



SoloScale

AI-Powered Estimating for Trades

The Operating System for **1.56M** Trade Contractors

The \$500B Opportunity

AI-Powered Estimating for Trades

1.56 million small contractors are manually creating job estimates.

They're losing **5-10 hours per week** and leaving **15-20% on the table**.

We're building the operating system they've been waiting for.

1.56M

TARGET SMBS

\$500B

TAM

278x

LTV/CAC

Manual Quoting Costs Contractors Time, Money, and Sales

Time Waste

Contractors spend 2-4 hours per quote on manual calculation, formatting, and email back-and-forth

Slow Response

Contractors miss leads because they can't quote fast enough

Margin Leakage

Without systematic cost tracking, contractors underprice jobs and leave 10-15% of potential profit on the table

Error Rate

15-20% of quotes have pricing errors, leading to margin erosion or lost deals

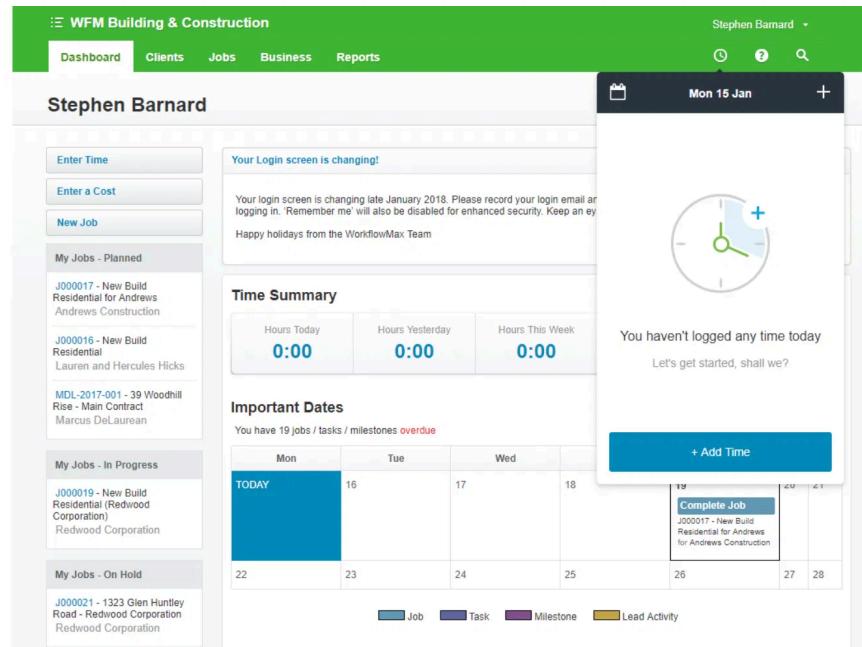
Professionalism Gap

Hand-scrawled or generic quotes lose deals to competitors with polished presentations

MARKET CONTEXT

Current solutions are either non-existent (spreadsheets) or bloated/expensive (all-in-one platforms like ServiceTitan, \$150-300/month). The "Goldilocks" solution doesn't exist: affordable, fast, AI-powered quoting built for trades.

SoloScale: AI-Powered Quoting in Minutes, Not Hours



WHAT WE DO

- **AI-Assisted Quote Generation:** Input job scope → AI generates accurate, itemized quotes with labor + materials
- **Professional Templates:** Beautiful, branded quotes that look like they came from a \$10M company
- **Margin Protection:** Built-in cost tracking ensures every quote protects profitability
- **Fast Iteration:** Generate 10+ quote variations in minutes
- **Mobile-Ready:** Works on iPad in the field, syncs to cloud

TIERED PRICING MODEL

Essential

\$150/mo (5 seats)

Plus

\$250/mo (10 seats)

Pro

\$400/mo (20 seats)

KEY DIFFERENTIATION

Purpose-built for trades • AI-first approach • 50-70% cheaper than all-in-one platforms • Contractors can start quoting within 24 hours

From Job Scope to Professional Quote in Minutes

1 Input Job Details

Contractor enters project scope (mobile or desktop)

2 AI Analysis

System analyzes requirements and suggests itemized costs

3 Review & Customize

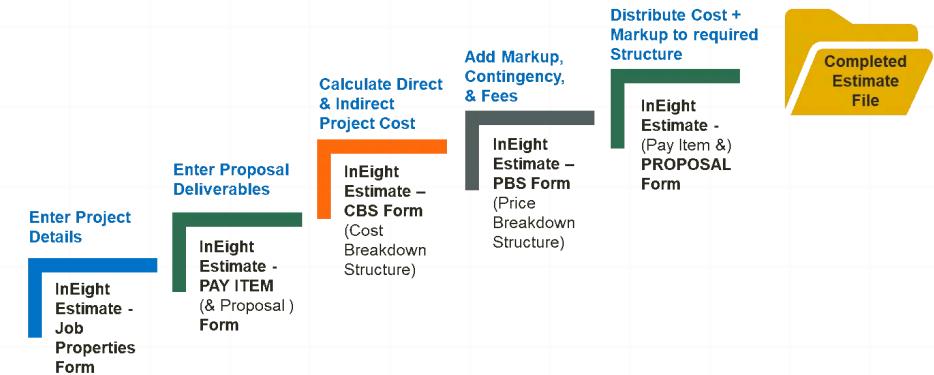
Contractor reviews, adjusts margins, adds notes

4 Generate Quote

Professional, branded quote ready to send

5 Track & Follow Up

System tracks quote status and reminds for follow-up



A \$500B Addressable Market with Zero Dominant Player

TAM BREAKDOWN

HVAC Contractors	120K	Plumbing Contractors	120K
Electrical Contractors	220K	General Remodeling/Handyman	500K
Roofing, Flooring, Landscaping, Painting, etc.	600K		
Total Addressable Market		1.56M SMBs	

Average contractor revenue: **\$500K-\$2M**

5% capture at \$250 ARPU: **\$195M** revenue potential

Total market: **~\$500B+** in annual contractor revenue

10% capture at \$300 ARPU: **\$468M** revenue potential

WHY NOW

AI/LLM technology is finally affordable and accurate enough for trades

Mobile-first contractors want cloud solutions they can use in the field

Post-COVID, contractors are digitizing faster than ever

Exceptional Unit Economics (278x LTV/CAC by Year 3)

SAAS PRICING MODEL

Essential

\$150/month

5 seats — for solo contractors

Plus

\$250/month

10 seats — for small crews

Pro

\$400/month

20 seats — for growing teams

YEAR 3 UNIT ECONOMICS

278x

LTV/CAC RATIO

\$9,500

LTV

85%+

GROSS MARGIN

\$34

CAC

<2mo

PAYBACK PERIOD

WHY THIS WORKS

Contractors are desperate for this solution (high willingness to pay). Low CAC because word-of-mouth spreads fast in tight-knit trade communities. High retention because the product saves time and money every single day.

Founder-Led Sales + Community Leverage = Rapid Growth

PHASE 1: MONTHS 1-6

Founder-Led, Hyper-Focused

Early Adopter Focus

- ▶ Target 1-2 specific trades (HVAC first, then plumbing)
- ▶ Direct outreach to contractors via LinkedIn, trade associations, local networks
- ▶ Get 50-100 beta customers, iterate based on feedback
- ▶ Aim for 30%+ lead conversion rate

PHASE 2: MONTHS 6-12

Community & Content

Scale Through Trust

- ▶ Launch content marketing (YouTube tutorials, trade blogs)
- ▶ Partner with trade associations and local contractor networks
- ▶ Sponsor trade shows and events
- ▶ Leverage customer testimonials and case studies
- ▶ Aim for 25% trial-to-paid conversion

PHASE 3: YEAR 2+

Paid Acquisition + Partnerships

Systematic Scaling

- ▶ Scale paid ads (Google, Facebook, trade-specific platforms)
- ▶ Partner with field service platforms for integrations
- ▶ Build affiliate program with trade consultants and accountants
- ▶ Expand to adjacent trades (electrical, remodeling, roofing)

KEY METRICS

CAC Evolution: \$263 (Year 1) → \$34 (Year 3)

Lead Conversion: 30% (Essential) → 25% (Plus) → 20% (Pro)

Monthly Churn: 10% (Essential) → 5% (Plus) → 3% (Pro)

The Team

Builders with deep trades expertise and capital-efficient execution

Adam Lankford

FOUNDER



Chans Colbert

FOUNDER



Conrad Kimble

FOUNDER



Dennis Weppner

FOUNDER



Joshua Owens

FOUNDER



Milan Jeevan Raj

FOUNDER



WHY WE WIN

Early Signals Show Strong Product-Market Fit

CURRENT TRACTION

50+

Beta Customers

30%+

Lead Conversion Rate

40+

NPS Score

70%+

Weekly Usage

40%

Word-of-Mouth Growth

CUSTOMER FEEDBACK

"This saves me 2 hours per quote. I'm closing deals 3x faster."

HVAC Contractor
Texas

"I used to lose jobs because my quotes looked unprofessional. Now I look like a \$10M company."

Plumber
Florida

"The margin protection feature alone pays for itself. I'm making 15% more per job."

Electrician
California

Path to \$9M ARR in 5 Years with Disciplined Scaling

5-YEAR REVENUE FORECAST

YEAR	CUSTOMERS	ARR	GROWTH
Year 1	83	\$149K	—
Year 2	367	\$1.1M	7.4x
Year 3	833	\$2.5M	2.3x
Year 4	1,600	\$4.8M	1.9x
Year 5	3,000	\$9.0M	1.9x

Detailed milestones, breakeven analysis, and path to profitability follow

Key Milestones and Path to Profitability

KEY MILESTONES

Month 6: 50-100 paying customers, \$10K MRR

Month 12: 200+ customers, \$40K MRR

Year 2: 500+ customers, \$90K MRR

Year 3: 1,000+ customers, \$210K MRR (breakeven)

Year 5: 3,500+ customers, \$750K MRR

BREAKEVEN ANALYSIS

Breakeven Point

May 2027 (~350 customers)

Runway

~24 months with \$1M seed capital

PATH TO PROFITABILITY

Year 1: -\$335K burn • Year 2: -\$273K burn (improving) • Year 3: +\$1.4M profit (breakeven achieved) • Year 5: +\$7.3M profit (82% net margin)

We're in a Blue Ocean — No Direct Competitor Owns This Space

WHY INCUMBENTS CAN'T COMPETE

ServiceTitan, Housecall Pro, Jobber

All-in-one platforms. Too expensive (\$150-300/month), too complex, not AI-powered

Spreadsheets & Manual Processes

What 80% of contractors currently use. Massive pain, no switching cost

Generic SaaS Tools

Built for sales teams, not trades. Require heavy customization

Legacy Quoting Software

Outdated, clunky, not mobile-friendly, not AI-powered

OUR COMPETITIVE ADVANTAGES

AI-First

Only solution using LLMs for intelligent cost estimation

Purpose-Built

Designed by people who understand trades workflows

Affordable

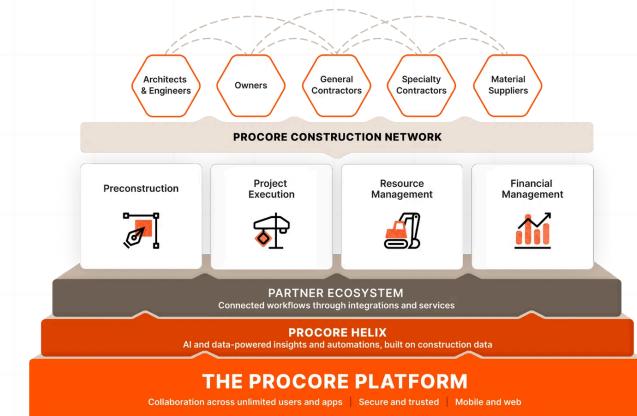
50-70% cheaper than all-in-one platforms

Fast

Quotes in minutes, not hours

Mobile

Works in the field on iPad/phone



DEFENSIBILITY

Network Effects: As we grow, our AI gets smarter (more data = better estimates) · **Switching Costs:** Once contractors integrate us into their workflow, they don't leave · **Brand:** Building brand loyalty in tight-knit trade communities · **Data Moat:** Historical quoting data becomes increasingly valuable

From Quoting to the Operating System for Trades

PHASE 1

Quoting Dominance

Year 1-2

5,000+ Customers

\$5M+ ARR

Own the quoting market

PHASE 2

Platform Expansion

Year 2-3

10,000+ Customers

\$15M+ ARR

Add invoicing & scheduling

PHASE 3

Operating System

Year 3-5

20,000+ Customers

\$50M+ ARR

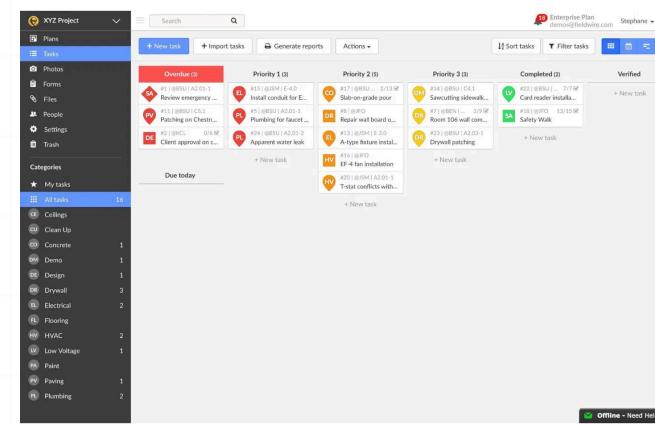
Category leader

FULL OS FEATURES

Quoting, invoicing, scheduling, payments, CRM, analytics, AI assistant

THE OPPORTUNITY

The trades industry has no dominant operating system. We're building it. By Year 5, SoloScale could be a \$500M+ company or acquisition target. This is not just a quoting tool — it's the foundation for a category-defining business.



We've Thought Through the Risks

Transparent about challenges, confident in our approach

RISK

Market Adoption

Will contractors actually adopt a new SaaS tool? Will they trust AI-generated quotes?

MITIGATION

Target tech-forward contractors and leverage trade associations (NECA, PHCC, NAHB). Build community, not just a product. 50+ beta customers already validating demand.

RISK

Competition

ServiceTitan, Housecall Pro, and others could add AI quoting. Larger players have more resources.

MITIGATION

Moving fast, already have customer relationships, deep trades expertise. Competitors are generalists; we're purpose-built. By the time they build this, we'll have 5,000+ customers and strong moat.

RISK

AI Accuracy

Will AI-generated quotes be accurate enough? Bad quotes damage trust and ROI.

MITIGATION

Contractors review and edit all quotes before sending. AI is a starting point, not final output. Continuous improvement through customer feedback and model retraining.

RISK

Churn

What if contractors churn after trying the product? What if ROI isn't obvious?

MITIGATION

Contractors save \$500-1,000/month in time and margin. ROI is obvious within 30 days. Excellent onboarding and customer success ensure adoption and retention.

We're Raising \$1M to Dominate the Trades Quoting Market

THE ASK

\$1M Seed

at \$10M post-money valuation

Product-Market Fit

- ▶ 50+ beta customers, 30%+ conversion rate, 40+ NPS
- ▶ 40% word-of-mouth growth, 50% beta-to-paid conversion
- ▶ The product resonates

Perfect Timing

- ▶ AI hype is real. Trades are digitizing
- ▶ Contractors are desperate for better tools
- ▶ The market is ready. We're moving fast

Committed Founders

- ▶ Deep trades expertise, capital-efficient execution
- ▶ Clear path to profitability in 24 months
- ▶ We're all-in and know what we're doing

WHY INVEST IN SOLOSCALE?

Detailed Financial Projections & Market Data

Optional appendix slides available for deep-dive questions



Monthly Revenue Projections

Detailed P&L statements, customer acquisition by month, revenue by tier, and growth rates for all 5 years



CAC Breakdown by Channel

Customer acquisition cost analysis by channel (organic, partnerships, paid), payback period, and unit economics per channel



Detailed TAM Analysis

Market sizing by trade (HVAC, plumbing, electrical, remodeling, etc.), sources, and addressable market breakdown



Product Roadmap (12-Month)

Detailed feature roadmap, prioritization rationale, and timeline for product development and expansion

Additional resources including competitive analysis, customer testimonials, team backgrounds, and financial model follow

Additional Resources & Next Steps

Continued from previous slide



Competitive Feature Matrix

Detailed comparison of SoloScale vs. ServiceTitan, Housecall Pro, and other competitors across 20+ features



Team Bios & Backgrounds

Founder backgrounds, relevant experience, previous wins, and why we're uniquely positioned to build this company



Customer Testimonials

Real quotes from beta customers, case studies, and success stories showing ROI and product-market fit



Financial Model (Excel)

Complete Excel model with all assumptions, calculations, and scenarios (base case, conservative, aggressive)

Let's Talk