



RoadsideOtto

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

SEED 2026 · HOUSTON, TX



THE PROBLEM

Roadside is stuck in the past

69M U.S. roadside events a year, served by prepaid clubs and B2B dispatchers. Help is slow (30–45 min, multi-hour waits), prepaid (AAA \$65–\$139/yr, capped at ~4 calls), and built to upsell.

THE SOLUTION

On-demand, pay-per-use

RoadsideOtto matches a stranded driver to the nearest background-checked provider in minutes — real-time tracking, upfront pricing, no annual fee. A consumer brand (meet Otto) for a faceless category.

TAM

\$6.2B

U.S. roadside market

SAM

\$1.8B

Sunbelt / car-dependent metros

SOM

\$110M

Metro Houston (beachhead)

Bottom-up: ~69M events × ~\$90 ≈ \$6.2B, matching independent estimates.

WHY NOW

64M Americans freelanced in 2023 — the flexible supply roadside never had. And in 2026 Agero acquired Urgent.ly (\$5.50/share), consolidating incumbents around B2B and leaving the direct-to-driver consumer app lane wide open.

BUSINESS MODEL

20% marketplace take, plus Otto+ membership (\$59/yr, undercutting AAA) and B2B/fleet dispatch (Phase 2). Unit economics: a \$90 average job pays the provider \$72 and nets an \$18 platform take.

The ask: \$1.5M seed · 18–24 months runway

Use of funds: Growth 38% · Product 30% · Operations 17% · Trust & Safety 10% · G&A 5%.

Unlocks: ship the app, onboard 500+ Houston providers, prove unit economics, reach Series A metrics.

TEAM

Ryan Burch — Founder & CEO (22+ yrs IT delivery). **Brandy Hampton** — Co-Founder & COO.

STATUS

Pre-launch by design — brand, business plan and product blueprint ready. Seed capital funds the Houston launch and the marketplace flywheel.

Sources: Grand View Research, FHWA 2024, Upwork, Agero, U.S. Census/Data USA. Company projections are assumptions, not actuals.