



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

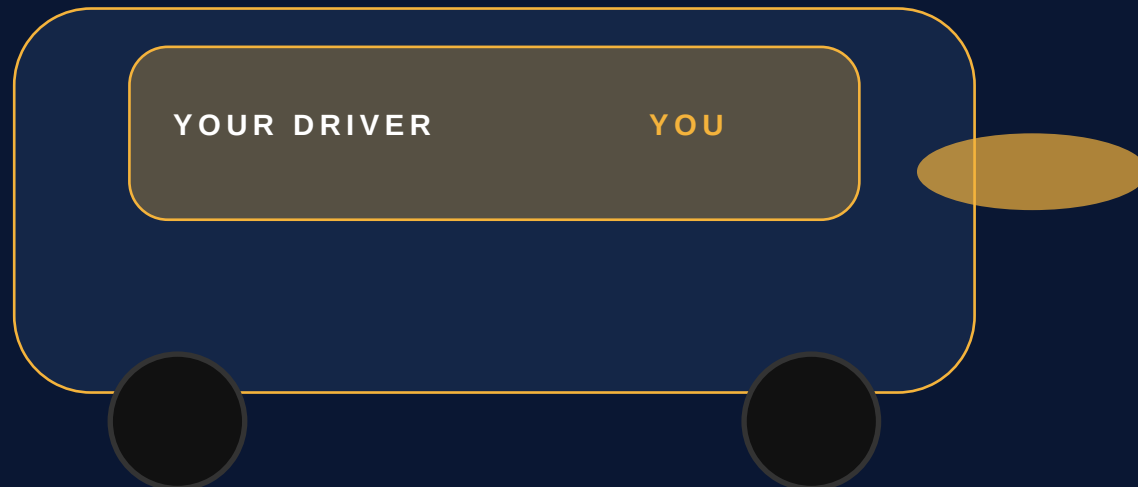
Avg cost of double Uber + parking ticket morning-after

Internal survey, 612 bar patrons

THE SOLUTION

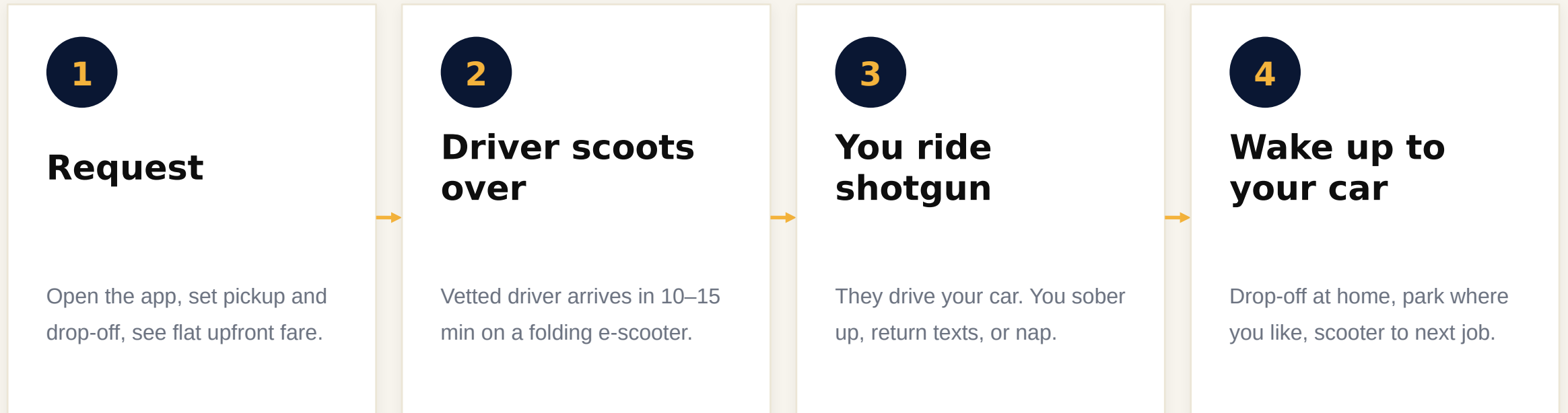
We send a driver to your car.

Then they drive you — and your car — home.



HOW IT WORKS

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



↳ Every trip is covered by a custom commercial-auto policy on top of the rider's personal insurance during the active trip window.

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)

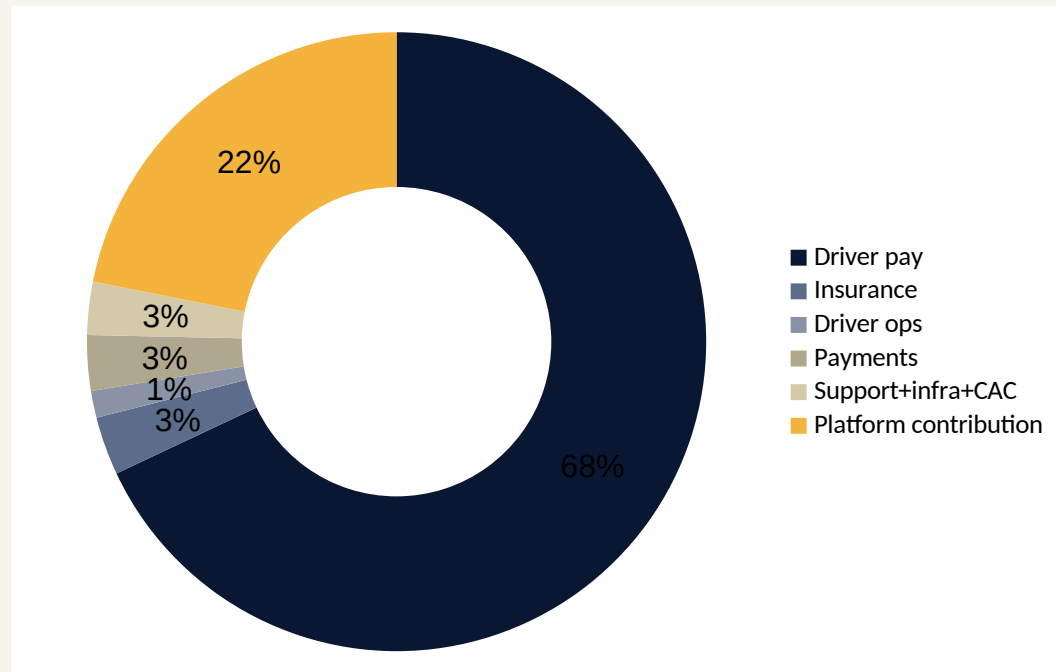
\$340M

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

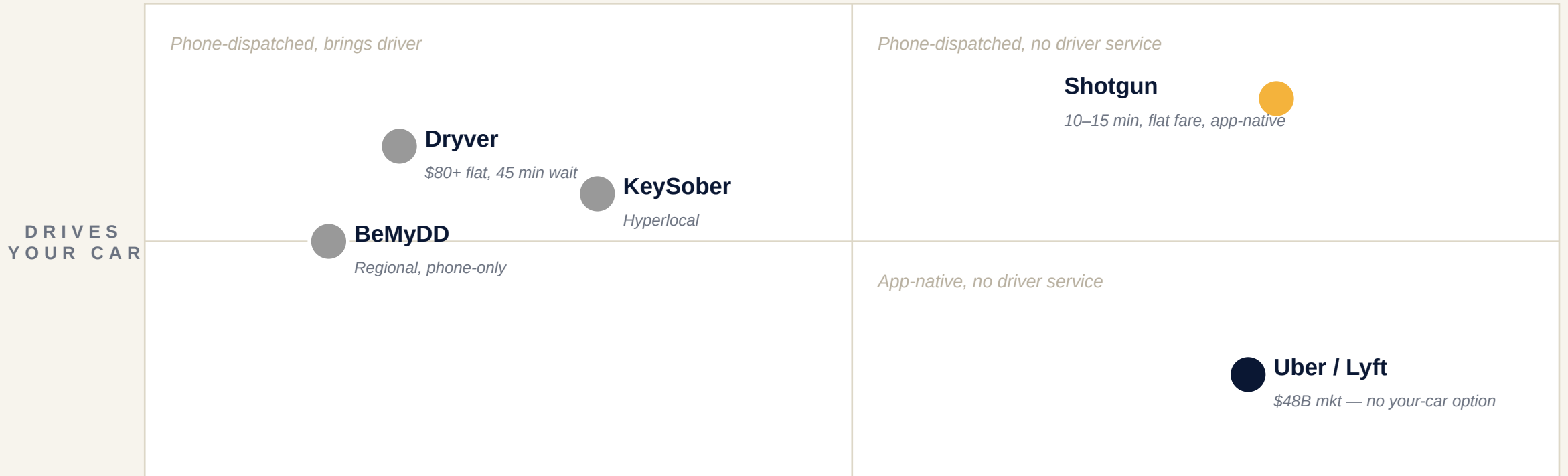
Avg trip insurance cost

\$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.

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

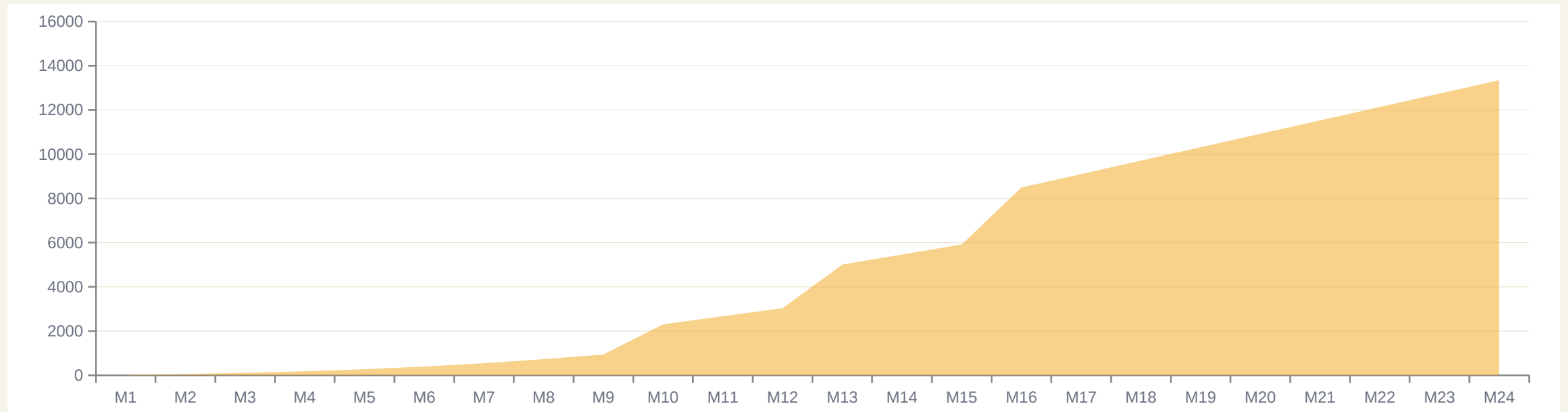
- Recruit ex-Uber drivers with 4.85★+
- \$500 sign-on bonus for 50 trips in 30 days
- Hub-based shifts (no chase needed)
- Hourly minimum guarantee for first 90 days

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.



WHAT \$5M BUYS

- Pilot city live by Mo 3 with 1,000+ paid trips
- Contribution-margin positive in pilot by Mo 6
- City #2 launches Mo 10
- \$900K monthly GMV by Mo 12
- 4 cities, \$2.5M monthly GMV, Series A by Mo 18
- Path to \$30M annualized EBITDA by Mo 24

Let's drive home, together.



Thanks.

Let's get your car home.

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