

PROPOSAL · CV-2026-04-SAH

# Your fleet, your booking platform.

A fully operational rental platform for Sikh Autohaus: real bookings, real payments, real operations. Built on the foundation you've already seen.

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PREPARED FOR

**Sikh Autohaus**  
San Jose, California

DATE

**April 18, 2026**

PREPARED BY

**Zachary Chernicky**  
Chernicky Ventures LLC

VALID UNTIL

**May 18, 2026**

# Summary

One hundred forty-five thousand dollars, flat. Fourteen weeks from kickoff to launch. A full operations platform that runs the entire rental business end to end, with a ninety-day stabilization period included. The interactive site you saw was built at our risk. It's yours either way.

PHASE 1 · COMPLETE

# What you've already seen

The demo at [sikhautohaus.chernickyventures.com](https://sikhautohaus.chernickyventures.com) is a fully interactive working spec of the customer-facing experience. It was designed and built on speculation to earn the conversation we're having now.

- Home, fleet, detail, about, contact, policies. Every page designed and built.
- A five-step booking flow with live pricing, add-ons, and validation.
- Four cars already modeled in production-grade detail: BMW M2, Lotus Emira, GT3, 992 Turbo S.
- Hosted on Cloudflare, responsive to mobile, fast on a cold load.

*Delivered at zero cost. Yours to keep either way.*

Demo: [sikhautohaus.chernickyventures.com](https://sikhautohaus.chernickyventures.com)

## PHASE 2 · SCOPE

# The full operations platform

Six capability areas, delivered together, operating as one system. This is not an MVP that you outgrow in six months. It's the platform that runs the business.

## 01 Bookings & payments

- Real reservations with live availability and conflict prevention.
- Stripe integration with card and ACH, 3-D Secure, refunds.
- Security deposit authorization holds, released on return.
- Multi-day and weekly pricing, promo codes, gift certificates.
- Automatic invoicing and receipts.

## 02 Customer experience

- Customer accounts with booking history and saved drivers.
- Identity and driver's license capture with Stripe Identity.
- Digital rental agreement with e-signature via BoldSign or equivalent.
- Booking confirmations, reminders, and post-trip emails.
- SMS notifications for pickup windows, returns, and incidents.

## 03 Fleet operations

- Admin dashboard for the whole business: bookings, customers, calendar, revenue.
- Add, edit, and retire vehicles without touching code.
- Block dates for maintenance, personal use, or detailing.
- Edit live bookings: extend, shorten, change vehicle, refund.
- Role-based access for you and any staff you bring on.

## 04 Trip operations

- Pre-trip and post-trip photo documentation per vehicle.
- Mileage and fuel logging with delta calculation.
- Damage reporting workflow with photo evidence and itemized charges.
- Delivery route confirmation with address and timestamp.
- Keyless handoff instructions and pickup checklists.

## 05 Compliance & risk

- Motor Vehicle Record check integration at booking time.
- Driver eligibility rules enforced: age, license tenure, MVR thresholds.
- Insurance-grade documentation trail, downloadable on demand.
- Incident reporting with location, parties, and supporting files.
- Audit log of every admin action for dispute defense.

## 06 Intelligence

- Utilization reports by vehicle and by month, with revenue attribution.
- Top customers, repeat-rental rates, lifetime value.
- Revenue by source: direct, referral, seasonal.
- Review collection with public display on the car detail pages.
- Exportable CSV for accounting and tax prep.

## TIMELINE

# Fourteen weeks to launch

A realistic schedule that's faster than the agency market by design. Six phases, two milestone gates, one launch. I build on a weekly cadence with a walkthrough every Friday so there are no surprises at the end.

**01**

WEEKS 1-2

## Discovery & design

Operations mapping, technical design, rental agreement drafting with your counsel, data model finalization.

**02**

WEEKS 3-6

## Bookings, payments, admin core

Reservations, Stripe, the admin dashboard, the fleet manager, the customer-facing account system.

**03**

WEEKS 7-10

## Trip operations & notifications

Check-in and check-out, photo documentation, mileage and fuel, email and SMS, customer portal.

**04**

WEEKS 11-12

## Compliance, analytics, polish

MVR, incident workflow, utilization reports, review collection, performance and accessibility audits.

**05**

WEEKS 13-14

## UAT & launch

User acceptance testing with you and any staff, final data migration, DNS cutover, go-live.

**06**

WEEKS 15-26

## Ninety-day stabilization

Bundled at no extra cost. Bug fixes, small tweaks, provider updates, and uptime monitoring are all included in the investment.

## INVESTMENT

# One number. No retainers during the build. No surprise add-ons.

<b>Phase 2 · Full operations platform</b> Fixed fee. Fourteen weeks. Everything in scope above.	<b>\$145,000</b>
<b>Phase 1 · Interactive demo</b> Already delivered. Yours to keep regardless.	<b>\$0</b>
<b>Ninety-day stabilization</b> Post-launch bug fixes, tweaks, and provider updates through Week 26.	<b>Included</b>
<b>Infrastructure &amp; third-party services</b> Pass-through at cost, itemized. Stripe, Twilio, Cloudflare, KYC, e-signature. Billed to your card, not marked up.	<b>≈ \$200–\$300 / month</b>

## PAYMENT SCHEDULE

# Payment schedule

Three milestones. Clear deliverables at each gate. Paid by wire or ACH.

MILESTONE 1

40%

**\$58,000****Kickoff**

Due on signed proposal.  
Work starts the following  
Monday.

MILESTONE 2

30%

**\$43,500****Functional beta**

Due when the system is  
ready for UAT,  
approximately Week 12.

MILESTONE 3

30%

**\$43,500****Launch**

Due on go-live,  
approximately Week 14.

## SCOPE BOUNDARIES

# What's not included

Said plainly so there are no surprise invoices.

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- Legal review of the rental agreement: handled by your counsel, drafted collaboratively.
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- Insurance carrier integration beyond documentation APIs.
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- Third-party subscription fees (Stripe, Twilio, KYC provider, e-signature) billed to you at cost.
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- Native iOS and Android apps. The web app is mobile-optimized; native is a future phase if you want it.
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- Marketing, SEO content strategy, paid advertising.
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- New photography or videography of the fleet beyond what's already shot.
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## After launch

The ninety-day stabilization is included in the fee. After that, we'll look at how the system is actually being used and propose either a monthly retainer for continued support or an hourly rate for occasional changes, whichever fits how you want to operate. No pressure to commit to either up front.

## Why continue with me

The demo is already live and production-grade. The architecture is ready for the backend it needs next. Time to launch is shortest if we continue, not restart. A modern, AI-augmented toolchain lets me deliver in three to four months what agencies quote as five. And the vision is already aligned. You saw the work, you liked it, we don't have to rebuild trust from scratch.

# Accepted and agreed

By signing below, the parties agree to the scope, timeline, investment, and payment schedule set out in this proposal. The 40% deposit is due on signature. Work begins the Monday following receipt of deposit funds. This proposal is valid through May 18, 2026.

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Sikh Autohaus · print name above

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Date

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**Zachary Chernicky**  
Chernicky Ventures LLC

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Date