



# "Miata Fitment – Perfect Fit, Every Time."

**Problem:** Mazda Miata enthusiasts struggle to find the complicated and time-consuming process of selecting the right **wheel, tire, and suspension setup** for their cars. Finding the **perfect** set of wheels 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 trial-and-error process on their own.

**Solution:** **Miata Fitment** simplifies the buying process with a **3D fitment visualizer**, allowing users to input any wheel, tire, and suspension setup. The setup is then rendered on a Miata model in real time. This takes the guesswork out of buying aftermarket wheels and ensures precise fitment before purchase, eliminating guesswork and costly errors.

## Market Opportunity

- The global car modification market is valued at **\$56.3B**, and is projected to reach **\$76.73B by 2032** (+3.5% CAGR)
- Over **1.2M Mazda Miatas** have been sold since 1989, with sales **up 20% since 2010**.
- The Spec Miata racing class is the fastest-growing in the U.S., with **4,000+ cars** actively competing
- Strong community-driven fragmented demand for precise, reliable customization solutions
- Market remains **highly fragmented**, thousands of niche communities, aftermarket brands, and DIY forums

**Competitive Strategy:** Current competitors in the space are technologically lacking. Unlike direct competitors like Fitment Industries and Custom Offsets, which rely on static photo galleries and indirect competitors like the people on platforms such as Facebook Marketplace who are using inconsistent, often low-quality photos — **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. Backed by a vocal community of early adopters, Miata Fitment is well on the way to establishing brand recognition and carving out a defensible position in the emerging market.

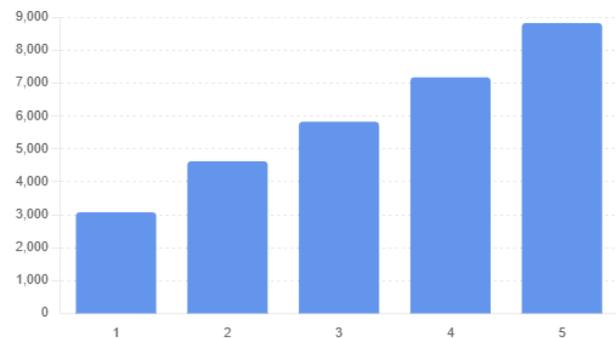
## Go-To-Market Strategy

- **Community-Driven Growth:** Direct engagement with car enthusiasts via social media to refine the tool
- **Scalable Expansion:** Once optimized for Miatas expanding to other car models will be **plug-and-play**
- **Sales:** Use our websites’ marketplace, as well as social media, and Facebook Marketplace to sell wheels

## Revenue Model:

- **Wheel Sales:** Buying and selling wheels both locally and overseas in Japan to flip at a 10% profit per wheel.
- **Rebuilding & Refinishing:** Variable service fees for wheel restoration.
- **Used Parts Consignment:** Fill a major gap in the market by using our growing user base to allow users to list their own wheels, and other car parts for a 2% fee on purchase price

**Financial Projections:** Based on a couple conversations with independent wheel & parts sellers and our own first-hand experience we expect to sell imported wheels at an initial rate of 4 wheels per month (48 wheels/year) in Year 1. Sales volume is expected to grow 15% annually thereafter. At an estimated profit of \$150 per wheel, Year 1 gross profit is \$7,200, rising to \$12,450 by Year 5. We have excluded ancillary services (no incremental cost). A one-time \$500 startup expense (LLC formation & licensing) applies in Year 1. Recurring annual expenses are \$25 for website hosting, \$100 for general business expenses, and \$3,500 for website improvements / expansion (\$3,625/year starting Year 2).



**Financial Amount Required:** With a \$10,000 grant (BPC), we would fully fund our Year 1 projections, covering initial inventory, licensing, and all operating costs putting the business on a path to immediate self-sufficiency. If grant funding isn't available, we'll bootstrap with a \$2,000 personal investment, buying one wheel at a time and reinvesting every sale until we reach scale.

## Traction:

- **900+ users** and strong engagement from Miata Facebook groups and forums, and **50+ people** directly surveyed
- Launched a MVP in August 2024, and had 8 major iterations to refine the 3D fitment visualizer, marketplace, and gallery

## Team:

- Anthony Devito - Software Engineer by day – gearhead by night
- Antonio Casila - Strategic, business-minded leader and a lifelong car enthusiast

## Advisors:

- April Needham - Principal and Lead Consultant - Bloom Consulting, Spokane, WA
- Jared Kelnhofer - Founder - PicsGenie, Spokane, WA
- Chris Cashion - Founder - SpeedyEFI, Spokane, WA

**End of summary**

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Overall pretty nice

#### Problem

Mazda Miata enthusiasts struggle with the complicated and time-consuming process of selecting the right wheel, tire, and suspension setup. Finding the perfect fit 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 setups, there is no simple, reliable solution, leaving customers to navigate an expensive trial-and-error process.

## Value Proposition

Miata Fitment makes the buying process easy for thousands of car enthusiasts by allowing them to input any wheel, tire, and suspension setup into our 3D car visualizer and test their setups in real time. Ensuring a perfect fit before purchase.

## Market Opportunity

The global car modification market is valued at \$56.3 billion USD and is projected to grow at over 3.5% annually, reaching \$76.73 billion by 2032. Since its debut in 1989, the Mazda Miata has sold over 1.2 million units, maintaining its status as a top choice for enthusiasts seeking an affordable and enjoyable driving experience. Whether it's a race car, or a street car, the demand for customization is rooted deep in the culture. Miata sales are up 20% since 2010, and the fastest growing racing class in the U.S. is the SCCA's Spec Miata class, with over 4,000 cars. This love for modification, and our personal involvement in the community creates a prime opportunity for Miata Fitment to do well in the space. Once Miata Fitment is established within the Miata community, branching out to different makes and models will follow. This allows us to interact with more of the global car modification market and turn Miata Fitment into a market wide tool.

## Competitive Strategy

Miata Fitment is the first to implement a fitment visualizer that lets users inspect any wheel, tire, and suspension setup in real time on a 3D model. While numerous well-funded companies like Fitment Industries and Custom Offsets provide photo galleries to assist with wheel selection, our fitment visualizer along with the community we've built, sets us apart from the competition. Our commitment to expanding into different makes and models, coupled with continuous improvements to the visualizer's features such as custom models for wheels, body kits, and car color, makes it difficult for the competition to keep up. By offering an all-in-one solution that allows users to test any wheel, tire, and suspension spec on their Mazda Miata in real-time, we provide a level of precision and convenience unmatched by traditional methods.

\*\*\* I'll use this picture <https://github.com/aanthoonyy/miataFitment/blob/main/public/websiteExample1.png>

## Go To Market Strategy

Our initial focus is on the Miata community, by starting here we have a market that we know from being in the community for many years, as well as our initial launch has proven successful with ~900 users, and more importantly, a ton of positive feedback. Our traction comes from providing a solution to a common need that frequently came up in Miata Facebook Groups and forums regarding buying wheels. Which is how we promoted our website and will continue to promote our website. As our product gains traction and establishes credibility within the Miata community, we will expand to other car platforms. This expansion will be rapid due to the technical side being refined with Miata's over the coming months, other cars will be plug and play. Refinements will be inline with the feedback from the users mentioned before, the big three being adding models for every Miata model, better mobile support, and expanding to other makes/models. Branching out will broaden our reach and let us tap into a larger customer base within the growing car modification market.

## Revenue Model

Marketplace: As our product was designed to help users figure out their wheel, tire, and suspension setups. We want to capitalize on that audience by hosting a marketplace. We will provide services for importing wheels from Japan for a competitive 5% fee, as well as rebuilding, and refinishing wheels (cost varies). We will also allow users to host their own wheels and suspension components, new or used, for a consignment fee of 2%. Our competition doesn't support used goods, which is a big part of the market with a lot of parts being discontinued for decades.

