



Industry: Vehicle Rentals

Market: \$5 Billion

Stage: MVP/Prototype

Location: Boston, MA

Comp1: Freedom Boat Club (400+ Franchises)

Contact : info@highspeeddirtclub.com

Phone: 617-500-3458

Invest : melincompany.com

Ask: \$50K as Angel / Advisor

Comp2: RV Rentals (\$200M, Global)

VALUE PROPOSITION

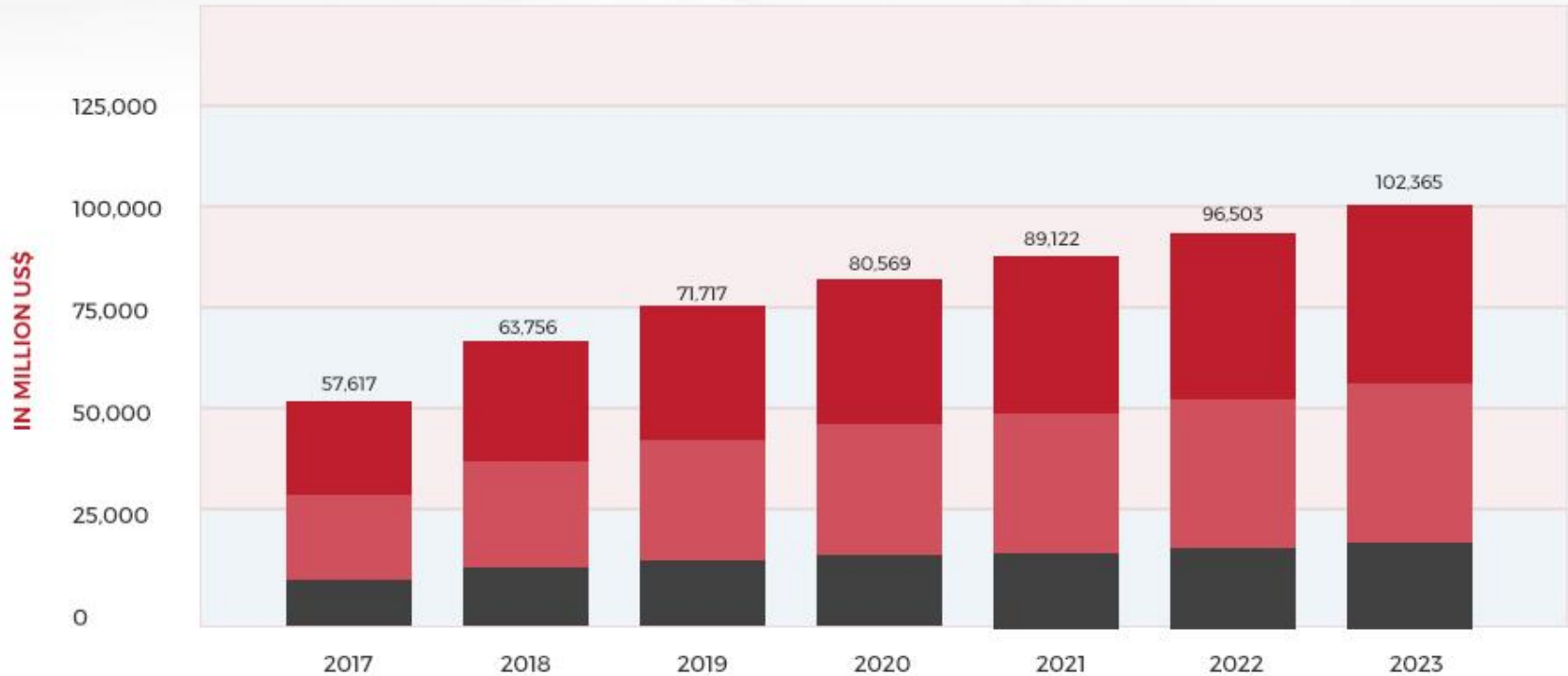
High Speed Dirt Club (HSDC) offers dirt bike riders an alternative to buying costly Dirt bikes and associated gear, trailers, towable truck, and supplies. Entry price is \$5000-\$10,000 which is often out-of-budget for the target market of young 18-30 yr old professionals. Motocross and Trail Riding is growing in popularity with women riders and new mobile reservations “app” technology is ripe for main-stream adoption by millennials who are eager for “experiences” (UBER, Groupon, AirBnB, etc).

The Freedom Boat Club® has proven that a complex rentals-based business model can be successfully scaled up to hundreds of national retail locations with a waiting list of franchisees buying up sales territories both in USA and internationally.

High Speed Dirt Club™ was Founded by city-dweller Eric Melin who was frustrated that he did not have a place to store dirt bikes for occasional weekend trail riding – HSDC appeals to both enthusiast users who might ride regularly and during weekdays but limited by budget and are seeking value – and convenience users like Eric who might only want to rent a few weekends per year.

HSDC will have 5 Corporate-owned locations in the New England market (MA, NH, VT, ME, RI, CT) and 435 Franchise territories across the USA. International after year 5. ²

MARKET STATISTICS



- The off-road motors market (dirtbike/enduro/dunebuggy/etc) is _____ each year¹
- Motorcycle/Dirt bike sales is expected to grow at a rate of 10% each year through 2023²
- Freedom Boat Club (nearest Comp) has proven a successful Club/Franchise model.
- Online rentals/bookings market expected to reach \$68 billion by 2025³

¹ Creditcards.com Sporting Events Spending Poll

² Statista Market Forecast –ts

³ Grand View Research Report: Online Event Ticketing Market Size, Share & Trends Analysis Report By Platform (Desktop, Mobile), By Event Type (Sports, Music & Other Live Shows, Movies), By Region, And Segment Forecasts, 2018 – 2025

HOW IT WORKS

High Speed Dirt Club (HSDC) offers dirt bike riders an alternative to buying & maintaining costly Dirt bikes and Gear.

1. Signup/Reserve & Pay Using Our Mobile App



2. Drive to nearest HSDC Storage Partner Location



3. Choose from 50cc, 125cc, 250cc, 450cc, enduro, ATV, or Dune Buggy; up to 4 bikes on a pre-loaded trailer.



4. Choose a desired trail location; we provide maps, GoPro Cameras, helmets, clothing, gas & energy drink.



5. Enjoy an 8 hour day; actually Riding!



6. Simply Drop off by 9pm; go home; **no** need for cleaning or costly maintenance.



OPPORTUNITY: SHARING ECONOMY

Early Adoption:
Bikes, Scooters, Cars...



Rapidly Growing now:
RVs, Boat Clubs...



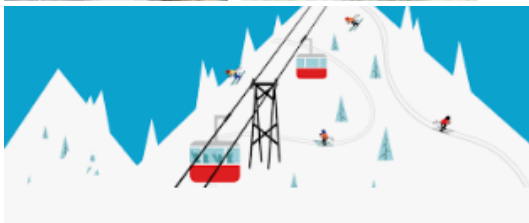
Future Growth Opportunity:
Dirt bikes, Snowmobiles,
Jet Skis, ATVs, Exotic Toys...



RECREATION INSURANCE & LIABILITY

Ski Resorts, Athletic Fields, Skate Parks, Jet Ski Rental Firms, Scooter Rental Shops, Boat Rentals, and RV Rental Firms are well aware of the Costs associated with “Outdoor Recreation Insurance” – preliminary research suggests that HSBC can expect to pay approximately \$300 per \$1M in coverage – or approximately 20% of overall fixed costs. Insurance complexities drive decisions on adding equipment.

HSDC is not just for dirt-bikes – but we believe we need to be laser-focused in the early phases; after a successful roll-out and proof of concept in 20+ locations of just dirt-bikes and perfect how to serve this demographic – then we will add ATVs, Jet Skis, Jet Boats, Hover-craft, Parasail, Snow-Crafts, and other exotic sports in the outdoor recreation equipment rentals via a vote among existing franchisees.



GO-TO-MARKET STRATEGY

Key Factor: Low Cost Franchisee Model

FRANCHISEE

- In USA, each Franchisee owns exclusive sales territory, mapped to US Congressional Districts (based on Population).
- Franchisee's have low startup costs (\$28k cash requirement) and a very low footprint (no real estate needed – operated from Home Offices with Storage Units) – appealing to first-time-franchise buyers.
- Franchisee's can operate businesses PART-TIME – with lock-boxes & cameras installed at Storage Units – they only need to visit location nightly for 1 hour of cleaning, organizing, inventory checks, etc.

PARTNER RELATIONSHIPS

- Develop partnerships with corporate sponsors (Energy Drinks, Big 5 Factories, etc.)
- Gain access to public land via active industry associations; land conservation, outdoor/wildlife groups, safety groups, and other pro-outdoor living brands (Bass Pro Shops, etc.)
- Promote via industry groups like American Motorcycle Association.

MOBILE STRATEGY & MOBILE APP

The reservations industry has been transformed by mobile apps and mobile commerce. UBER & Lyft have transformed taxi industry. AirBnB has shifted short-term apartment rentals. The **High Speed Dirt Club** App is more than a place to book a reservation – our proprietary mobile app called: “DYRT” allows users to book a reservation for a trailer, and 1, 2, 3, or 4 bikes for 8 hours at a time.

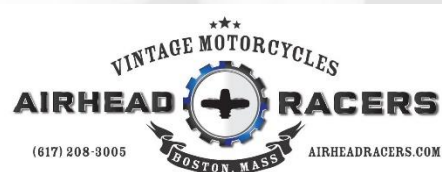
“DYRT” – The Mobile App



PARTNERS / AFFILIATES / SPONSORS



HSDC affiliates with one brand in each of the following 12 categories: Factory Bikes, Self-Storage, Banking/Finance, Technology, Power Bars, Photography, Trailers, Advertising, Motorcycle Clothing, Helmets, and Energy Drink. Sponsorship Contracts are 3 yrs, renewable.



EXECUTIVE TEAM



Eric Melin
Co-Founder & CMO / CTO

SaaS & Search Marketing Exec.
20+ yrs. experience in investment banking, FinTech, RegTech, and Google / SaaS technology. Serial Entrepreneur w/ successful exits.
Owns/Operates an Advertising Agency and Venture Incubator.

Based in Cambridge Mass.



Recruiting-in-Process
Co-Founder & CEO

Seeking a CEO Co-Founder who wants to make HSDC his/her “full-time” venture. CEO should have venture/startup/leadership experience but need not have dirt-bike/motocross industry experience. Franchise sales experience a plus. Focused on Revenue Production / Franchisee Growth. Part-Time expected until economics allow.

Ideally Boston, NYC, or SF



Recruiting In-Process
Co-Founder & COO

A Co-Founder and COO should be responsible for the day-to-day operations and growth of the firm – with industry connections, and some direct industry work experience. Need not be a “full-time” role during startup phase but willing to leave industry upon economic opportunity.

Ideally located or employed already in a moto-related job or career.

ADVISORS

Based in **Boston and New York**, our team has prior exits in Technology and Automotive Ventures.

HSDC is actively building a 11-person Advisory Board; advisors have a low time commitment of 2 hours per month and a quarterly conference call.

Advisors do not need to have an interest in dirt bikes or motocross as we are sourcing advisors from different industries & experiences.

Needs: Startup/Franchise Lawyer, CPA/CFO, Investment Banking, Pro Athlete, Japanese Speaking Exec, Motorcycle Factory Exec, Storage Industry Exec, Insurance Exec, Outdoor Conservation & Land Use Expert.



Co-Founding team

ROLES & RESPONSIBILITIES:

CEO:

Teambuilding,
Meetings, Sales,
Incentives, Legal,
Contracts, Task
Master. Venture
Competitions.

CMO:

Marketing,
Product Design,
Community
Building, Sourcing
& Manufacturing.

Part-time-CFO:

Fundraising,
Banking, Investor
Pitchdeck, CRM,
Suppliers/Vendor
Management.

COO:

IP, Marketing,
Admin, HR, IT,
Bookkeeping,
Systems,
Communications.

Team: 4 Co-Founders (CEO, CMO, CFO, COO). Part-time for 24m during startup phase; fixed weekly meeting for 30 Minutes per week on Skype.

MEMBERSHIP PRICING: \$50 per day of riding

Similar to a Fitness Club, or a Boat Club - the High Speed Dirt Club is designed for dirt bike riders and outdoor enthusiasts who want a simple way to go riding without all the hassles and expenses of owning, maintaining, and storing equipment. You drive-in to a storage location nearest to you, load 2-4 bikes to a trailer that is already gas'd up and ready...then drive-away to enjoy your weekend. Boots, Helmets, Gloves, Pants, Gear, even Granola Bars and Energy Drinks are Included!

\$1997 is a one-time membership buy-in which includes first 2 weeks usage. Pay as little as \$50 per day of riding! Annual Membership dues are determined by the Franchisee. Clubs limit members to assure availability. Territory managers (franchisees) have full discretion on new members accepted and annual dues vary by territory, however, a typical member might expect:

\$1997 one-time fee lifetime per family name.

\$497 annual dues *

2 wks per year usage is:

14 r days / \$2494 = \$177/day in year 1

28 r days / \$2994 = \$107/day after 2 yrs

42 r days / \$3488 = \$83/day after 3 yrs

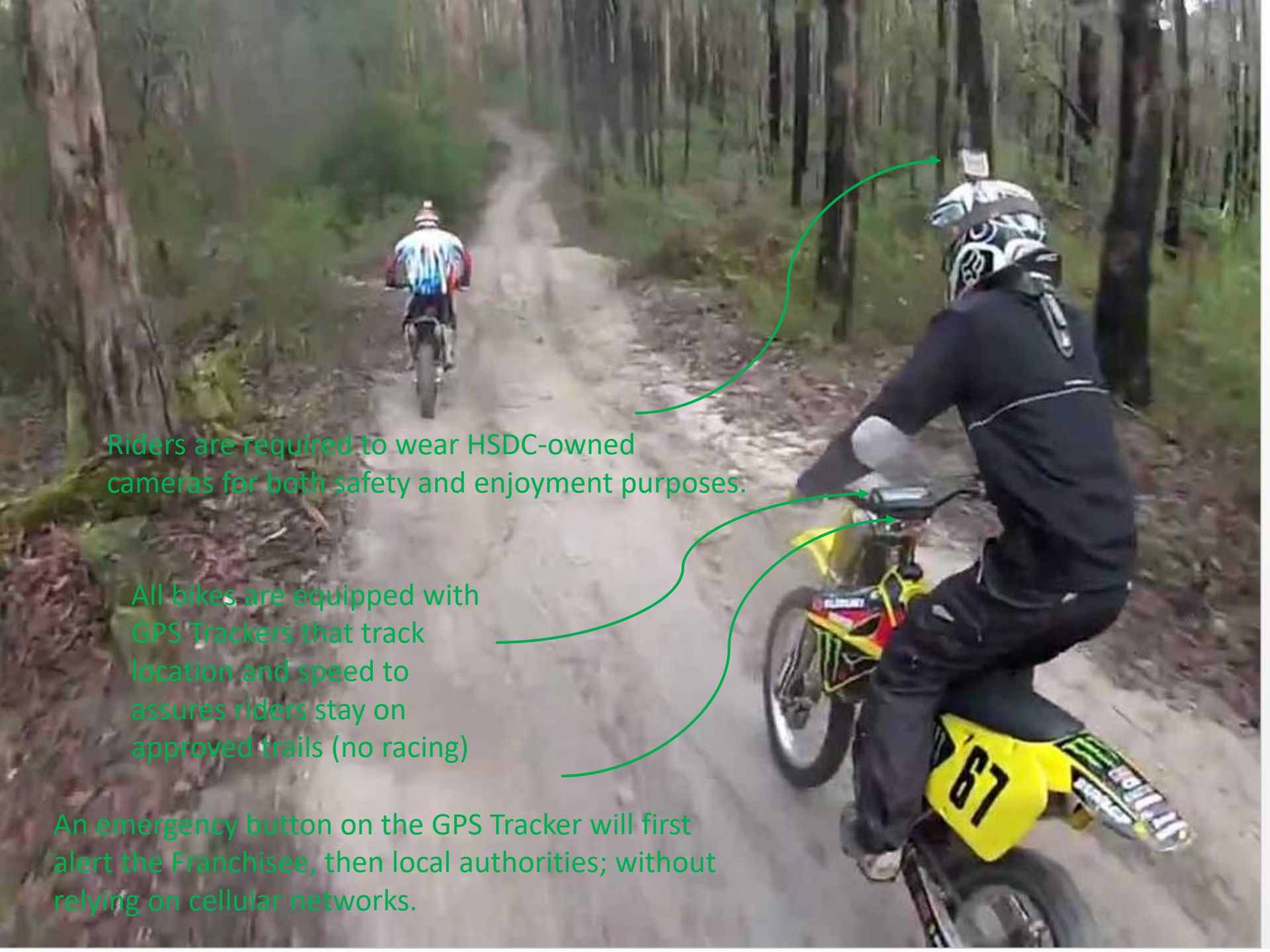
60 r days / \$4482 = \$74/day after 5 yrs

140 r days / \$6969 = \$50/day after 10 yrs

* Annual dues will be negotiated with your territory manager based on expected riding days per year - and if you are trading in any assets to defer membership costs. All members pay \$1997 upfront which is 20% of the cost of 2 bikes, gear and a trailer (\$10K+). Year 1 estimated daily rate of \$177/day includes up to four bikes - which is \$44/each per day per bike - without factoring costs for maintenance, gas, oil, equipment, etc.

Low Franchisee Cash Requirement: \$28,000

Franchise Cost			
One-Time Franchise Fee:			\$20,000
Working Capital Requirement:			\$20,000
Equipment / Gear / Inventory Costs			
(2) Trailer	2	4500	9000
(2) 450cc Dirt Bike	2	7000	14000
(2) 250cc Dirt Bike	2	7500	15000
(2) 125cc Dirt Bike	2	7000	14000
(2) 80cc Dirt Bike	2	6500	13000
(2) 50cc Dirt Bike	2	4000	8000
(1) ATV or Snowmobile, or Dune Buggy	1	7000	7000
Pressure Washer, Gas Cans, Stands, etc.	1	3000	3000
20 Helmets for various size persons	20	110	2200
Clothing/Boots/Pants/Gear for 20 Sizes	20	130	2600
Opening / Other Startup Costs			
Labor/Training/HR/Paperwork			2000
Advertising/Marketing			2000
Web/Tech/IT/Mobile App & Systems			1000
Storage Unit Upfront 12M Rent & Security Deposit			4000
Insurance Down Payment			2000
Accounting/Bookkeeping/Payment Systems			500
Permitting, Legal, Regulatory			1500
Misc/other			1000
TOTAL STARTUP COST TO FRANCHISEE			\$141,800
Expected Financing Terms: 80% @9% APR	Cash Required =		\$28,360
Expected Financing Terms: 50% @4% APR	Cash Required =		\$70,900



Riders are required to wear HSDC-owned cameras for both safety and enjoyment purposes.

All bikes are equipped with GPS Trackers that track location and speed to assure riders stay on approved trails (no racing)

An emergency button on the GPS Tracker will first alert the Franchisee, then local authorities; without relying on cellular networks.

Simple Revenue Model



Franchisee

Average of all 45 Franchisees after 5 years.

Franchisor

Assumes 45 locations + 5 Corporate Held

$$\begin{matrix}
 \$1997 & + & \$497 & \times & 500 & = & \$1.8M & \text{or} & \$8M
 \end{matrix}$$

1- Time Upfront Membership Dues per Family (same cost, all locations)

Average Membership Annual Dues (varies by location)

Members per Sales Territory after 5 years, at an Average Producing Franchisee Location.

Total 5 Years Revenue Generation. (Per Franchisee at 91% of total Gross Profit)

Total 5 Year Revenue Generation (Franchisor, @ 9% Royalty)

Approx. Net Profit (income) Per Year at year 5:

\$332,000

\$1,600,000

OWNERSHIP

- Clean Simple Cap Table
- Traditional: Seed, Angel, A, B, C
- Seed founding by Founders
- Advisors at Angel Level
- Founders own 100% as of today.
- FMV at \$500K for Angels/Advisors
- \$50K for 10% Voting/Founders Shares

45	Total Shares	5,630,000	100.0X		
46					
47	Seed Round	425,000	5.0X	Left: 100%	
48	PreMoney Valuation	4,475,000			
49	Pool	4,500,000			
50	Holder	Shares	X		
51	Seed Investor: JL	250,000	5.0X	25%	jack
52	Eria Melia	4,300,000	84.0X		
53	10 DOR Advisors	100,000	1.0X		
54	Bill Papp	532,000	8.0X		
55	Paul Samok	106,000	1.0X		
56	Employee Option Pool 1a	50,000	0.0X		
57	Total Shares	5,387,560	100.0X		
58	Angel Round	450,000	5.0X	Left: 100%	
59	PreMoney Valuation	4,950,000			
60	Pool	4,100,000			
61	Holder	Shares	X		
62	Seed Investor: JL	250,000	5.0X	50%	jack
63	Seed Investor: JL	233,360	4.6X		
64	Eria Melia	4,300,000	75.2X		
65	10 DOR Advisors	100,000	1.5X		
66	Bill Papp	532,000	8.2X		
67	Paul Samok	106,000	1.6X		
68	Employee Option Pool 1a	50,000	0.8X		
69	Employee Option Pool 1b	200,000	3.4X	Total Option Pool: 250,000	
70	Total Shares	6,513,843	100.0X		
71	A Round	45,000,000	25.0X	Left: 100%	
72	PreMoney Valuation	45,000,000			
73	Pool	80,000,000			
74	Holder	Shares	X		
75	Seed Investor: JL	250,000	25.0X		
76	Angel Investor: JAC	325,651	3.7X	In this scenario, ang	
77	Seed Investor: JL	233,360	3.4X		
78	Eria Melia	4,300,000	56.0X		
79	10 DOR Advisors	100,000	1.4X		
80	Bill Papp	532,000	6.4X		
81	Paul Samok	106,000	1.2X		
82	Employee Option Pool 1a	50,000	0.6X		
83	Employee Option Pool 1b	200,000	2.3X	Total Option Pool: 250,000	
84	Employee Option Pool 2	20,000	0.5X		
85	Total Shares	8,758,633	100.0X		
86	B Round	40,000,000	20.0X	Left: 100%	
87	PreMoney Valuation	80,000,000			
88	Pool	80,000,000			
89	Holder	Shares	X		
90	Seed Investor: JL	250,000	20.0X		
91	D Investor	4,637,650	14.0X		
92	A Investor: JAC	562,240	5.1X	In this scenario, A & B	
93	A Investor	2,487,673	19.0X		
94	Angel Investor: JAC	325,651	3.0X		
95	Seed Investor: JL	233,360	2.7X		
96	Eria Melia	4,300,000	44.5X		
97	10 DOR Advisors	100,000	0.8X		
98	Bill Papp	532,000	4.0X		
99	Paul Samok	106,000	1.0X		
100	Employee Option Pool 1a	50,000	0.5X		
101	Employee Option Pool 1b	200,000	1.0X	Total Option Pool: 250,000	
102	Employee Option Pool 2	20,000	0.5X		
103	Employee Option Pool 3	20,000	0.5X		
104	Total Shares	11,000,866	100.0X		
105	Exit				
106	Exit	40,000,000			
107	Value per Share (\$)	4.18.18			
108	Holder	Ownership	Return	Investment	Multiple

FINANCIALS

- Too Early for Accurate Financial Proformas
- HSDC will own 1st five Corporate Locations
- HSDC operate via standard franchise term sheet
- Business Model is a simple fixed 9% Royalty
- Simple Rollout plan and no build-out allows rapid opening 3+ Locations per month
- Breakeven within 36 Months

Projected Cash Budget

Cash Receipts	Jan	Feb	Mar	Apr	May	June	July	Aug
SALES COLLECTIONS:	20,000	25,000	28,000	32,000	47,000	54,000	59,000	59,000
20% first month	5,000	6,500	8,400	9,400	10,200	10,200	11,400	11,900
60% first month after sale	15,000	16,800	19,800	23,200	28,200	32,400	34,800	34,800
10% second month after sale	3,600	4,500	5,040	5,940	5,940	6,240	9,720	9,720
Other cash receipts			200	200	200	200	200	200
TOTAL CASH RECEIPTS	24,450	27,950	34,620	42,620	45,100	45,100	52,660	55,620
CASH DISBURSEMENTS:								
Wages			15,480	18,480	26,320	30,240	32,400	31,147
Taxes								
Payroll			532	628	907	1,011	1,375	1,163
Property			0	0	400	0	0	0
Transportation			790	840	1,380	1,525	1,700	1,645
Repair & maintenance			375	450	575	625	700	675
Field supplier			650	800	1,050	1,240	1,500	1,375
Rent			500	500	500	500	500	500
Utilities			100	110	120	140	150	140
Telephone (including yellow)			450	575	800	950	1,075	990
Entertainment			200	200	200	200	200	200
Insurance								
Malpractice			0	9,000	0	0	0	0
Tenant's			0	0	1,500	0	0	0
Auto			0	0	0	500	0	0
Licenses			0	0	0	1500	0	0
Miscellaneous			200	200	200	200	200	200
TOTAL CASH DISBURSEMENTS	19,407	31,923	34,267	34,267	34,921	34,921	40,270	38,335
END OF MONTH BALANCE								
Beginning cash balance			5,000	9,963	5,990	6,343	12,522	25,112
+ cash receipts	24,450	27,950	34,620	42,620	45,100	45,100	52,660	55,620
- cash disbursements	19,407	31,923	34,267	34,267	34,921	34,921	40,270	38,335
CASH END OF THE MONTH	9,963	5,990	6,343	12,522	24,912	42,297	42,297	42,297
(REPAYMENT)	0	0	0	0	0	0	0	0
or								
(BORROWING)	0	0	0	0	0	0	0	0
CASH END OF THE MONTH	\$9,963	\$5,990	\$6,343	\$12,522	\$24,912	\$42,297	\$42,297	\$42,297
Minimum Cash Balance - \$5,000								

Pro Forma Income Statement

Net sales	\$450,000
Operating expenses:	
Labor expense	\$272,000
Gas expense	30,305
Telephone expense	10,450
Equipment repair expense	6,500
Insurance expense	11,000
Rent expense	6,000
Depreciation expense	10,000
Licenses expense	1,500
Payroll expense	12,750
Office supplier expense	7,400
Field supplier expense	11,200
Miscellaneous expenses	5,000
Total operating	\$318,405
Net operating profit	95,595
Income taxes	12,255

OUR ETHOS

HSDC (High Speed Dirt Club) was founded by dirtbike riders for dirtbike riders with the simple goal of making riding easier and more accessible to riders who lack financial means or storage capacity to maintain numerous bikes for occasional (non-race) recreational use, family riding weekends, and trail riding.

Founded in New Hampshire in 2018, we believe that the great outdoors is the ultimate natural playground and live-free-or-die is more than a state moto - it is the foundation upon which all else is built.

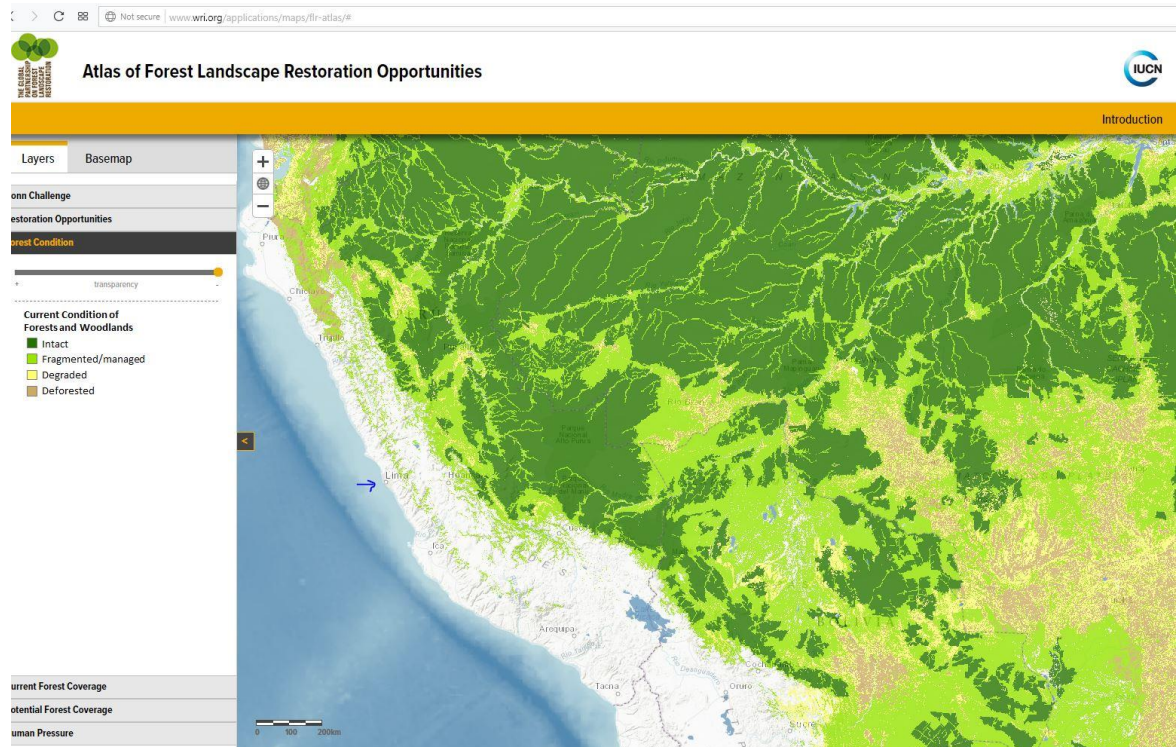
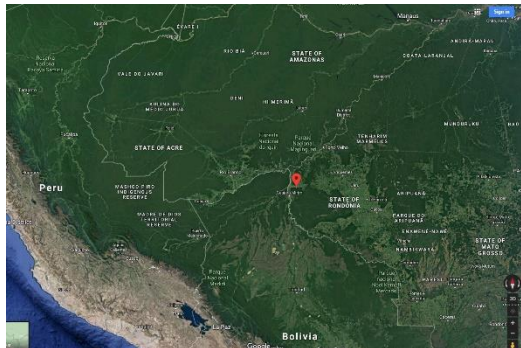
We respect our wilderness, our natural wonders, and our neighbors' right to peaceful and quiet enjoyment of the same. We believe all should be able to experience joys of riding outdoors regardless of gender, geography, age, physical ability, or economic status. HSDC is an ambassador to a new outdoor lifestyle.

We believe a conscientious and balanced approach to motorsports can contribute to the natural ecosystem and add respectability and maturity to an activity previously considered a nuisance. We believe corporate advertising dollars can view motorized trail riding (some soon-to-be-electric-powered) with the same nod of classic admiration as kayaking, fly-fishing, or old fashioned trail hiking. While our name is a nod to times past; Brand alignments do not need to be sliced and pigeonholed into teenagers with heavy-metal and energy drinks.

Much like motorcycle clubs in the 1950's - HSDC Members and franchisees are encouraged to bring their own ideas and social components, not corporate rigidity. Membership in HSDC is designed for people who might not otherwise be able to afford riding or enjoying nature-at-high-speeds. Rates start at \$50 per day. Similar to a ski weekend, or family camping weekend, our members are often seeking 'staycation' family recreation options that can be enjoyed without costly hotels, airfare, or long travel.

SOCIAL IMPACT: 1 Rental = 1 Hectare

HSDC (High Speed Dirt Club) has pledged to give back by purchasing virgin rain forest in the Bolivian Amazon river basin. For every rental-day of riding booked – 1 Hectare of Rain Forest will be preserved in a Land Trust. We have identified regions of the greatest human pressures causing deforestation and degradation to forests around the world. 1 Hectare is approx. 2.5 acres – or about the size of a soccer field. Our Goal is 1,000,000 Hectares or 3861 square miles; 2,471,050 acres (bigger than Rhode Island, smaller than Connecticut). Source: Atlas of Forest Landscape Restoration Opportunities by The Global Partnership of Forest Landscape Restoration: <http://www.wri.org/applications/maps/flr-atlas/#>



FINANCING AND USE OF FUNDS



USE OF INVESTMENT FUNDS

- Platform Development – web and mobile application
- Hire Key Personnel – engineers, developers, customer support team
- Establish a Board of Directors with Governance, Legal, and IP Protections
- Sales & Marketing Processes – advertising, search optimization, PR
- Build Franchise Systems/Processes; buy/deploy in first market testing.

EXIT POSSIBILITIES FOR EARLY INVESTORS

A travel Company looking to expand product offerings via strategic relationship with Auto Rental vis-a-vis a new demographic.



Most Likely – Strategic M&A

A “sharing economy” brand wishing to add brand to portfolio for youth marketing.



Likely – Operational M&A

A competitor or Similar Business Model (Boat Club, RV Club, etc.)



Possible – Competitive M&A

A PE addition to portfolio.



Possible – Private Equity

A big 5 “factory” brands wanting to expand consumer marketing foot-print.



Plausible – Factory

IPO is most likely in USA, although UK, DE, EU considered)



Unlikely – IPO



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Market: \$1 Billion as Retail Sales

Stage: MVP/Prototype

Location: Boston, MA

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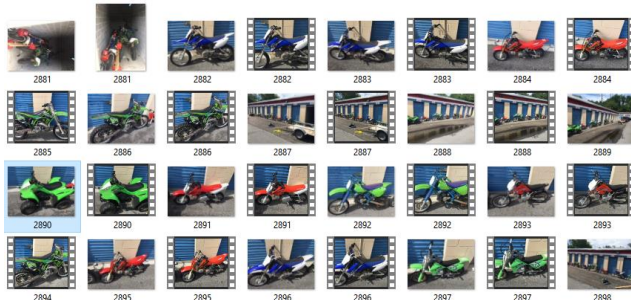
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Exhibits & Additional Slides:

Inventory Owned by: High Speed Dirt Club, Inc.

As of June 2019, the Corporate Entity Owns:

- 1 Jeep
- 1 Trailer
- 1 4-Wheeler
- 2 Adult Dirtbikes
- 3 Young Adult Dirtbikes
- 2 Child / Mini Dirtbikes
- 8 Assorted Helmets, Gear, Gas/Oil, etc.



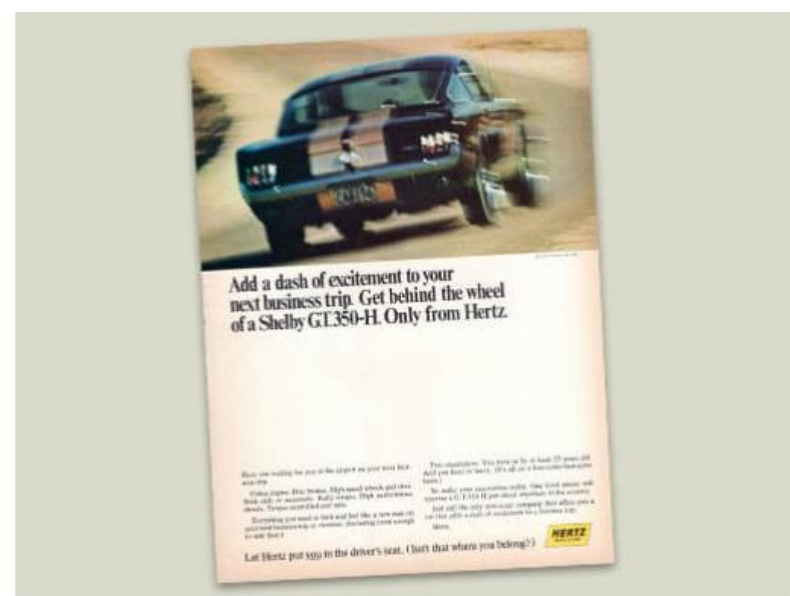
Three Simple Ownership Tiers:

- 1) **Investors** in the HSDC Corporate Entity own Pro-Rata shares in all Assets of the Company, including Company Owned Inventory and 5 Corporate held Territories.
- 2) **Franchise Owners/Partners** own Exclusive Territory Rights and maintain 100% ownership interest in all Assets purchased in that territory. Corporate RFR for sales.
- 3) **Members** in the Club hold usage rights, similar to a Boat Club or Fitness Club. Fixed 1-time Lifetime expense of: \$1997 to Buy-into Club (per person, non-transferable).

Buy a New Boat				Sample Boat Club			
Purchase Price	\$15,000			<u>Year Round Plan</u>			
Boat Length	20						
Monthly Payment (Frons Calculator)	\$333						
	1st Year	2nd	3rd		1st Year	2nd	3rd
Down Payment 10%	\$3,500	\$0	\$0	Membership Entry Fee	\$5,500	\$0	\$0
Tax, Title & License	\$1,200	\$60	\$60	Tax, Title & License	\$0	\$0	\$0
Dock Lines, Life Vests, Anchor etc...	\$300	\$0	\$0	Dock Lines, Life Vests, Anchor etc...	\$0	\$0	\$0
Insurance 1.5% Value	\$525	\$420	\$357	Insurance 1.5% Value	\$0	\$0	\$0
12 Monthly Payments (10 Year Loan)	\$4,056	\$4,056	\$4,056	Year Round Membership \$249 month:	\$2,988	\$2,988	\$2,988
Depreciation (20% first year 15% thereafter)	\$7,000	\$4,200	\$3,570	Depreciation (20% first year 10% thereafter)	\$0	\$0	\$0
Maintenance/Repairs	\$500	\$700	\$700	Maintenance/Repairs	\$0	\$0	\$0
Storage (\$12.50 Foot Dry Storage)	\$3,000	\$3,000	\$3,000	Storage (\$12.50 Foot Dry Storage)	\$0	\$0	\$0
Total Cost Year	\$20,881	\$12,436	\$11,743	Total Cost Year	\$8,488	\$2,988	\$2,988
Total Monthly Cost	\$1,673	\$1,036	\$979	Total Monthly Cost	\$707	\$249	\$249
Total Cost After 3 Years	\$44,260			Total Cost After 3 Years	\$14,464		

Exit? Will a big Rentals Car Company ever want to buy a HSDC startup?

They've done similar projects before – before the days of GPS tracking, smart-phones, and IP Cameras.



Hertz "Rent-a-Racer" Program

Over 50 years ago, in September of 1965, the General Manager of Shelby American, Peyton Cramer, and the Hertz Corporation came to a brilliant business agreement: They would offer the 1966 GT350-H as a rental car through the now-famous Hertz "Rent-a-Racer" Program. This deal created 1,000 Shelby Mustang GT350-Hs for use in the Hertz rental fleet, allowing customers to do more than just rent a standard rental vehicle for their needs.

A brochure from 1966 introduced the cars to eager renters, "These cars are available to business travelers who want a change of pace in motoring, by sports car owners away from home and by vacations who consider driving an enjoyable sport."

The "Rent-a-Racer" Program inspired more customers to rent with Hertz (who wouldn't jump at the opportunity to rent their dream car for the weekend?), while also creating more potential buyers for Shelby Mustang – talk about a genius business idea.

Members of the Hertz Sports Car Club in 1966 who were 25 years of age or older would simply pay \$17 per day and 17 cents per mile (a pretty great deal for the time) and get to drive away from the Hertz

Marketing Content

HSDC (High Speed Dirt Club) was founded by dirtbike riders for dirtbike riders with the simple goal of making recreational trail riding easier and more accessible to riders who lack financial means or storage capacity to maintain numerous bikes for occasional recreational use, family riding weekends, and trail riding. Up to four bikes are ready to be enjoyed for trail riding any weekend - although no racing or moto-x is permitted.

- Rent Dirt-bikes & ATVs for as little as \$50 per day.
- First Electric Motorcycle and Electric Dirt-bike Club dedicated to decreasing noise pollution while promoting motorsports.
- Low Membership Commitments
- Fully Insured - Zero Damage Liability
- Family Friendly - smaller bikes available.
- Ditch Uber...Start a HSDC Franchise (Part-Time Income Opportunity)
- Current Members Login
- Not a Member? Request Free Information.



FAQs

- Q: Can I be a passive Owner/Investor?
- A: Yes, we have qualified territory managers who will manage your assets and location(s) for a small stipend.
- Q: Can I buy all bikes myself?
- A: Yes, territory managers are always buying & selling and updating the inventory. It is your inventory to manage as you best determine. You must only maintain the minimum specs.
- Q: Are territories available outside of USA?
- A: Soon. Only USA at the moment.
- Q: Do I need experience to operate my territory?
- A: No! We provide necessary training and ongoing support.
- Q: How do I find storage locations which support drive-in access?
- A: We have relationships with leading storage companies. No negotiations or lease signatures are needed.
- Q: How do I buy or sell bikes?
- A: Generally our territory managers enjoy the buying/selling of inventory; help is always available if this is a concern.
- Q: How does equipment get cleaned after rentals?
- A: Dirtbikes get dirty...we ask Members to bring bikes through a drive-in professional pressure/power wash location after each use.
- Q: Do I need to do repairs or mechanical work?
- A: NO. We encourage territory managers to bring inventory regularly for servicing to certified mechanics. We provide training for basic repairs and maintenance items such as gas, air, oil, air-filters, anti-freeze, tires, etc.
- Q: What are insurance requirements?
- A: Great Question! Much like skiing where 60% of ticket cost goes to insurance; insurance requirement are complex, expensive, and daunting at times but you will be fully protected from liability.



Electric Dirt bikes are closer than you might think...

The Factories are heavily invested and once in full production – expect that the industry will experience a revival similar to e-bikes.











MotorcycleMojo
magazine





