



ABOUT CONTRACTOR+

One Simple Solution...

Exactly What Contractors Need!

Every field service business has unique needs.

They also share similar pains and struggles.

Everyone has different methods of completing estimates, sending invoices, getting paid, scheduling jobs, and communicating with clients and employees.

It's important the software you use to run your business adapts to the way you do business if you want to unlock your full potential, manage, and grow your business stress-free.

But it's also important the software you use facilitates your relationships with other businesses at scale, *without* breaking the bank.

Contractor+ helps contractors **UNITE** their team, **IMPRESS** their clients and **GROW** their business.





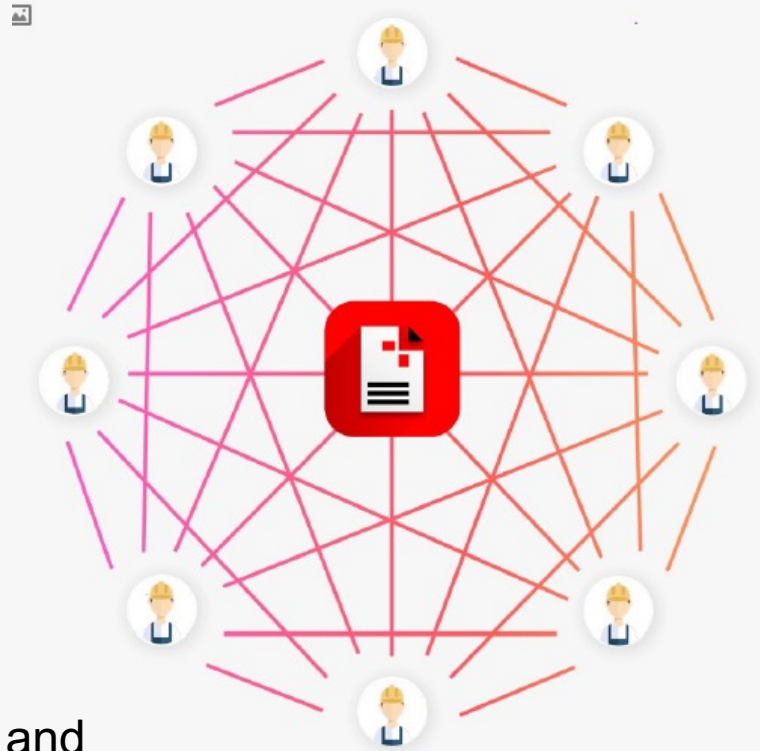
THE PROBLEM WE'RE SOLVING

Contractors are great at fixing and building things but they're terrible at running their business.

- They forget to follow up.
- They lack professionalism.
- They lack organization.
- Their books are non-existent.
- They don't know how to get new clients.

More importantly, no existing solution truly addresses the way contractors collaborate and network with one another.

Contractors may work for themselves this week and work as a sub for someone else next week. No existing solution facilitates proactive networking, collaboration and referrals for contractors. **We're fixing that.**





OUR SOLUTION!

Contractor+ is the ONE solution contractors can rely on to give them the professional image, get them a steady flow of customers, and provide them with the software they need to get organized and scale.

- **A FREEmium Model Attracts The Lions Share Of Users**
Solopreneurs don't have to pay if they don't need all the features.
- **Monetization via Payments, Financing & Material Orders**
Every time a client pays an invoice, we make a commission. We also also make a commission when they submit a supply order at The Home Depot, get insured through NEXT or apply for financing through our financial partners.
- **Only Pay For The Seats You Need**
Our competitors are all forcing contractors to pay for a bundle of 5+ seats. We're taking a different, more sensible approach that's a lot more palatable for our ideal customer profile.

FOR CONTRACTOR+, FREE DOESN'T = LOWER REVENUE...
IT = MORE!

- **Plus... Network Effects Galore**
To disrupt this industry, we're incentivizing contractors to invite, collaborate and expand their network inside Contractor+. Multiple Workspaces + In-Network Referrals + Sub Management + More Palatable Pricing = We Gain Market Share, The Big MO & First Mover Advantage





MARKET OPPORTUNITY

TAM

20M+ FIELD SERVICE CONTRACTORS WORLDWIDE

(Mordor Intelligence, 2020)

Will reach \$24.3B by 2030 at 19.7% CAGR.
(Allied Market Research, 2021)

SAM

In the United States alone there are approximately 5.3M field service contractors and 11.2M employees.
(See above)

SOM

48% (US = 2.54M) contractors see the benefits in using FSM software.
(Fieldpoint Service Applications, 2020)

- 1,351,210 Handyman Contractors.
- 463,537 Remodeling Contractors.
- 1,025,599 Carpentry Contractors.
- 480,600 Plumbing Contractors.
- 625,000 Electrical Contractors.
- 116,264 Drywall Contractors.
- 271,238 Painting Contractors.
- 161,600 Roofing Contractors.
- 58,135 Concrete Contractors.
- 150,045 Flooring Contractors.
- 516,096 Landscaping Contractors.
- 105,000 HVAC Contractors.

19.7%

From 2021 to 2030, the global field service management market size is estimated to grow at a CAGR of 19.7% (Allied Market Research, 2021).

\$4.8B

In 2021, the global market size was valued at \$4.819 billion (Allied Market Research, 2021).

\$24.3B

By 2030, it is projected to reach \$24.294 billion (Allied Market Research, 2021).



COMPETITIVE LANDSCAPE

LOW COST

We're positioning ourselves as the most well-rounded and cost-effective solution with the greatest network effects and benefits to the end user. By 2027, we believe every contractor in the developed world will be required to have a Contractor+ account to do business.



HIGH COST

LESS BENEFITS

MORE BENEFITS



PRODUCT

Contractor+ streamlines the entire process flow for field service contractors from the beginning to end of every project.

We help home remodeling contractors and handyman companies get organized and strengthen relationships with their clients and their colleagues.

Contractor+ Is Providing The Following Solutions:



Leads Manager & CRM

Track Your Leads & Clients



Tool & Equipment Library

Track tools with BLE Tool Tags™



Truly Itemized Estimates

5m+ Built-In Supply Prices & AI



In-Network Referrals

Contractors Earn \$ To Refer Each Other



Invoicing & Payments

Contractor+ Payments (Chase)



Time & Mileage Tracking

(Track & verify your workers hours)



Job Scheduling

Manage Multiple Jobs In Parallel



Accounting Automation

Sync with QuickBooks Online



Post-Inspection Reports

One Report With Before & Afters



Sub-Contractor Mgmt.

Full Compliance & Collaboration



Contracts & E-Signatures

Lawyer Drafted Client Agreements



Property Mgmt. Integrations

Pipe-in work orders from PM's

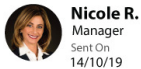
Reid's Handyman Service

REID HANDYMAN, INC.
1618 Camerbur Drive
Orlando, FL 32805
(407) 555-5555
info@reidhandyman.com



POST INSPECTION

Post Job# 53584
Date 11/10/19
Client Name / Company
9535 Riverside Ave.
Moncks Corner, SC 29461

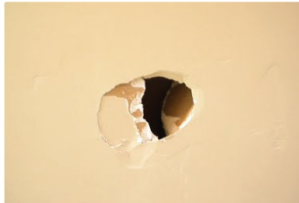


Nicole R.
Manager
Sent On
14/10/19

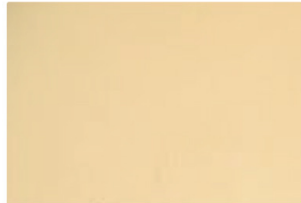
LIVING ROOM

01. Fix the Hole on the Wall ✓ Completed

BEFORE PHOTO



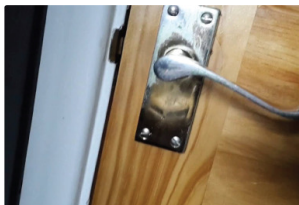
AFTER PHOTO



Notes: NONE

02. Replace the Broken Door Handle ✓ Completed

BEFORE PHOTO



AFTER PHOTO



ABCD: NONE

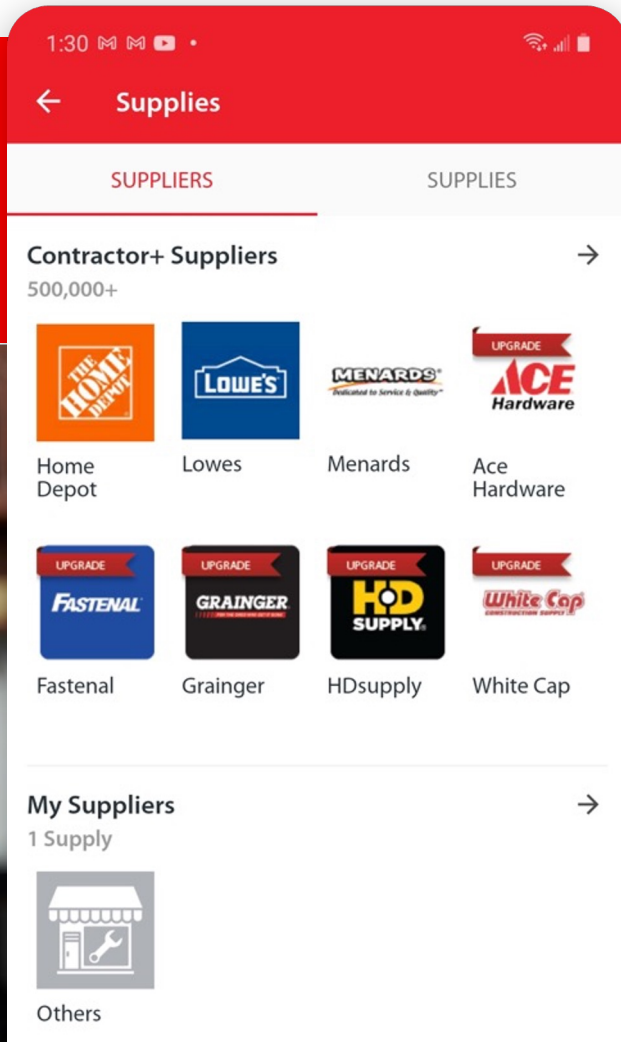
KITCHEN

03. Fix the Tap on left side ✓ Completed



BUSINESS & REVENUE MODEL

Contractor+ App is FREE(mium) via download on Android and iOS, and on any PC via the web interface.



Base Subscription Pricing:

PRO

\$29/User/Month

ULTIMATE

\$49/User/Month



Additional Revenue Sources:

- Homeowner Financing via SunTrust
- Supply Overrides from Home Depot
- Bluetooth Tool Tags™
- Payment Facilitation (Chase/WePay)
- Contractor Branding & Websites
- Lead Generation (Thumbtack)
- Insurance Referrals (NEXT)

Future Revenue Sources:

- Contractor Referral Network
- Contractor Job Board (Staffing)

We've forecasted \$100M+ARR by 2027



EARLY TRACTION & KPI's

Bootstrapped Beta Launched in July 2020. MVP launched on November 30th, 2020.

We are now executing on a roadmap that we believe will takeover the entire market with viral network effects. We're improving our unit economics (implementing a more profitable subscription model) and building out solutions that solve problems for everyone from the master developers & GC's as well as the SMBs and solopreneur artisans.



DAILY SIGNUPS
30+

FREE USERS
18,014

PRO UPGRADES
1000+ To Date

MAU'S
2,400

**CURRENT MOF
CONVERSION**
2.4%

**PROJECTED MOF
CONVERSION**
20%

PROJECTED LTV
\$1,176

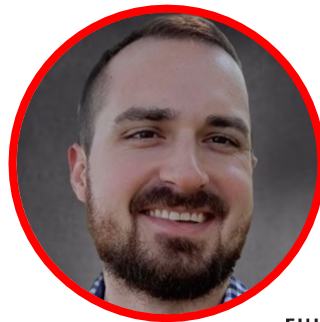
NET CHURN
Avg 4%



OUR TEAM

The Contractor+ team is led by two Co-Founders, CEO Justin Smith and CTO Roshan Sethia, who've worked together as partners on web development projects since 2009. They've been best friends ever since. Robert Posey and Joe Chase joined the senior leadership team in 2022. We're now positioning for rapid growth.

Our team currently includes 4 Strategic Advisors, 1 Accounting Manager, 1 Android Developer, 2 iOS Developers, 2 PHP Developers, 2 QA Testers, 1 Marketing Manager, 1 Full Time VA & 1 Intern/Fresher. We also have a few part time employees.



JUSTIN SMITH
CEO



ROSHAN SETHIA
CTO



RYAN PINEDA
ADVISOR



BRANDON SCHLICHTER
ADVISOR



ROBERT POSEY
ADVISOR



INVESTMENT OPPORTUNITY

Contractor+ is **seeking \$1M** via convertible note that will provide us unlimited runway, and facilitate the execution of our roadmap to \$10M+ ARR. We will need to be able to burn a minimum of \$27.5k/mo. to reach our immediate 9 month milestone of \$100k MRR.

This Round Will Enable Contractor+ To:



Significantly Shorten Our Roadmap

We have most of our roadmap and vision mocked up and designed but lack the development resources to make it happen FAST. We need to move quickly to disrupt.



Strategically Scale User Acquisition

We're building a product that's irresistible and viral. We'll be investing into CA, but we'll be spending more into customer activation & retention.



Never "Need" To Raise Again

We're serious about becoming the definitive name in the global field service management software market. Every dollar we spend will be strategic and purposeful.

Proposed Terms:

Valuation: **\$4.6M**

Discount: **20%**

Interest Rate: **5%**

How We'll Use The Funds:

40%: Product Development & Key Hires

40%: Content Marketing & Customer Acquisition

10%: Strategic Partnerships & Integrations

10%: Legal & Round Related Expenses



WHY INVEST?



We're Early Stage → That Means Excellent Terms

We've got a strong team, and obtainable goals. First \$25k MRR within 3-4 months post funding. \$100k+ MRR by 2023 year-end. \$3M ARR within 24-36 months & \$100M+ ARR by 2027.



We're Building Something Revolutionary

By listening to our users, evolving to meet market demands, and being accountable to our investors and one another, we wholeheartedly believe our network effects and viral growth strategy will gain us the largest market share by 2027.



Cash Flow From Your Investment In As Little As 24 Months

Once we hit \$3M ARR with 70%+ NOM, we're planning on paying out between 35 and 50% in quarterly dividends, starting with our preferred class. This means you don't have to wait for an eventual acquisition to start seeing an ROI. We don't plan on getting into bed with VC's. We prefer to remain lean and customer centric. We're in this for the long haul.



MEET & GREET / INVESTOR Q&A WITH CO-FOUNDERS
EVERY FRIDAY AT 11AM

RSVP