

## EXECUTIVE SUMMARY: Yamamoto Ltd (Clutch)

### The Vision

Yamamoto Ltd is the parent company of Clutch, a dedicated digital platform developed for the global automotive enthusiast market. Our objective is to provide a single, high-performance hub that replaces the current fragmented landscape of car and motorbike culture, combining high-quality route planning with real-time event discovery and community-led insights.

### The Market Opportunity

- Primary Launch Market (UK): The UK automotive sector is a vital part of the economy, with an annual turnover exceeding GBP 67 billion. We are targeting the high-intent enthusiast demographic within this sector, a group that currently lacks a modern, integrated tool for trip planning and event coordination.
- Global Expansion: Following our UK proof-of-concept, Clutch is architected for rapid expansion into the North American and European markets, targeting a global audience of over 250 million active automotive hobbyists.

### The Product: Clutch

Clutch is a utility-led platform that thrives on Community-Sourced Intelligence. We provide the tools for enthusiasts to build and maintain the world's most comprehensive database of driving roads and events.

- Precision Routing: Utilising the Google Maps Platform to allow users to discover, save, and navigate bespoke driving routes.
- Member-Led Route Discovery: Our database is built on community suggestions. Members identify and submit the best driving segments, ensuring the platform offers unique routes that standard navigation software often overlooks.
- Peer Reviews & Validation: A robust rating and review system where members provide feedback on their experiences. This collective intelligence ensures that road quality, scenery, and driveability are verified by those who have recently completed the journey.
- Event Coordination: A central directory for automotive gatherings, from local club meets to track days, providing a clear picture of the UK and European active automotive scene.

### Technical Infrastructure & Partnership

To support a global rollout, Yamamoto Ltd has committed to a cloud-native architecture.

- Primary Partner: Google Cloud Platform (GCP)
- Key Integrations: Google Maps API (Places, Routes, and Static Maps)
- Scalability: Our infrastructure is designed to utilise Google's global regions, ensuring sub-second latency for users regardless of geographic location.

### Growth Roadmap

- Phase 1 (Current): Finalising UK beta testing and establishing institutional credibility via the Google for Startups Cloud Program.
- Phase 2 (Q2-Q3 2026): Full UK commercial launch and strategic partnerships with UK-based automotive brands.
- Phase 3 (2027): Seed funding round to fuel expansion into the US and EU markets, utilising GCP multi-region deployment.

### Corporate Governance

Entity: Yamamoto Ltd

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