"Miata Fitment – Perfect Fit, Every Time."

Team

Anthony Devito (Technical Founder)
A WSU student who splits his time studying computer science and interning at SEL. Has a prior background in content creation, and is a hobbyist mechanic who loves to buy, sell, and trade wheels.

Antonio Casila (Business Founder)
A WSU student who studies business as well as is battalion commander of WSU ROTC. During his summers he works as a mechanic, so not only can he balance a checkbook and organize operations, he's also skilled at repairing and customizing cars.

April Needham (Advisor)
Founder of Bloom Consulting in Spokane, WA. As a seasoned leader in the entrepreneurial ecosystem, April has dedicated years to guiding early-stage tech entrepreneurs and small business owners toward success.

Jared Kelnhofer (Advisor)
Second place finisher with PicGenie in the 2024 WSU BPC. He uses his expertise to guide and transform the team, crafting a product that stands out in the market.

Chris Cashion (Advisor)
Founder of SpeedyEFI in Spokane, WA. What started as a small personal project for his personal Miata, Chris grew SpeedyEFI to a name brand product within the Miata community.

INTRO

Hi! We're Miata Fitment, and we've spent the last 10 months developing a solution to a problem that affects all Mazda Miata enthusiasts shopping for wheels, tires and suspension for their cars. While our product has far-reaching potential, the Minimum Viable Product we demonstrate in this document is a simple, working example of how Miata Fitment can make the customer buying experience better. Don't mistake us for just a SAAS company though! Our platform provides an ecosystem for already interested users to easily buy wheels, tires, and suspension with confidence so that they can achieve the perfect fit, every time.

PROBLEM STATEMENT

Mazda Miata enthusiasts often struggle with the complicated and time-consuming process of selecting the right wheel, tire, and suspension setup for their cars. Finding the perfect set of wheels for their desired use case requires sifting through online resources, analyzing reference photos, and performing complex calculations for wheel width, offset, and camber. A single miscalculation can lead to costly mistakes, wasted time, and frustration. Despite the strong demand for personalized car setups, there is no simple, reliable solution – leaving customers to navigate an expensive, time consuming process on their own.

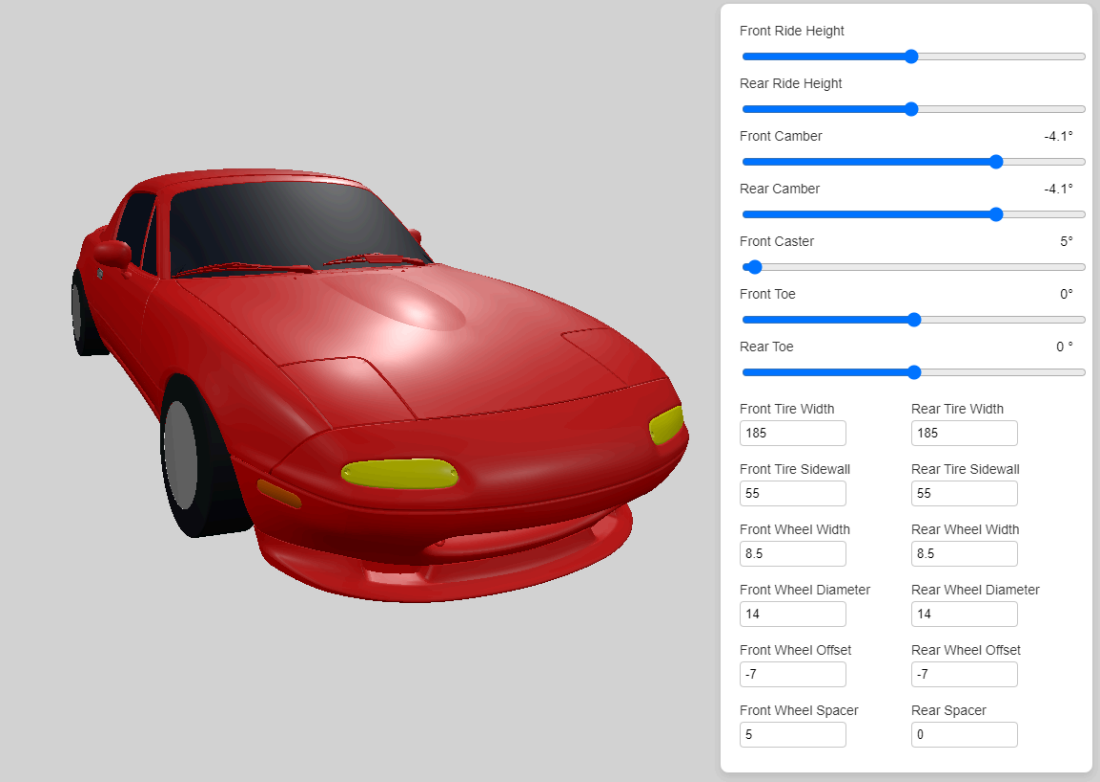
Bad fitment

Good fitment

User on the left has fitment issues, the tire is too big. If they had used miatafitment.com, they would've seen they had too big of a tire and would need to downsize the tire to get perfect fitment like on the car on the right

VALUE PROPOSITION / SOLUTION

Miata Fitment simplifies the buying process of wheels, tires, and suspension with a 3d fitment visualizer. We allow users to input any set of wheel, tire, and suspension specifications into our visualizer. The setup is then rendered on a Mazda Miata model in real time. From there users can view their setups from any angle, and make adjustments until they are satisfied and confident enough to make a buying decision. This takes the guesswork and geometrical calculations out of buying aftermarket wheels and ensures precise fitment before purchase, eliminating costly errors that could cost thousands of dollars.



Picture above showing demo of our 3d fitment visualizer

Our tool feeds into and supports a massive ecosystem for aftermarket parts, Miata Fitment implements a marketplace for buying wheels, tires, suspension, and other miscellaneous parts. Wheels are sourced locally and proxied from Japanese auction sites, which are where a majority of the most desirable wheels originate from, and a notoriously complex place for regular customers to order from. If ordered from Japan, wheels can be delivered worldwide with no additional overhead on our part, i.e. no storage, no packing, and no shipping. Wheels that customers request for rebuilding, or local stock will end up at our warehouse. Rebuilding and refinishing services will be offered for an additional fee.

To further develop our ecosystem, as by popular demand from surveyed Miata Fitment users, features will be added to fitment visualizer such as suspension physics, wheel model customization, and car model customization (body kits, color, and more). These features would be locked behind a paywall and would help build Miata Fitment into a complete ecosystem for those users who want to dive deeper into their car's setups.

Our ecosystem will support users from the moment they think of buying a set of wheels, to when they finally mount the wheels on their car. Every variable, objection, and question will be solved through our website, and if it's not– we are available by email, we love talking about this stuff.

Our fitment visualizer technology is also valuable as a B2B tool. It can display models of anything you can imagine; in the car realm it could help other vendors sell wheels or car body kits. Alternatively, it could disrupt other industries such as interior design, real estate, and manufacturing. Anything that needs to be displayed in a 3d space, we can do right on a business' website.

MARKET OPPORTUNITY

Last year the 2024 Mazda sold 8,103 units, making the Miata the 5th most sold sports car in the United States. The unique thing about the Miata compared to it's close competitors, such as the Toyota GR86 (4th most sold sports car in the world) is it's 35 years of heritage. Since 1989, over 1.2M Miata's have left Mazda's production lines, with their sales up 20% since 2010. The Mazda Miata community is one of the biggest car communities in the world, achieving a cult-like following that pulls 2-3x the amount of Google searches compared to its similar car communities, like the Toyota GR86 community, according to Google Trends.

The global car modification market is valued at $56.3B, and is projected to reach $76.73B by 2032 growing at 3.5% per year (Maximize Market Research). This growth in the global car market is reflected on the Miata; there's a reason Mazda still makes the Miata despite a market trend towards SUVs, Crossovers, and Hybrids. For example the Spec Miata Racing Class is the fastest growing racing class in the United States, with over 4,000+ cars actively competing, and more signing up every season. Off the track, popular car magazine, *Road and Track*, puts the Miata at the top of their list of most modifiable cars. Furthermore, our market research from real surveyed Miata owners reports that 85.7% of Miatas on the road have been modified.

It's clear more people every year modify these cars, and it's even clearer from our research through actually publishing our MVP and gathering feedback, that there is a strong community-driven demand for precise, reliable, and customizable tools to help modify these cars. On launch day, one user commented, "That's awesome, and would definitely come in handy the day I decide to buy new rims. Is there any way you could add the NB (99-05 Miata) as well? That would super helpful". This comment, and many like it, show a clear want, and need for the tool and its further development. The market remains highly fragmented due to the nature of niche, segmented sub-communities within the Miata Community such as "track", "street", "stance" and even subsets of those. One thing remains consistent for each community– aftermarket wheels and suspension are at the forefront of their modification list.

COMPETITIVE STRATEGY

Current competitors in the space are technologically lacking. Our direct competitors like Fitment Industries and Custom Offsets rely on static photo galleries from user submissions to showcase inventory. Similarly, our indirect competitors, such as the sellers on platforms such as Facebook Marketplace, are often using inconsistent, low-quality photos. Typical best case scenario: a few low-resolution pictures are provided along with the wheel specifications in a listing. Even then, you're missing valuable information such as alignment, how much the car is lowered, how modified are the fenders or even just how it looks from a different angle. Miata Fitment is the first interactive fitment visualizer that helps enthusiasts overcome the biggest sales objection — "will these wheels fit?" — by allowing users to instantly confirm precise wheel, tire, and suspension fitment before purchase.

To remain competitive with our competitors, once traction picks up we will work on becoming wholesale dealers for big-name wheel manufacturers, such as Work, SSR, Enkei, and Volk. Our direct competitors don't sell used wheels at all, which is our niche in the market currently. Selling new

wheels from big wheel manufacturers puts direct pressure on our competitors, now they have to either come up with their own platform, license our B2B service, or get left behind.

With the MVP being most of the way there, once funding is secured and the development starts up again. Implementing the remaining features such adding more models for wheels, car colors, and car body kits, as well as suspension physics simulations can be done so quickly that by our competitors take note of us, we will be well on our way to taking our site from a group of early adopters to an established brand with a carved out defensible position in the market.

GO TO MARKET STRATEGY

Typically marketing is a difficult task, but a unique advantage that Miata Fitment has is its market is so highly fragmented that marketing to different groups is easy. Hundreds of online forums exist for these cars, with the most popular ones containing up to 250,000+ users, meaning over ⅕ of miata owners are involved in an online Miata community. This makes gaining traction straightforward, since it's socially acceptable to advertise Miata related things in those groups, and the people who are already in those groups are already interested in Miatas. Our advisor, Chris Cashion, built his business selling electronic control units (ECU) for Miatas by being an active member in relevant forums. He advised us to do the same. We took his advice with a trial run of one Reddit post, and Miata Fitment has been steadily gaining a user base since! It works!

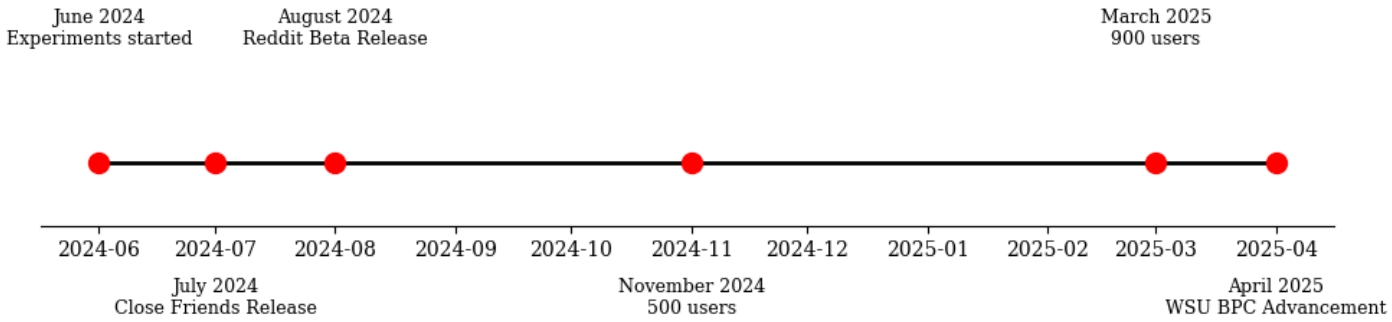
To be able to grab more of a user base after we've exhausted forums, we will create content on other social media such as YouTube, Tiktok, and Instagram. Before he became a software engineer, Anthony worked in the social media space, creating content for various YouTube, and TikTok accounts across all niches, from gaming to real estate. He's helped creators gather more than 10 millions views, and will apply that knowledge to the Miata Fitment socials. Anthony also has experience running ads through Facebook ads, experience which will be used to speed up our growth alongside the organic growth of our other social media accounts. Anthony has reached 2.8M people, and garnered 8.0M impressions. Anthony's previous achievements in the social media space provide a valuable asset for the company. By creating fun and informative content we can amass a fanbase outside of the website, so that when viewers do need wheels, Miata Fitment will be at the forefront of their thoughts. This directly helps our bottom line by keeping customer acquisition costs lower than a company relying purely on paid advertisement.

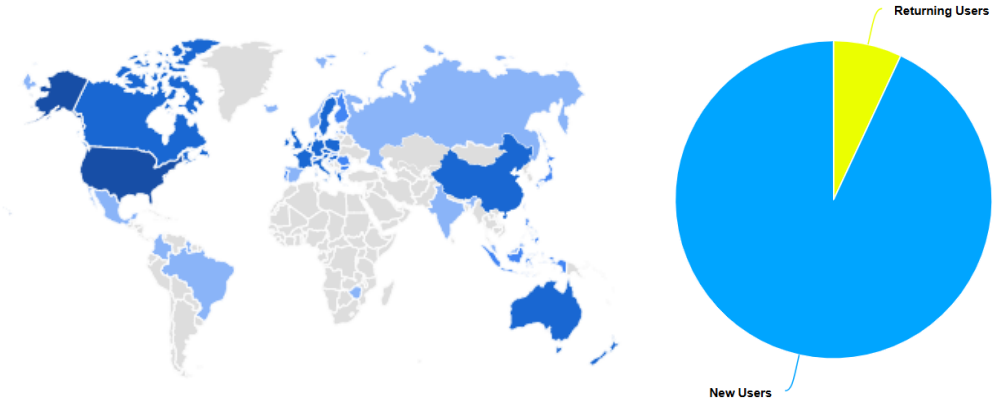
Once the website gets established, branching out to other car makes and models is a must. There are dozens of cars with communities just as passionate about them as we are with the Miata. As mentioned before, the Toyota GR86 is popular, but other cars such as the Nissan 240SX, BMW 3 Series, Subaru WRX, Honda Civic, Nissan 350z/370z, or the Ford Mustang are all popular cars in the scene as well. The list is long, but luckily Miata Fitment's tech can be adapted to new cars very quickly, both the customer facing website, and the backend business side are all templatable. GR86Fitment.com is no different to develop than MiataFitment.com, and since Miatafitment.com is done, it makes everything else easy from a technical standpoint. Getting models for other cars is straightforward, and adding them to a website is plug and play on the development side. The reason for the multi-site approach is to keep things niched which in previous experience helps with engagement because we are able to build a closer rapport within each community. In theory, every car should be able to be added which would let us disrupt the entire market.

TRACTION

Representing a car that's known for its handling, it's no surprise Miata Fitment was able to get traction from the greenlight. In the summer of 2024, Miata Fitment started out as a pet project to experiment with various technologies. Later that same summer an early demo was shared with a close group of friends within the community. Despite the site lacking polish, and features, everyone loved it. Later that week the domain miatafitment.com was bought, and serious development was underway. In

August Miata Fitment was already at 150+ users through strictly word of mouth. A post on the r/Miata subreddit was made, which steadily brought Miata Fitment to 1400+ unique visitors over the next few months. One Reddit user said “If you make this a complete website with all models and other stuff, the community is going to love you”. They were right, and despite the site not being finished, the community continues to support the website with feedback, kind words, and most of all, spending time on the site.





Statistics show we’ve been used in 47 different countries, and 13% of users come back later! Repeat customers are important because studies show returning customers spend 67% more money than new customers (DeMers). As mentioned previously, adding multiple ore features and cars over time gives us an opportunity to share more content which in return gets more people back on the website. Growth and development is key for the company's success.

REVENUE MODEL AND FINANCIAL PROJECTIONS

Miata Fitment’s business model relies on two primary revenue streams: the wheels segment—which includes direct sales, rebuilding/refinishing services, and parts consignment—and the software segment, such as a premium website subscription that provides car model customization and physics simulation, complemented by B2B SaaS and social media revenue. With a comprehensive advertising strategy, we anticipate reaching over 50,000 users in our first year, and user surveys indicate that a majority would consider purchasing wheels (73.7% of people) or services (70% of people). We are targeting a conversion rate of 1% for wheel sales and 5% for subscriptions, which would be doable due to the website's strong 13% returning user base. Subscriptions are being priced at $4.99 per month, as 58.3% of users said they’d pay that.

From an operational standpoint, our plan includes leasing a 3,000 sq/ft commercial space at $3,000 per month and managing salary expenses for two founders, and a part-time content creation contractor—totaling approximately $200k per year. A one-time $500 startup expense (LLC formation & licensing) applies in Year 1. Recurring annual expenses are $6000 for website hosting, and $5000 for general business expenses.

Our first year would look something like this: wheel sales are estimated to be 500 wheels that are sold, at an average cost of $1500 a set, approximately 25 of those 500 would require rebuilding or refinishing at an average cost of $1,500 per wheel, translating to around $750K in annual revenue from wheels and $150K from subscriptions. Considering that wheels would be sold at 95% cost to market, plus we'd make an additional $1,000 for every wheel we have to rebuild. We project a total wheel profit of about $50K and overall annual profits of roughly $200K.

We expect Miata Fitment to grow 20% annually, and we plan to expand our digital presence by launching two additional platforms per year after the first year, needing about $3,500 of custom 3d models each. The templatable nature of the codebase allows us to do this for such little cost, and there is little maintenance cost after a website is up, most of the money would get spent on 3d models. Over a five-year period, this strategy is projected to yield nine websites, each contributing roughly half the revenue of Miata Fitment, with overall expenses remaining consistent except for the planned addition of two employees in years 3 and 5 at $70K per year. With our extra cash from years 2 and onward, we will reinvest half back into the business. Things such as world wide advertising, better staff benefits, better tools, parts scanner, etc would help retain stability in the business. After year five we'd like to start wholesaling new wheels from vendors, so we'd use the other half of our saved income to buy inventory.

This five-year projection outlines a strategic path toward sustainable growth and profitability while scaling both our physical and digital business channels. If the projection doesn't go to plan, the Miata Fitment's team is scrappy and could adjust on the fly to accommodate. Our biggest user base is the United States, if import tariffs from Japan cause our customers to not buy as many wheels, we still exist in 46 other countries. Costs might have to be cut, but we can still profit.

FUNDING AMOUNT REQUIRED AND SOURCES

The Miata Fitment team plans to fund the company through angel investing, which our advisor April Needham would help connect us with. To fulfill our financial needs and reach our goals we need to raise a minimum of $300k, with a target of 500k. Raising 300k gives us a lean starting amount with enough for basic startup costs & CapEx, Capital Reserve, and minimal contingency. 500k gives us a larger buffer incase revenue ramp-up takes longer than anticipated, or we find ourselves spending more than originally. Once funded, Miata Fitment won't need anymore outside funding.

If funding isn't met, Miata Fitment can be bootstrapped with a 20x30" storage unit and $5000 for website development. All in about $10,000 including business fees, we could fund that ourselves. The overwhelming feedback from the community makes us want to do this one way or another.

APPENDIX

Pro Forma Income Statement

Category	Y1 Q1	Y1 Q2	Y1 Q3	Y1 Q4	Y1 Total	Y2	Y3	Y4	Y5
Wheel Revenue	150,000	187,500	187,500	225,000	750,000	900,000	1,080,000	1,296,000	1,555,200
Subscription Revenue	25,000	35,000	40,000	50,000	150,000	330,000	546,000	705,200	1,116,240
Total Revenue	175,000	222,500	227,500	275,000	900,000	1,230,000	1,626,000	2,001,200	2,671,440
COGS (95%)	142,500	178,125	178,125	213,750	712,500	855,000	1,026,000	1,231,200	1,477,440
Rebuild Profit	6,250	6,250	6,250	6,250	25,000	30,000	36,000	43,200	51,840
Gross Profit	38,750	50,625	55,625	67,500	212,500	405,000	636,000	813,200	1,245,840
Rent ($3K/month)	9,000	9,000	9,000	9,000	36,000	36,000	36,000	36,000	36,000
Salaries	50,000	50,000	50,000	50,000	200,000	200,000	270,000	270,000	340,000
Hosting & Expenses	1,000	1,000	1,000	1,000	4,000	6,000	7,000	9,000	10,000
One-time Startup Cost	500	–	–	–	500	–	–	–	–
Total OpEx	60,500	60,000	60,000	60,000	240,500	242,000	313,000	315,000	386,000
Net Income	-21,750	-9,375	-4,375	7,500	-28,000	163,000	323,000	498,200	859,840

Pro Forma Balance Sheet

Category	Y1 Q1	Y1 Q2	Y1 Q3	Y1 Q4	Y1 Total	Y2	Y3	Y4	Y5
Net Income	-21,750	-9,375	-4,375	7,500	-28,000	163,000	323,000	498,200	859,840
Reinvestment (50%)	–	–	–	–	–	-81,500	-161,500	-249,100	-429,920
Retained Cash (50%)	–	–	–	–	–	81,500	161,500	249,100	429,920
Investing – Tools/Models	-500	0	0	0	-500	-7,000	-7,000	-7,000	-7,000
New Hires	0	0	0	0	0	0	-70,000	0	-70,000
Inventory Purchase (Y5)	0	0	0	0	0	0	0	0	-100,000
Net Cash Flow	-22,250	-9,375	-4,375	7,500	-28,500	74,000	84,000	242,100	252,920
Ending Cash	-22,250	-31,625	-36,000	-28,500	-28,500	70,500	154,500	396,600	649,520

Pro Forma Cash Flow Statement

Category	Y1 Q1	Y1 Q2	Y1 Q3	Y1 Q4	Y1 Total	Y2	Y3	Y4	Y5
Cash	-22,250	-31,625	-36,000	-28,500	-28,500	70,500	154,500	396,600	649,520
Equipment & Tools	500	2,000	3,500	5,000	5,000	15,000	30,000	50,000	80,000
Inventory	0	0	0	0	0	0	0	0	100,000
Total Assets	-21,750	-29,625	-32,500	-23,500	-23,500	85,500	184,500	446,600	829,520
Liabilities (Payables)	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	10,000
Owner's Equity	-26,750	-34,625	-37,500	-28,500	-28,500	80,500	179,500	441,600	819,520
Liabilities + Equity	-21,750	-29,625	-32,500	-23,500	-23,500	85,500	184,500	446,600	829,520

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