



CryptoHippos NFT

Service To: The CryptoHippos Community

Address: The Watering Hole

Subject: Turo Fleet Proposal - Miami, FL

Hippo Improvement Proposal (HIP)

Opportunity:

Over the past decade, Peer to Peer business services have proven to be a rewarding industry. Household names like Airbnb, Cashapp, & Amazon have taken over their respective industries with this groundbreaking model. The car rental industry is no exception, and we believe one of the most promising opportunities is Turo. Similar to Airbnb but for cars, Turo provides a marketplace for car owners to rent out their vehicles to clients for various purposes with limited barriers to entry. With our current Airbnb experience, it would be in our best interest to look at another rental, peer to peer platform where we can take our current business model and expand it in order to generate consistent revenue for the watering hole and further reward our holders.

Market Outlook:

After deep analysis of prominent Cities with accessibility to Turo services, we felt Miami, a year-round destination with an extremely lucrative and high-earning peak season, offers an exciting opportunity for the Hippos. It is the 4th largest Turo market (2018 market guide). Furthermore, using market data directly from the Turo website, we were able to pin-point the most profitable vehicles based on return on investment (ROI) across the different budgets offered by Turo in 2022.

Turo Vehicle Budget Range and Profitability

\$10k-\$30k \$30k-\$50k \$50k-\$75k

1 Fiat 500 185.9% ROI	2 Audi A3 Cabriolet 87.8% ROI	3 Porsche Panamera 232.6% ROI
Vehicle value: \$12,539 Annual loan cost: \$2,521 Annual earnings: \$7,296	Vehicle value: \$47,347 Annual loan cost: \$9,654 Annual earnings: \$18,032	Vehicle value: \$94,332 Annual loan cost: \$13,953 Annual earnings: \$43,605
2 Mitsubishi Mirage G4 168.2% ROI	2 Alfa Romeo Stelvio 85.7% ROI	2 BMW 8 Series 126.9% ROI
Vehicle value: \$13,399 Annual loan cost: \$2,696 Annual earnings: \$7,256	Vehicle value: \$32,603 Annual loan cost: \$6,444 Annual earnings: \$11,962	Vehicle value: \$70,049 Annual loan cost: \$14,511 Annual earnings: \$50,609
3 Toyota Corolla Hybrid 245.0% ROI	3 Subaru Ascent 85.4% ROI	3 Chevrolet Corvette 186.2% ROI
Vehicle value: \$28,800 Annual loan cost: \$5,758 Annual earnings: \$18,959	Vehicle value: \$38,329 Annual loan cost: \$7,034 Annual earnings: \$13,341	Vehicle value: \$54,673 Annual loan cost: \$11,906 Annual earnings: \$12,906



Utilizing this data we can see that the estimated return on our initial investment could prove to be very lucrative for the community across all three ranges. Notice that the ROI for the top three vehicles on the low end range on average is higher than both the middle and high end range. Diversification amongst various price ranges will enable us to have a wider market reach. With that being said, the community is the driving force in the decision making process and we will execute directly in your best interests.

Contingencies:

How will the Hippo Fleet be secured?

We've provided 3 locations of potential garages that we can use to store our fleet below. Miami is one of the most visited cities in the U.S which is why we've included options near the airport & downtown Miami in order to allow for convenient accessibility for clients.

1. 1444 Biscayne Blvd. Miami Florida

- \$100 a month
- 24/7 Covered Parking (3 Month minimum commitment)
- Self Parking in a secured covered garage
- \$25 non-refundable registration fee

2. Marriott Self Park; 1201 NW Le Jeune Rd

- \$200 a month
- 24/7 Uncovered Parking (weather)
- Shuttle service from MIA Airport to Marriott for free
- Less than 5 minutes to the airport

3. Brickell Garage;

- \$160 Monthly
- 3 Month Minimum Reservation
- 24/7 Covered Parking
- Enter this location at 106 Carlos Arboleya Blvd. This is the **799 Brickell Plaza Garage**

<https://sphero.com/search?kind=city&id=5&monthly=true&starts=2022-04-25T11%3A00>

Management

In order for operations to be fluid, we will need a fleet manager. Their responsibilities may include, but not limited to: customer service, managing listings, vehicle maintenance, delivery and return schedule of vehicles etc.. The extent of the fleet manager's responsibilities will be contingent upon the extent of automation in the operation and the community's discretion.