



AI-Powered Estimating for Trades

Transform quoting from hours to minutes

The Problem

Manual quoting is costing contractors time and money

Time Waste: 2-4 hours per quote

Contractors spend hours manually calculating materials, labor, and pricing for each job. This time could be spent on billable work or business development.

Lost Opportunities: Slow response times lose jobs

Customers expect fast turnaround. Contractors who respond within 24 hours win more jobs, but manual processes make this difficult to achieve consistently.

Pricing Errors: Inconsistent estimates hurt margins

Without standardized processes, quotes vary in accuracy. Underpricing loses money, overpricing loses customers.

Average cost to contractors:

The Solution

AI-powered quoting in minutes, not hours

SoloScale uses proprietary AI models to transform the quoting process for trade contractors. Simply describe the job in plain language, and our AI suggests relevant line items, calculates quantities, and applies your pricing rules automatically. What used to take hours now takes minutes.

- 90% time savings: quotes in minutes instead of hours
- AI-suggested line items and quantities based on job description
- Professional, consistent quotes every time
- Mobile-first design for on-site quoting

COMPETITIVE ADVANTAGE

Trained on **500,000+** real contractor quotes

How It Works

Simple 3-step process

1

Describe the Job

Contractors describe the job in plain language—no complex forms or technical jargon required



2

AI Suggests

Our AI analyzes the description and suggests relevant line items, materials, quantities, and pricing



3

Send Quote

Review, adjust if needed, and send a professional quote to the customer in minutes

Market Opportunity

Massive addressable market in trades industry

TOTAL ADDRESSABLE MARKET

\$500B

US trades industry annual revenue

350,000

Small and mid-sized trade contractors

3 Trades

HVAC, plumbing, and electrical focus

Underserved

Current solutions built for large enterprises

Even capturing **1% market share** would generate **\$90M in ARR**

Business Model

Subscription-based pricing with exceptional unit economics

Starter

Essential quoting features for solo contractors and small teams

Professional

Advanced AI suggestions, integrations, and team collaboration

Enterprise

Custom pricing, dedicated support, and advanced analytics

KEY UNIT ECONOMICS

36x

LTV/CAC Ratio

85%

Gross Margin

<3%

Monthly Churn

Traction

Strong early validation demonstrates product-market fit

50+

BETA CUSTOMERS

Active users across HVAC, plumbing, and electrical trades testing the platform

30%

CONVERSION RATE

Trial to paid conversion, exceeding industry benchmarks for SaaS products

40+

NPS SCORE

Net Promoter Score indicating strong customer satisfaction and loyalty

500K+

TRAINING QUOTES

Real contractor quotes used to train our proprietary AI models

"The free trial sold itself. After creating three quotes in SoloScale versus my old spreadsheet method, there was no going back. The time savings alone justified the cost."

AI Technology

Proprietary AI models trained on real contractor data deliver accurate, intelligent quote suggestions

Natural Language Processing

Contractors describe jobs in plain language. Our AI extracts key details and structures the quote automatically.

Intelligent Line Item Suggestion

Based on job description, SoloScale suggests relevant materials, labor, and equipment—learning from similar past quotes.

Quantity Calculation

AI estimates material quantities based on job scope, reducing calculation errors and saving time.

Pricing Intelligence

System applies contractor's pricing rules and regional cost variations automatically.

Continuous Learning

Every quote improves our models, making suggestions more accurate over time.

TRAINING DATASET

Go-to-Market Strategy

Four-channel acquisition strategy with proven CAC metrics

Trade Associations

30% leads | \$100 CAC

Partnerships with NECA, PHCC, and NAHB provide direct access to qualified audiences through conferences and member programs

Content Marketing & SEO

25% leads | \$75 CAC

Educational content, YouTube tutorials, and organic search targeting high-intent keywords like "HVAC quoting software"

Supplier Partnerships

25% leads | \$125 CAC

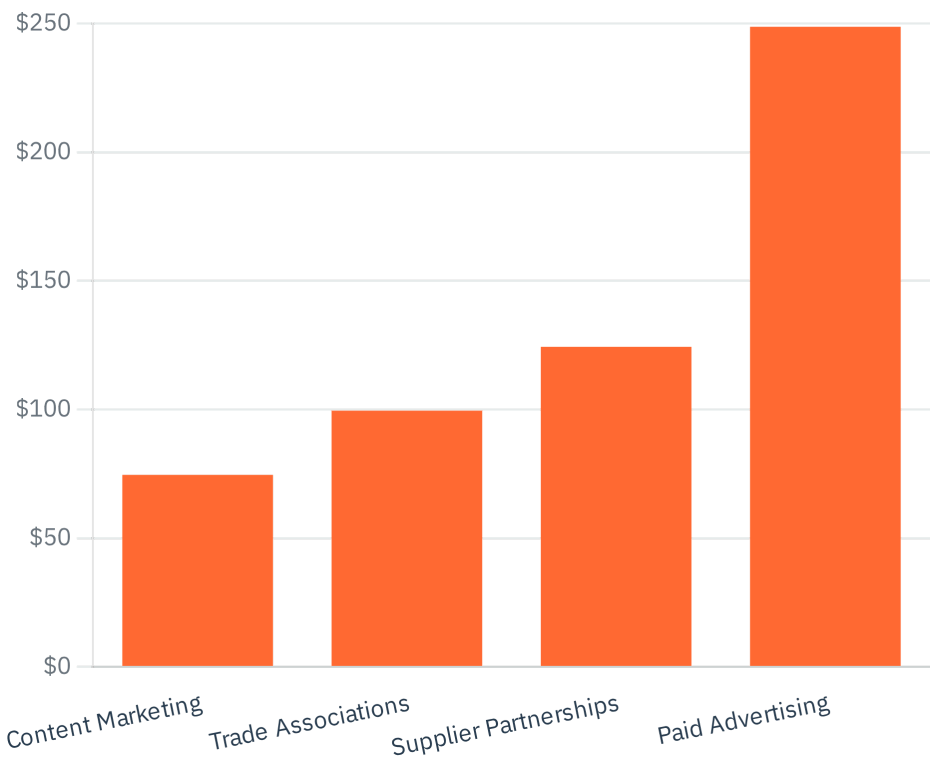
Co-marketing with Ferguson, Winsupply, and Johnstone Supply to reach contractors at point of purchase

Paid Advertising

20% leads | \$250 CAC

Google Ads, Facebook, LinkedIn, and YouTube pre-roll ads for scalable, predictable lead generation

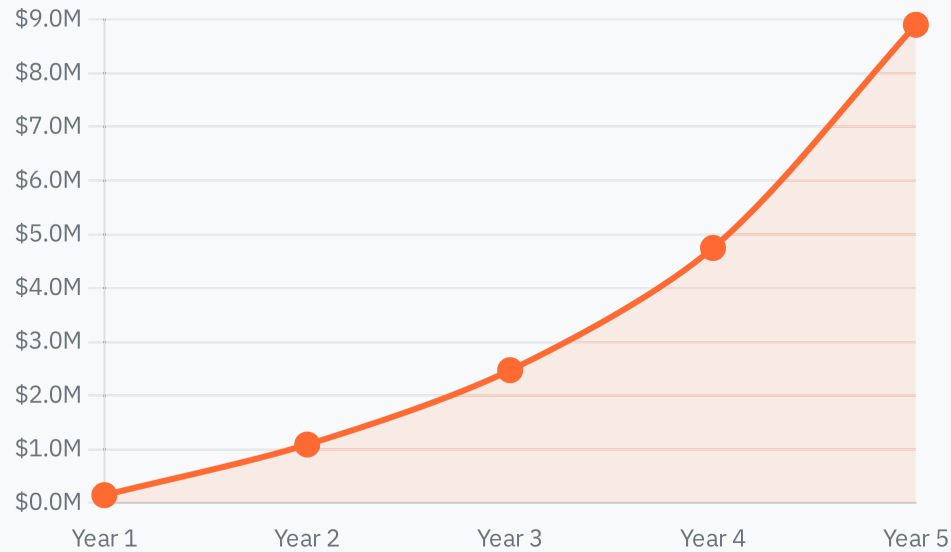
Customer Acquisition Cost by Channel



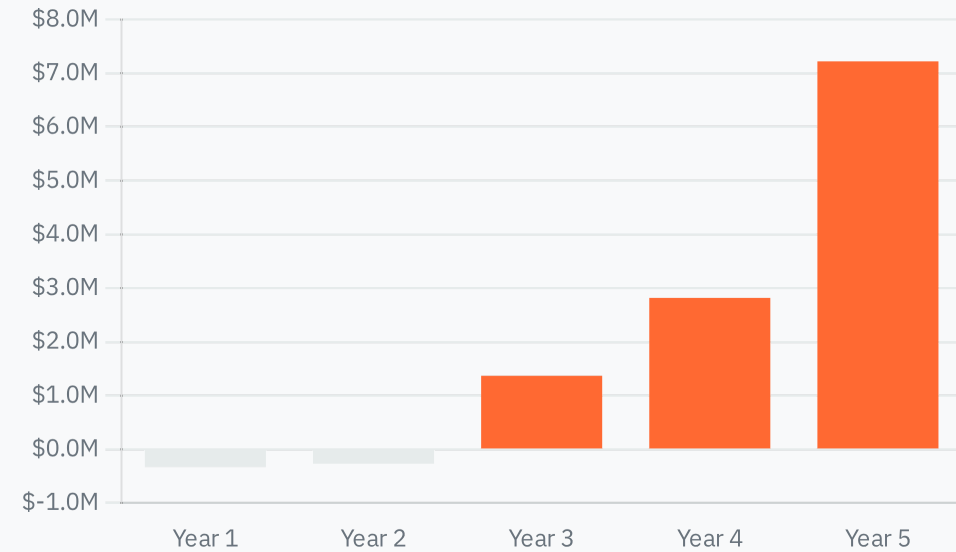
Financial Projections

Clear path to \$9M ARR and profitability by Year 3

Annual Recurring Revenue Growth



EBITDA Progression



Breakeven achieved in **Year 3** with strong margins scaling to **82% by Year 5**

Path to Profitability

Clear timeline to breakeven with strong projected margins

Competitive Landscape

Differentiated as quoting specialist vs. all-in-one platforms

	SoloScale	Traditional Competitors
Product Focus	Singular focus on quoting excellence	All-in-one platforms (ServiceTitan, Jobber, Housecall Pro)
Target Market	Small and mid-sized contractors (1-20 employees)	Larger businesses with complex needs
AI Capabilities	Trade-specific AI trained on 500K+ real quotes	Generic estimating tools or no AI
Ease of Use	Simple, mobile-first, minutes to quote	Complex desktop software with steep learning curve
Pricing	Affordable subscription for small businesses	Expensive enterprise pricing (\$300-500/month)

Competitive Advantage

Sustainable competitive moat built on data and focus

Proprietary AI Training Dataset

Our AI models are trained on 500,000+ real contractor quotes across HVAC, plumbing, and electrical trades. This proprietary dataset cannot be easily replicated by competitors and provides a unique data advantage that improves with every quote processed.

Singular Focus on Quoting Excellence

While competitors try to be all-in-one platforms, we focus exclusively on making quoting fast, accurate, and effortless. This specialization allows us to deliver superior user experience and deeper AI capabilities in our core domain.

COMPETITIVE LANDSCAPE

All-in-One Platforms

ServiceTitan

Jobber

Housecall Pro

Generic Estimating Tools

Joist

BuildOps

Team

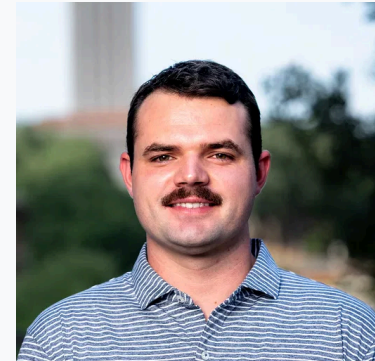
Experienced co-founders with deep trades industry expertise



Adam
Co-Founder



Chans
Co-Founder



Conrad
Co-Founder

Team (continued)

Experienced co-founders with deep trades industry expertise



Dennis
Co-Founder



Josh
Co-Founder



Milan
Co-Founder

50+ years combined experience in HVAC, plumbing, and electrical contracting plus technology expertise

The Ask

\$1M seed round to accelerate growth and achieve profitability

Product Development

40% | \$400K

Engineering team expansion, AI model development, mobile app enhancements, and third-party integrations

Sales & Marketing

40% | \$400K

Trade association partnerships, content marketing, paid advertising campaigns, and trade show presence

Operations & Customer Success

15% | \$150K

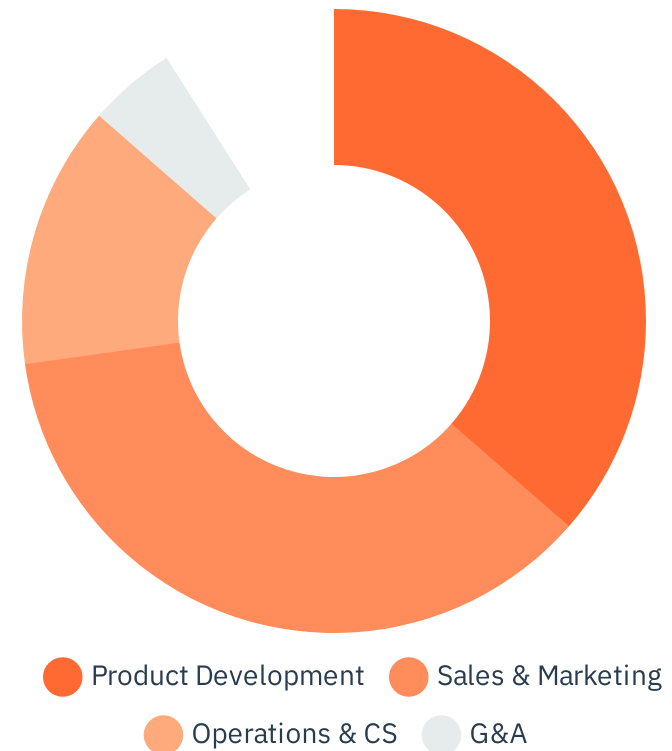
Customer success team, onboarding processes, support infrastructure, and operational systems

General & Administrative

5% | \$50K

Legal, accounting, insurance, recruiting, and other administrative functions

Use of Funds Allocation



Vision & Roadmap

Three-phase strategy to become the operating system for trade businesses

1

YEARS 1-2

Quoting Dominance

Focus: Best-in-class quoting tool for HVAC, plumbing, and electrical contractors

Target: 5,000+ customers, \$5M+ ARR

Goal: Market leadership in trades quoting with proven product-market fit

2

YEARS 3-4

Workflow Expansion

Focus: Add scheduling, job tracking, and customer communication features

Target: Expand platform capabilities beyond quoting to full job lifecycle

Goal: Comprehensive job management platform with deeper customer integration



Let's Build Together

Join us in transforming how trade contractors run their businesses

GET IN TOUCH

investors@soloscale.com

www.soloscale.com