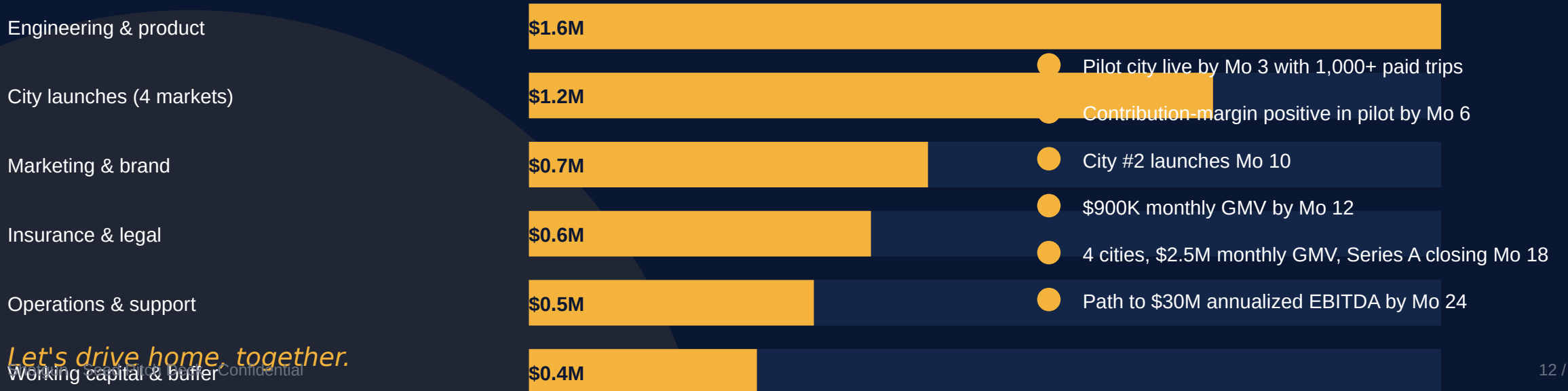
## Insurance & Legal

Fractional GC with commercial-auto background. Owns underwriting relationships and per-state regulatory.

THE ASK

# Raising \$5.0M seed.

*18 months of runway. Pilot city + city #2. Series A at Mo 14-16.*



*Let's drive home, together.*  
Working capital & buffer



# Thanks.

*Let's get your car home.*

jeff.schatz112@gmail.com · shotgun.app (placeholder)