



RoadsideOtto

On-demand roadside assistance.
No membership. No runaround.

SEED ROUND · 2026

Launching in Houston, TX



THE PROBLEM

Roadside assistance is stuck in the past

69M roadside events / yr

~189,000 every day in the U.S. — roughly 1 in 4 vehicles each year.



1

Slow when it matters most

Typical roadside response runs 30–45 minutes, and members report multi-hour waits and no-shows during peak demand.

2

Prepaid & capped

AAA runs ~\$65–\$139 a year, paid whether you use it or not — and every tier is capped at ~4 service calls per year.

3

Built to upsell

Incumbents dispatch to contracted tow networks; drivers report being pushed a new battery or part instead of a simple fix.

Two shifts have opened the door

A ready-made supply of providers

64M Americans freelanced in 2023

38% of the U.S. workforce, earning \$1.27T. People want flexible income — and most can already jump a car or change a tire.

The gig economy is the labor force roadside never had.

Incumbents retreated to B2B

Every scaled digital player is white-label plumbing for insurers and automakers — not a consumer brand:

- Agero — self-described #1 B2B white-label provider (150M+ vehicles, ~13M events/yr)
- Urgent.ly — the venture-backed “Uber for roadside” — struggled public, then was acquired by Agero for \$5.50/share (Apr 2026)
- The direct-to-driver consumer app space has no dominant national player

THE SOLUTION

Meet RoadsideOtto

An on-demand marketplace that connects stranded drivers with the nearest vetted provider — everyday helpers and professional tow operators alike. Pay per use. Track in real time. No annual membership.

1

Request

Open the app, tap what you need — jump, tire, fuel, lockout or tow. See the price upfront.

2

Match

The nearest background-checked Otto provider accepts in seconds.

3

Rescue

Track them to you in real time, pay in-app, rate the help. Done.



THE PRODUCT

One app for every roadside moment

Jump start

~\$70

Tire change

~\$65

Fuel delivery

~\$60

Lockout

~\$75

Towing

~\$130

Minor fixes

varies

Built in from day one

- Upfront, transparent pricing
- Real-time GPS tracking to your car
- Background-checked, insured providers
- In-app payment & ratings
- In-app SOS & live trip-share for safety
- No annual fee — pay only when you need it

MARKET SIZE

A \$6B+ market hiding in plain sight

TAM

\$6.2B

U.S. roadside assistance market (2025)
— up to \$7.7B on broader definitions;
\$32B globally.

SAM

\$1.8B

On-demand roadside spend across the
top warm-climate, car-dependent U.S.
metros.

SOM

\$110M

Annual roadside spend in metro
Houston — our beachhead market.

Bottom-up check: ~69M U.S. roadside events × ~\$90 average service ≈ \$6.2B — matching independent market estimates.

Three ways RoadsideOtto makes money

Marketplace take

20%

of every service booked through the platform — the core engine.

Otto+ membership

\$59/yr

optional priority + discounts. Undercuts AAA (\$65–\$139) with no lock-in.

B2B & fleet

Phase 2

dispatch for insurers, dealers, rental & fleets on the same provider network.

Unit economics per service

\$90

avg. consumer job

=

\$72

to the provider (80%)

\$18

RoadsideOtto take (20%)

~\$15

net contribution

THE SUPPLY SIDE

A better gig than the wheel

\$40–\$60+ /hr

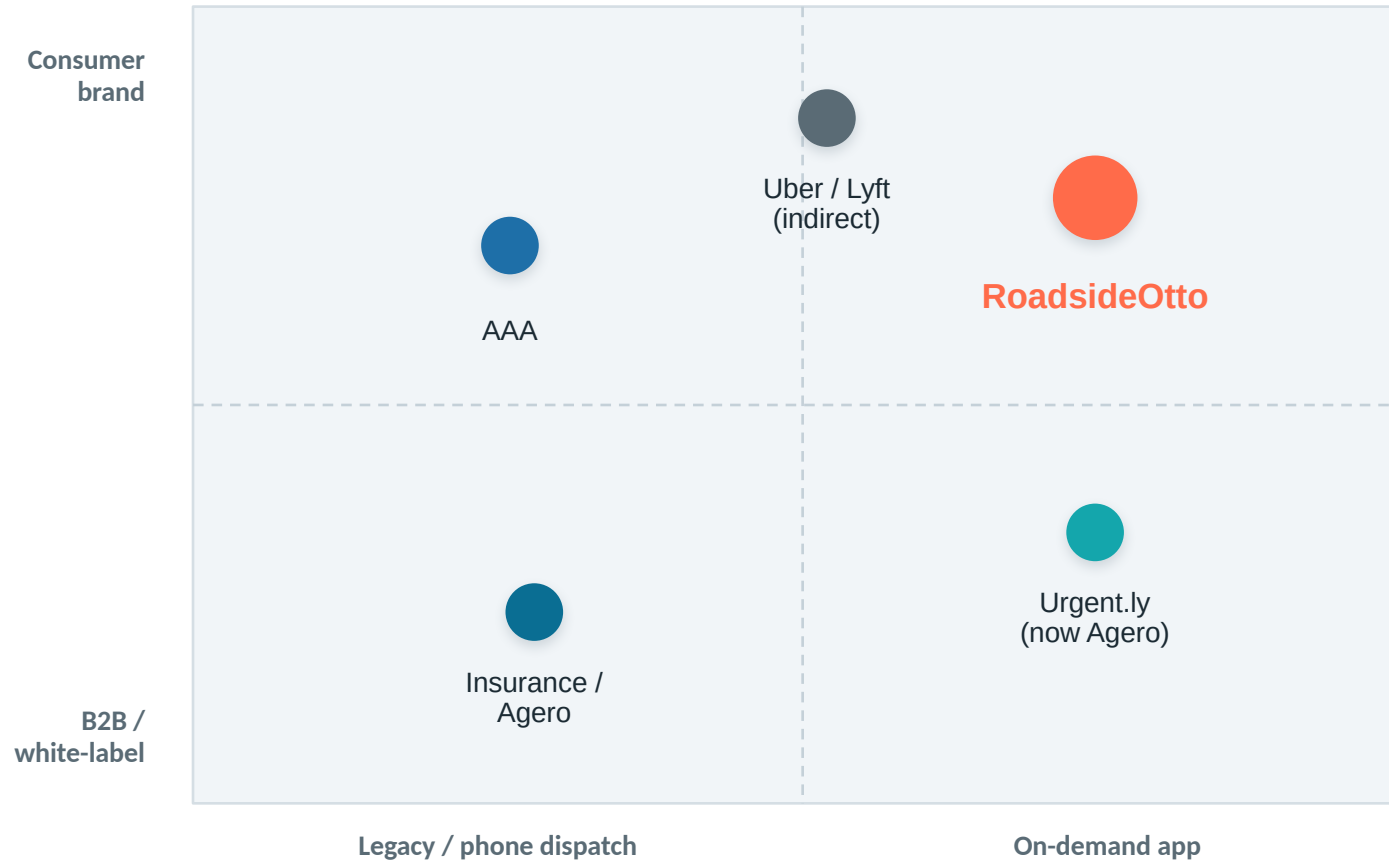
realistic active-service earnings for an Otto provider — vs ~\$17–\$24/hr typical for rideshare and delivery.

Low barrier, high dignity

- Most people can already jump a car or change a tire
- Bring your own vehicle & basic tools — we handle dispatch, payments & insurance
- Work when you want; pros can bring a truck for tows



Nobody owns the on-demand consumer lane



The gap

Incumbents are either prepaid clubs (AAA) or white-label plumbing (Agero). The direct-to-driver, pay-per-use consumer app is wide open.

RoadsideOtto lives where demand actually is: the stranded driver.

WHY WE WIN

Fast, fair, trusted — and loved



Fast

We route the nearest available provider and track them to you live — density beats a call center.



Fair

Pay per use with upfront pricing. No annual fee, no 4-call cap, no surprise upsell.



Trusted

Background-checked, insured providers, in-app SOS, live trip-share and two-way ratings.



Loved

Otto turns a stressful moment into a friendly one — a consumer brand in a faceless category.



Win Houston, then the Sunbelt

7.44M

metro population

~5.3M

vehicles on the road

~95°F

Aug avg high → battery & tire failures

3.57M

gig-ready workers

Why Houston is the perfect beachhead

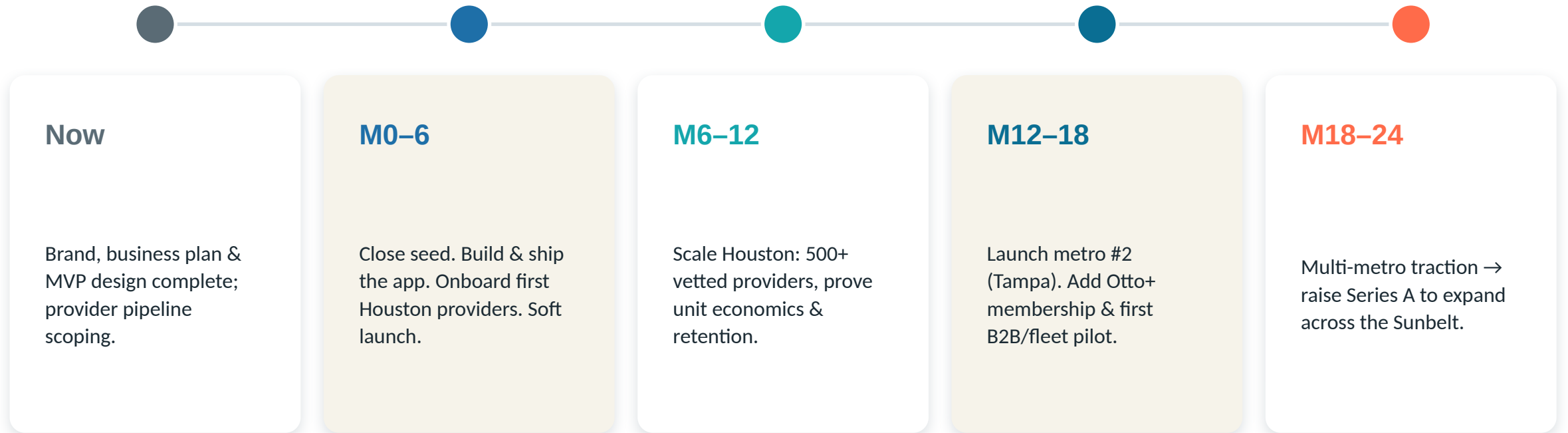
The biggest, hottest, most car-dependent Sunbelt metro — the most breakdowns and the deepest provider pool. We geofence the dense Harris County core for marketplace liquidity, prove the model, then template it across the Sunbelt (Tampa next).

- Seed supply: recruit & vet local providers
- Spark demand: geo-targeted digital + shop & dealer partners
- Density flywheel: faster ETAs → more drivers → more providers



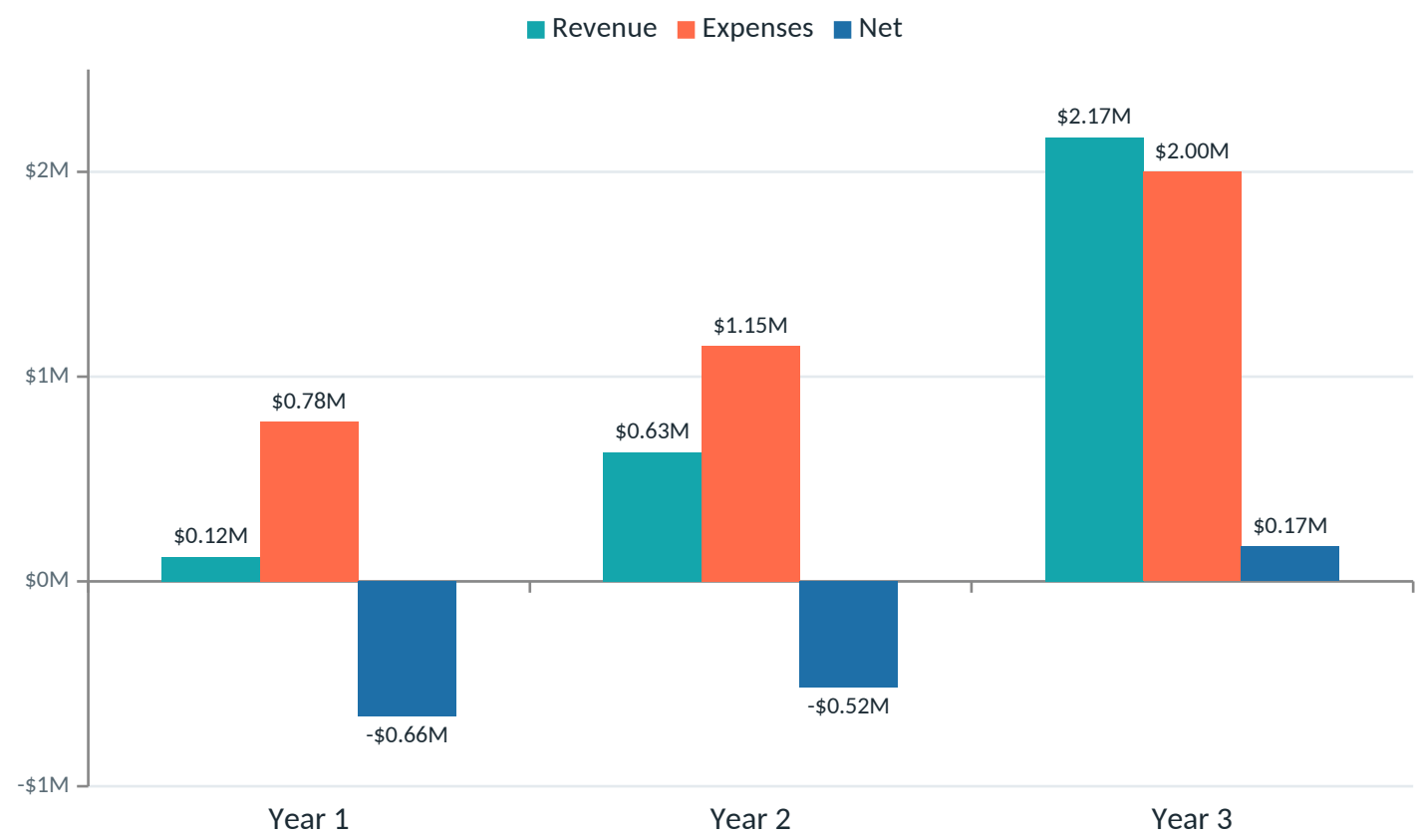
What the seed unlocks

We are pre-launch by design — capital-efficient, with the brand, plan and product blueprint in hand. Here is the 24-month path.



PROJECTIONS

A credible path to profitability



USD, millions. Company projections based on the market and unit-economics assumptions in this deck.

\$6.3M

Year 3 gross bookings (GMV)

70K

services delivered in Year 3

~\$1.0M

cumulative burn — inside the raise

Y3

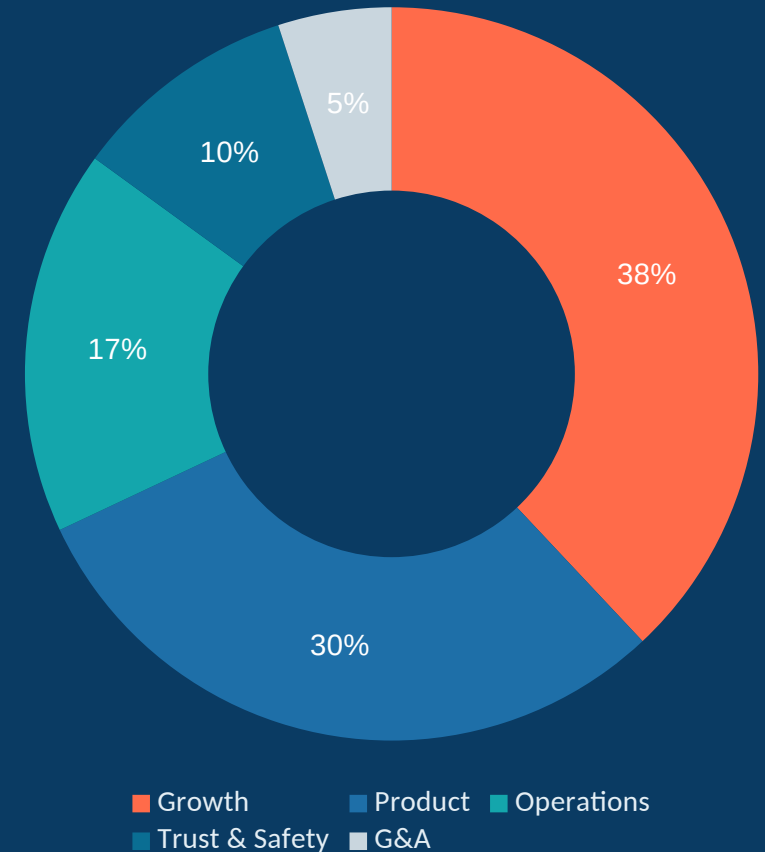
approaching profitability

THE ASK

Raising **\$1.5M** seed

18–24 months of runway to launch Houston, prove the marketplace, and reach Series A metrics.

	Growth & marketplace acquisition	38%	\$570K
	Product & engineering	30%	\$450K
	Operations & expansion	17%	\$255K
	Trust & safety (checks, insurance)	10%	\$150K
	G&A / legal / compliance	5%	\$75K



Operators who ship



Ryan Burch

Founder & CEO

22+ years leading complex IT delivery. Sets product vision and drives execution — from strategy to shipped software.



Brandy Hampton

Co-Founder & COO

Operator with a track record building and scaling businesses across apparel, tech and startups; owns operations, risk and growth.

Seed hires & advisors

- CTO / lead engineer
- Head of Trust & Safety
- Houston market lead
- Marketplace growth advisors

A core focus of this round.



Everyone deserves a faster way home.

Join us in building the consumer brand for on-demand roadside.

Let's talk

Ryan Burch, Founder & CEO

(443) 686-2527 • hello@roadsideotto.com • roadsideotto.com

