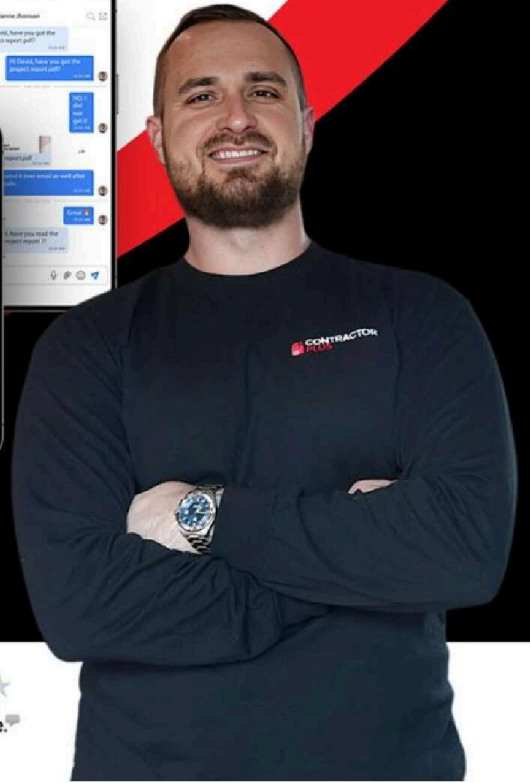
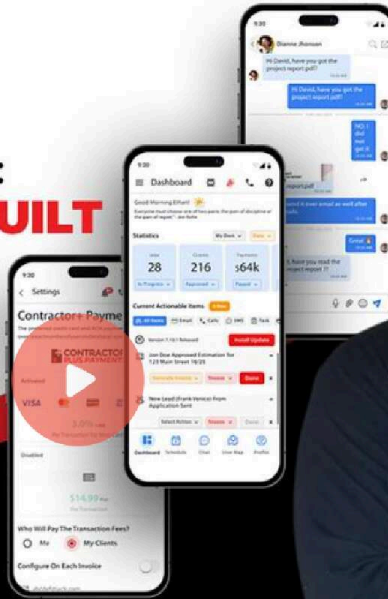




# REDEFINING CONSTRUCTION: INVEST IN A FUTURE BUILT ON COLLABORATION

Trusted By 35,000+ Contractors!

Contractor+ helps businesses like yours get organized, save time, and get more customers.



## CONTRACTOR+

# Collaborative platform and AI for contractors

[contractorplus.app](https://contractorplus.app) Columbus, OH

Technology | Notable Angel | B2B | SaaS | Mobile Apps

## Highlights

**Notable Angel**  
Raised \$25k or more from a notable angel investor



**Fast Growth**  
Revenue growing 2X/yr for at least prior 6 months



**Investment Memo**  
An investor has written an



- 1 \$516K Annual Run Rate Revenue, 86%+ Gross Margins, 162% YoY growth
- 2 Multiple Revenue Streams: Subscriptions, Payment Facilitation, Financing, Insurance Referrals & more
- 3 \$60B market opportunity with a CAGR of 19%, \$13T annual construction spend
- 4 \$35k MRR, \$7k+ monthly one-time revenue. 6,000 MAUs, 1040+ active paying customers
- 5 Partnerships & integrations with Thumbtack, Intuit Quickbooks, 1build, CompanyCam, Lowe's & Square
- 6 Patent-pending Contractor+ Assistant AI & Strategic network effects for exponential growth
- 7 Available on all platforms with native applications for Web, iOS and Android Phones & Tablets
- 8 Previous investors include executives at Google, Meta, Intel, Amazon and CACI

## Featured Investors



**Kingscrowd Capital**

Invested \$10,000 ⓘ

Follow

KingsCrowd Capital is the first Data-Driven Fund in the Online Private Market.  
[kingscrowd.com](https://kingscrowd.com)

“Contractor+ has built a robust solution priced for widespread adoption by these smaller general contracting firms. Today's major players in field service management are focused on selling to the massive general contracting players representing billions of dollars in revenue. There is a clear gap in the market that Contractor+ has managed to fill while still running a sustainable and growing business. Additionally, the founding team at Contractor+ has the perfect balance of technological exper...”

[Read More](#)

[View Investment Memo](#)



**Hemdeep Dulthummon**

Invested \$11,378

[Follow](#)

### Syndicate Lead

Hemdeep identifies and optimally scales startups that address existing pain points in legacy industries through technology, have the potential to become true platforms, and can significantly enhance the sustainability of those industries

“I have high confidence that my investment in this round can return at least a 10x withi..”

[See more investor reviews](#)

## Our Team



**Justin Smith** CEO

Justin grew up working with his mother, a licensed contractor in Central Ohio. He started his first business at 13 (Verta.net), began his career as a web developer, and managed a handyman business with 35 employees for 7 years.

I recognized the need for a solution like this while managing 800 properties and operating a handyman company. I grew up with a mother who's a licensed contractor. I've experienced first hand as a contractor what needs improved.



**Roshan Sethia** CTO

Roshan managed an IT servicing business for 10 years. He met Justin in 2009, where they collaboratively built an SEO software startup that was later acquired by WebDev.com. They've worked together since.



**Liam Bowers** Board Member

Liam is an expert in cybersecurity, defense and technology. He served as co-founder & CEO of Bluestone Analytics, where he led the company to a successful exit to CACI. His expertise now guides our strategic direction as a board member.



**Mike Demler** Board Member

Mike has 10+ years of software development experience, having built and successfully exited a software company in the hospitality industry, and now serving as Co-Founder at Konductor, Inc. His leadership experience and advisory has proved invaluable.



**Charlie O'Brien** Business Development Manager

Charlie joined us straight out of McGill, conducting demos with prospective customers, managing our ongoing cold outreach strategy, and our sales team.



**Brandon Schlichter** Strategic Advisor

Brandon is well known as the creator behind Investment Joy, with a collective 5.5m followers in the real estate and investment niche. He has 170+ doors and 5 successful businesses, including laundromats, car washes, and even the local newspaper!



**Michael Fied** Strategic Advisor

Michael is a tried and true entrepreneur. He is the founder and CEO of the definitive name in Web Development - WebDev.com. He acquired a business from Justin and Roshan in 2012, and has advised and collaborated with the team since.



**Ryan Pineda** Strategic Advisor



Ryan has flipped over 550 properties and owns over 500 rentals. He has an intimate understanding of how contractors and REI's network. He now advises and educates real estate entrepreneurs and creators through Future Flippers and Wealthy Creator.

## Redefining Construction: Join The Contractor+ Revolution

### OUR INVESTORS WIN AND WE WIN

We owe the growth of Contractor+ to the support of our 2021 Wefunder investors!

## ANNUAL RUN RATE

Before Investment

2021



Growth was steady but slow

After Investment

2024



10x in 3 years! We beat the competition

## WE EXCEEDED OUR ANNUAL TARGETS

## EVERY SINGLE YEAR

### 2021

Target

\$25K

Achieved

\$26K

### 2022

Target

\$100K

Achieved

\$118K

### 2023

Target

\$200K

Achieved

\$239K

## YOUR INVESTOR GAINS

2021

**\$3M**

Valuation

2024

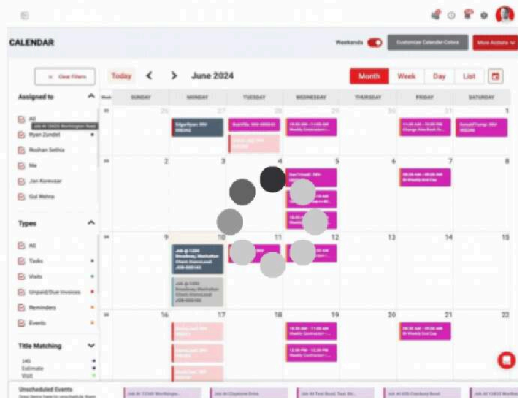
**\$8.1M**

Valuation

**2.7x** unrealized return! Our previous investors are reinvesting!

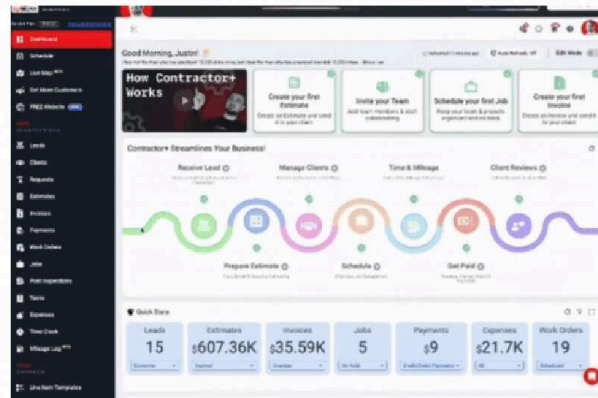
## PRODUCT IMPROVEMENTS

2021



Early beta version was slow and clunky

2024



4x faster, net churn **reduced by 75%**, added AI capability

Our team is lead by two Co-Founders who met in 2009 on Fiverr, when Justin needed help with an SEO pricing algorithm he was working on. Roshan helped complete the project, which was later acquired by WebDev.com. In 2013, Justin boarded a flight to Mumbai, and the duo have worked together ever since.



**JUSTIN SMITH**  
CEO



**ROSHAN SETHIA**  
CTO

Forbes

CEC WEEKLY

TECH  
TIMES  
LINES2

Disrupt

INDIA  
TODAY

WEEKLY

In an industry poised for transformation, Contractor+ stands at the confluence of innovation and necessity. The global construction market, a colossal entity valued at approximately USD 13.57 trillion in 2023, is on a trajectory to reach around USD 23.92 trillion by 2032, reflecting a robust growth forecast that Contractor+ is uniquely positioned to capitalize on.

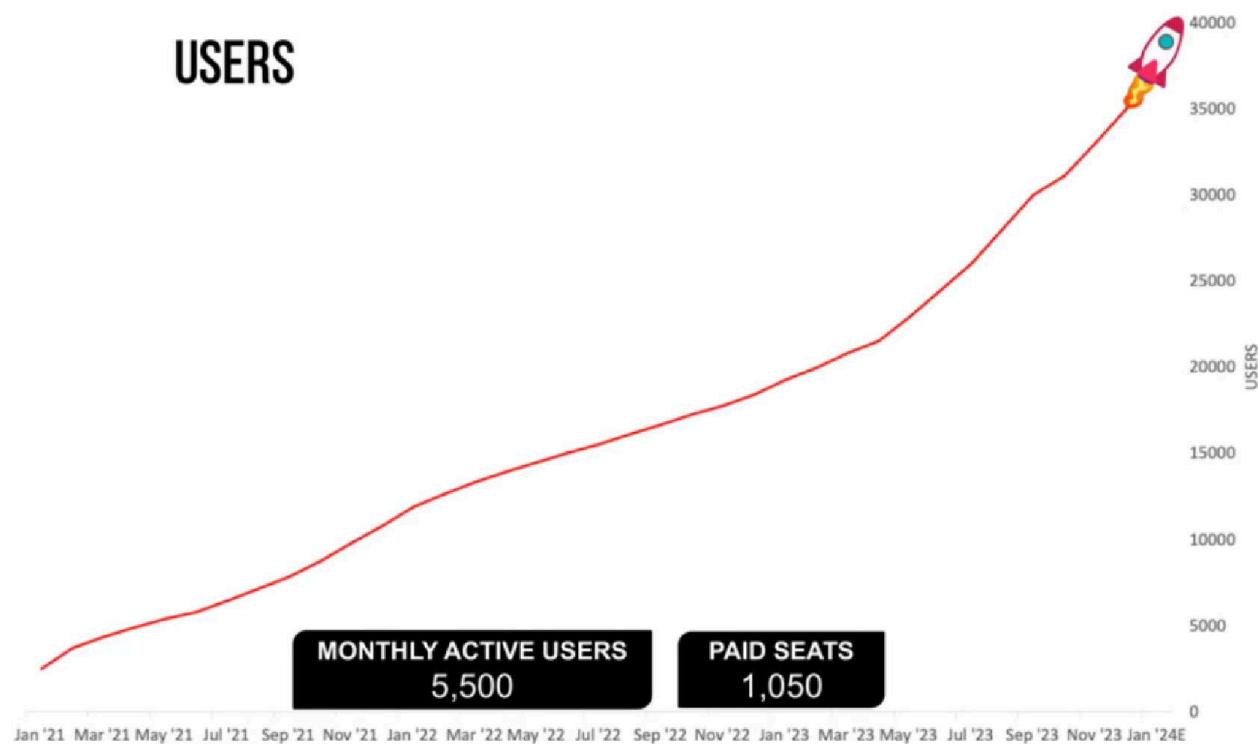
**Contractor+**  
The Collaborative Platform For Home Service Contractors

★★★★★ Google Play    ★★★★★ Apple Store    ★★★★★ Capterra    ★★★★★ GetApp    ★★★★★ Software Advice

**Have questions before investing? Schedule a call,**

Imagine a world where every contractor, regardless of their tech-savviness or financial constraints, can access state-of-the-art tools to bring efficiency, accuracy, and excellence to their projects. This is the world Contractor+ is building. With over 75,000 home improvement projects successfully managed to date, more than 800 (paying) businesses onboard, and a fast-growing community of 5,500 monthly active users, our platform is a testament to the transformative power of technology in an industry ripe for disruption. Our year-over-year growth of 152% is not just a number; it's a narrative of resilience,

innovation, and the relentless pursuit of excellence.



At the heart of Contractor+'s mission is a commitment to serving the underserved. Our platform is more than a tool; it's a bridge connecting contractors to the digital era, empowering them with technology that was once out of reach. The construction industry, historically slow to

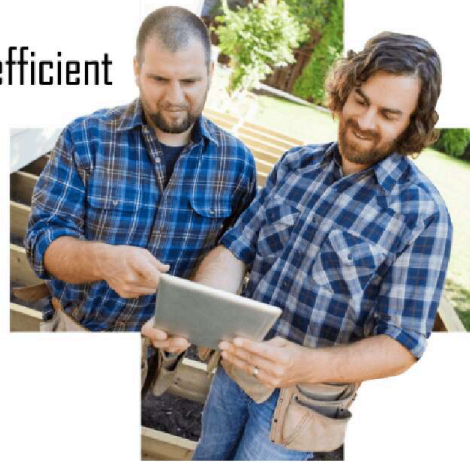
adopt technology and sensitive to high prices, finds a haven in Contractor+, where next-level efficiency meets affordability.

## MOST CONTRACTORS CANNOT SCALE BEYOND ~\$2M/YEAR.

X. Sales & admin processes are time consuming & inefficient

X. No affordable collaborative solutions available

X. Existing solutions are either limited or expensive



# ONE APP

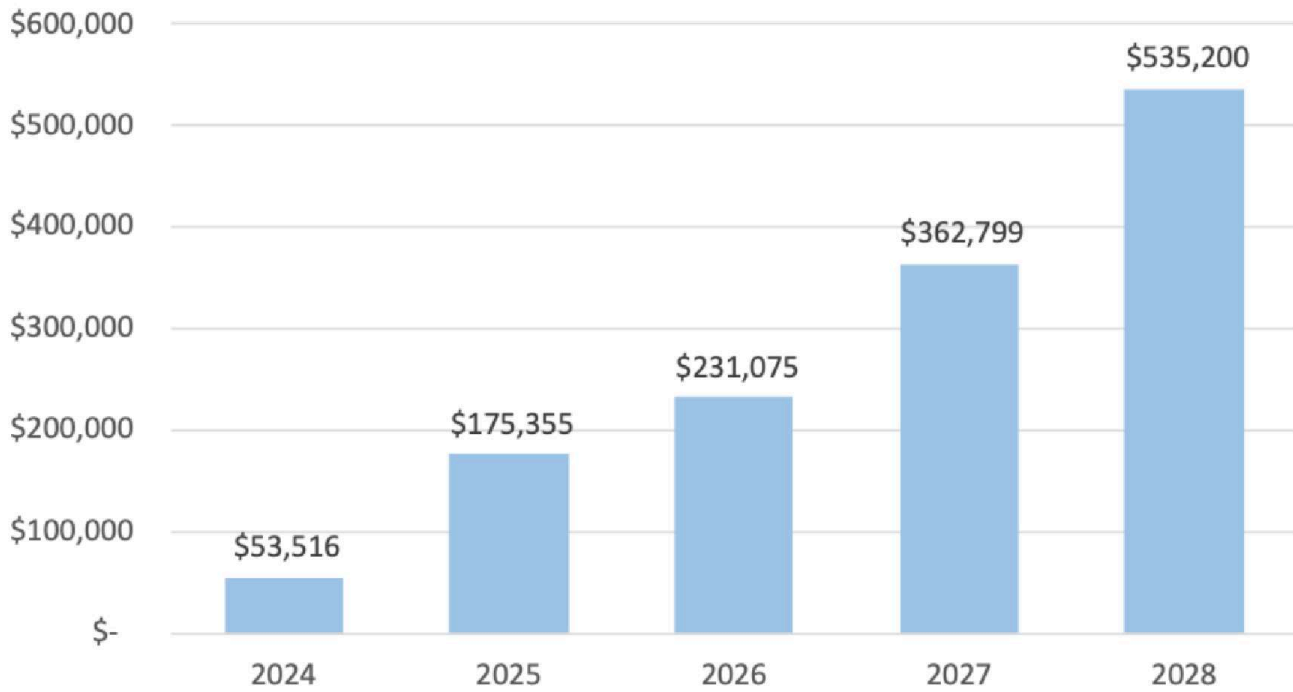
EVERYTHING CONTRACTORS NEED TO

**UNITE** THEIR TEAMS,  
**SAVE** TIME,  
**IMPRESS** THEIR CLIENTS,  
AND **GROW** THEIR BUSINESS.

We've projected a baseline MRR growth putting us around \$53K MRR by the end of 2024, \$175K MRR by the end of 2025, and the projections continue through 2028 at \$535k MRR.

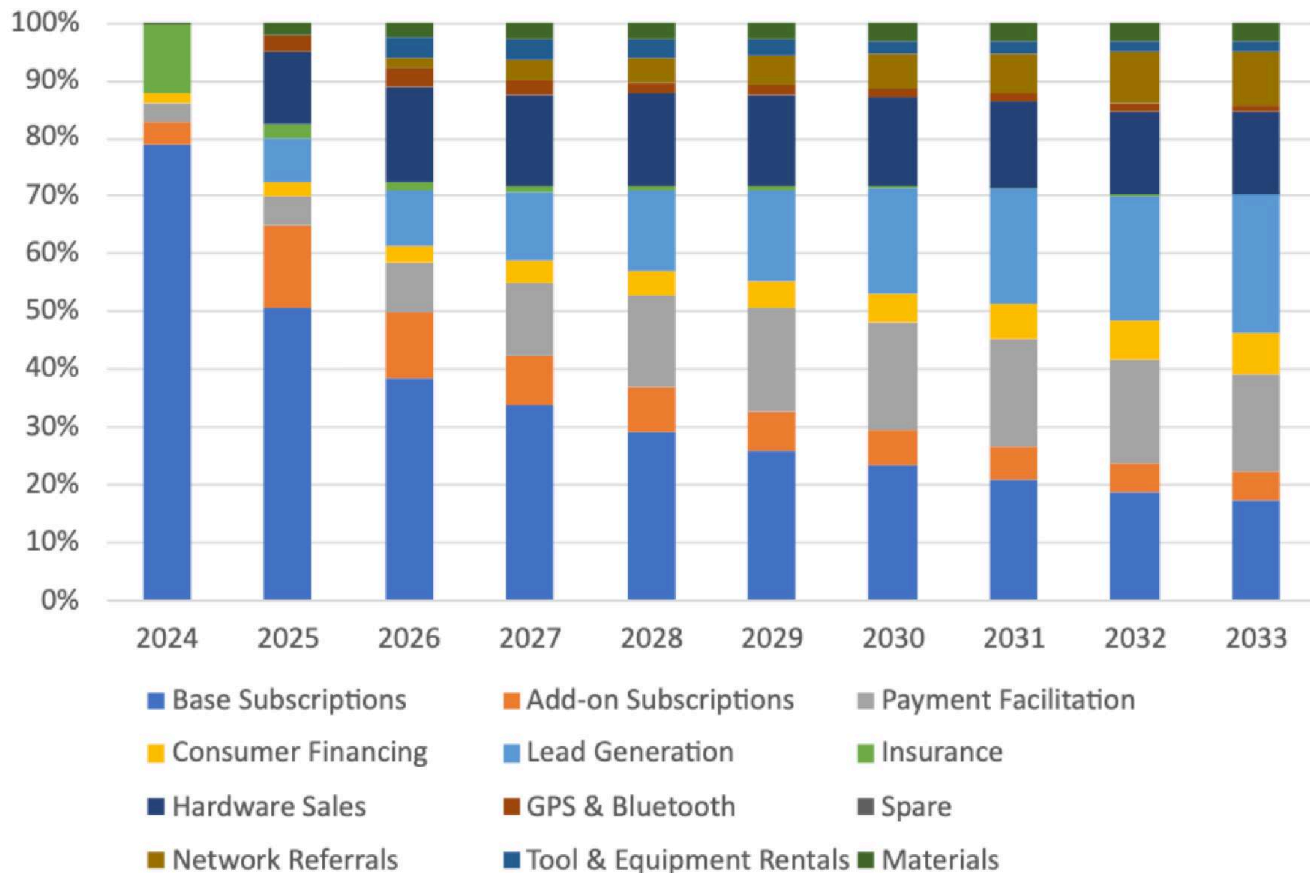
MRR GROWTH PROJECTIONS

## MRR GROWTH PROJECTIONS



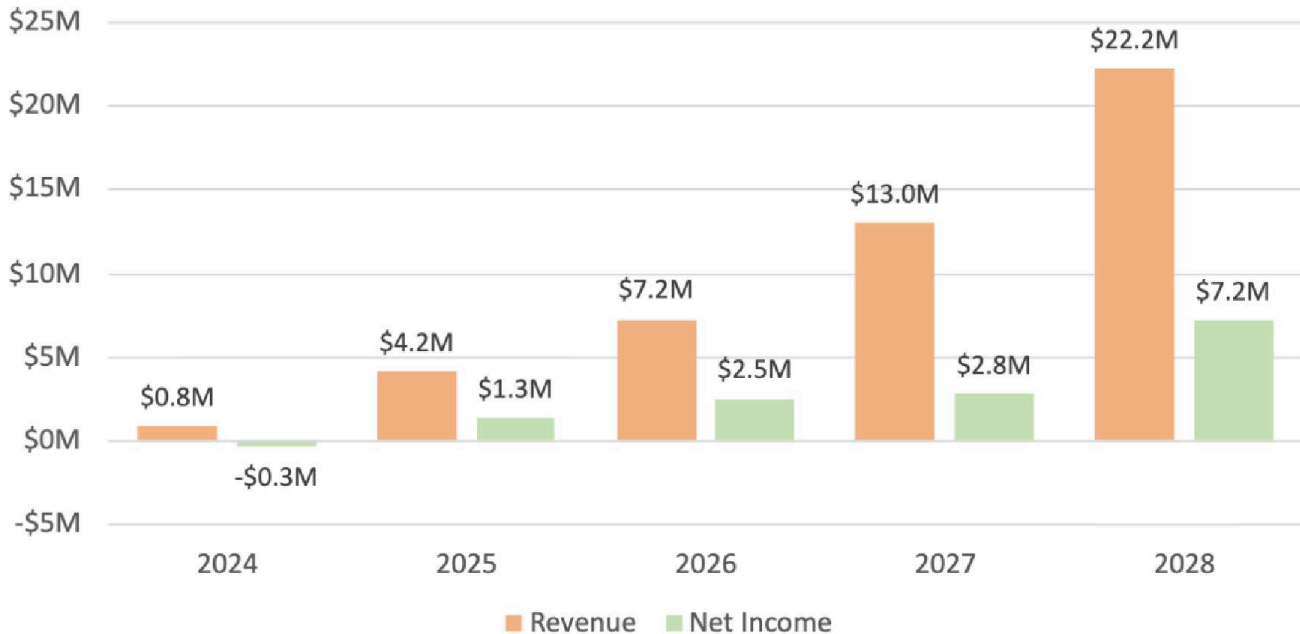
While our MRR growth projections are compelling, subscription revenue is only one pillar of our business model.

## Projected Revenue Sources



With our various revenue sources combined, we've projected \$22.2M revenue at 75% gross margin and 33% NET margin by 2028.

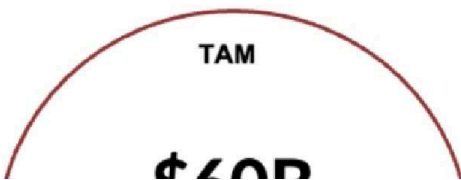
## P&L Projection



The global spend on construction is a testament to the sector's mammoth potential, with the market expected to grow significantly from its current valuation. Within this vast expanse, Contractor+'s Total Addressable Market (TAM) stands at \$60B, with a Serviceable Available Market (SAM) of \$5B and a Serviceable Obtainable Market (SOM) of \$307M. Our vision extends beyond market capture; it's about market expansion through a collaborative marketplace that not only addresses current needs but also anticipates future demands.



Field Service MGMT 19.2% CAGR  
Contractor MGMT 12.75% CAGR

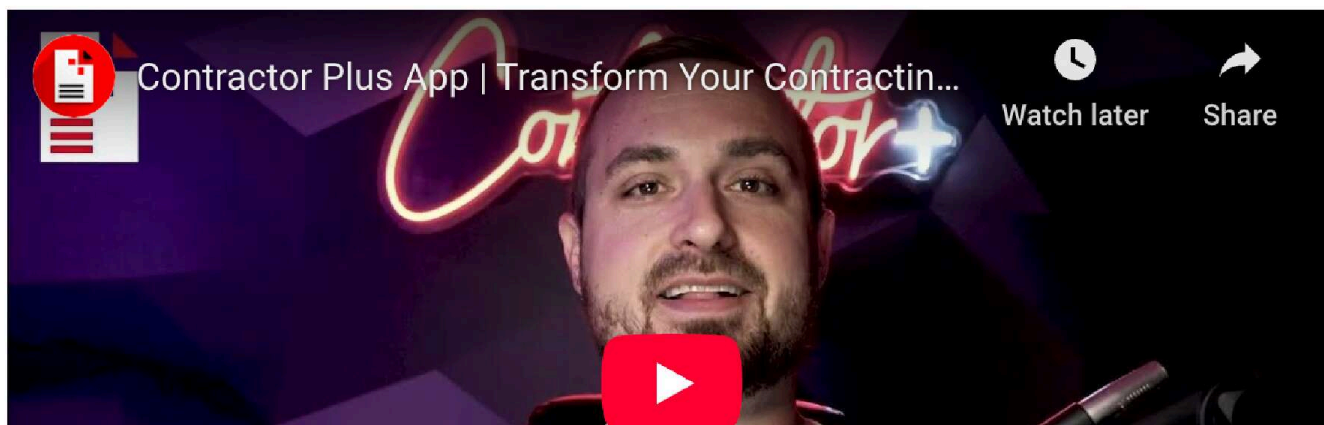




## Innovation: Our Secret Sauce

What truly sets Contractor+ apart is our blend of operational finesse and technological innovation. Our platform, powered by local cost data and a patent-pending AI, transforms hours of manual work into minutes of seamless automation. By solving the day-to-day operational nuances and providing highly flexible estimation tools, we not only make contractors more efficient but also foster a collaborative marketplace that amplifies the network effect, setting the stage for Contractor+ to become the de facto standard in construction and field service management.

## See Contractor+ In Action:





## ACTIONABLE & EFFICIENT DASHBOARD

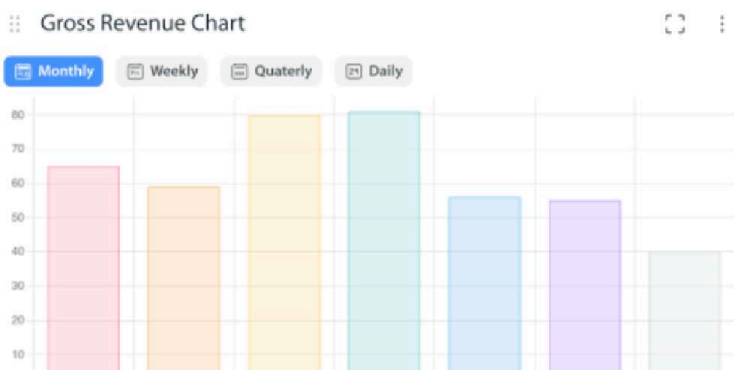
### Statistics

Jobs #8 <a href="#">In Progress</a>	Estimates \$152k <a href="#">Pending Approval</a>	Invoices \$80k <a href="#">Partially Paid</a>	Leads #2 <a href="#">All Leads</a>	Payments \$16k <a href="#">Stripe</a>	Time #11 <a href="#">Weeks</a>	Mileage #22 <a href="#">Miles</a>
---	---	---	--	---	--------------------------------------	---

### Current Actionable Items 6 New

[All Items](#)
[Emails](#)
[Calls](#)
[SMS](#)
[Tasks](#)
[Payments](#)
[Estimates](#)
[Reminders](#)
[Referrals](#)
[Jobs](#)

- Version 7.13.1 Released [Install Update](#) ✕
- Jon Doe Approved Estimation for 123 Main Street 16/25 [Generate Invoices](#) [Snooze](#) [Done](#) ✕
- New Lead (Frank Venice) From Dummy2C / (25) Application Sent Dummy2C / (25) Application Sent [Select Action](#) [Snooze](#) [Done](#) ✕
- Job at 5213 Noname Street Marked as Complete By Larry Page [Generate Invoice](#) [Snooze](#) [Done](#) ✕
- Job at 5213 Noname Street Marked as Complete By Larry Page [Select Action](#) [Snooze](#) [Done](#) ✕



### Time Clock

Active Employees: 14
Active Jobs: 03

02 : 25 : 03  
Hours Minutes Seconds

[Clock In](#)

[Open Time Clock](#)

### Today's Schedule

[View Schedule](#)

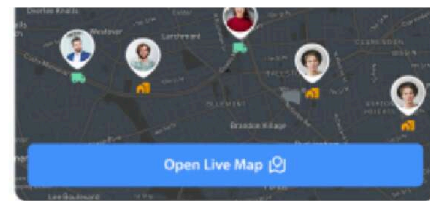
1 Total
12 To Go
8 Active
2 Complete

Title	Schedules

### Live Map

Currently Driving: 02
On Job Site: 03
Total Miles Logged: 31.4 Miles

Team Member	Time	Activity	Time	Activity	Time	Activity
Unscheduled		Anytime Weekly Service-Repai...	Anytime Landscaping - 58 /54...	Anytime Landscaping - 58 /54...		
Team Member Jessica J.	06:56	5:30 PM HAVC Install - 684 Re...	6:00 PM Landscaping - 58 /54...	11:00 PM Landscaping - 58 /54...		
Plumber James Bond	00:00	6:00 PM Landscaping - 58 /54...	11:00 PM Landscaping - 58 /54...			
Plumber Carl J.	06:56	5:30 PM HAVC Install - 684 Re...				
Electrician Mike Torsan	06:56	Anytime Weekly Service-Repai...	5:30 PM HAVC Install - 684 Re...	11:00 PM Landscaping - 58 /54...		
Electrician Jasper L.	00:00	6:00 PM Landscaping - 58 /54...	11:00 PM Landscaping - 58 /54...			
Electrician Charles...	00:00	11:00 PM Landscaping - 58 /54...				



### Payments

#### Payments Received

7 Payments \$15,663.22 ↗



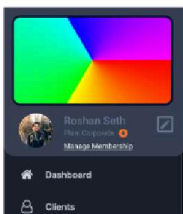
# NEXT-LEVEL ESTIMATING



This video has been removed for violating YouTube's Terms of Service



# RELATIONSHIP MANAGEMENT



**JH** Jaxson Herwitz  
Investment Joy Personalized  
Consultation Call Lead

All Activity

Search

New Note    Email    SMS    Call



Import Data

**FINANCE**  
Manage your business

- Estimates
- Invoices
- Products & Services
- Expenses

**WORK**  
Manage your workloads

- Tasks
- Post Inspections
- Shopping Lists

- Contacts
- Properties
- Estimates
- Invoices
- Work Orders
- Payments
- Statement
- Contracts
- Post Inspections
- Jobs
- Expenses

Cc:

Bcc:

Subject  Select Templates

After Call summary

Email - Follow-up more Barndon

Type your text here...

**B** *I* U **☰** **☰** [🔗](#) [📎](#)

If no reply in 1 week then remind me to follow up

remind me to follow up

enroll in a sequence

Send Send Later Save Draft

**October 2022**

C **Cristofer Mango** Oct 14, 2022 at 5:13 AM

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s



# JOB & PROJECT MANAGEMENT

NY

TRIAL

Roles

Users NEW

**JOB-00125** Pending

Overview Phases Task Estimates Invoice Expenses Time Sheets Mileage Logs Job Chat Docs & Photos Tools & Equip

Edit Chat With Team Send More Actions

**Phases & Tasks** People Edit Phases

**Design & Planning**  
2/3 Task Completed

- Pull Permits to ensure home meets local building codes
- Pull Permits to ensure home meets local building codes
- Pull Permits to ensure home meets local building codes

**Excavation & Foundation**  
3/3 Task Completed

- Move Dirt & Dig Foundation
- Pull Permits to ensure home meets local building codes

**Framing**

**Ceramic Tiles Work**  
15/18 Task Completed Add Task +

**Setting Roof Work**  
2/6 Task Completed Add Task +

**Design & Planning**

- Pull Permits to ensure home meets local building codes
- Pull Permits to ensure home meets local building codes
- Pull Permits to ensure home meets local building codes

**Excavation & Foundation**

Creation Date: Dec 30, 2022  
Duration: 4 days  
Percent done: 100%  
2/3 Tasks Done

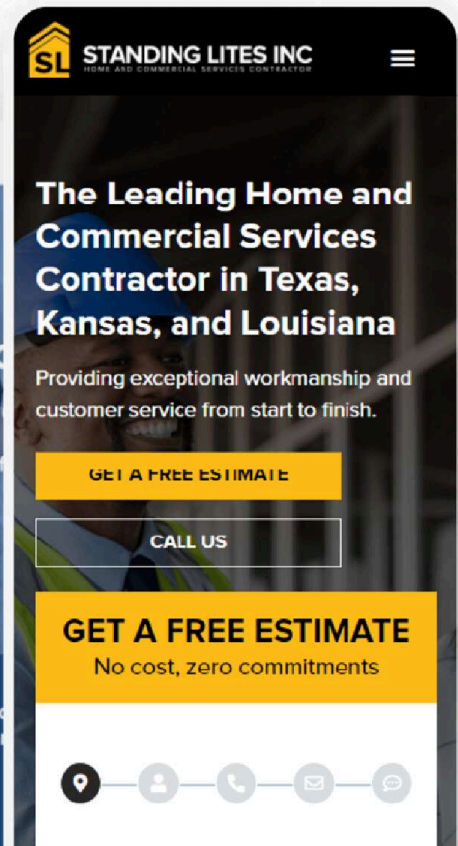
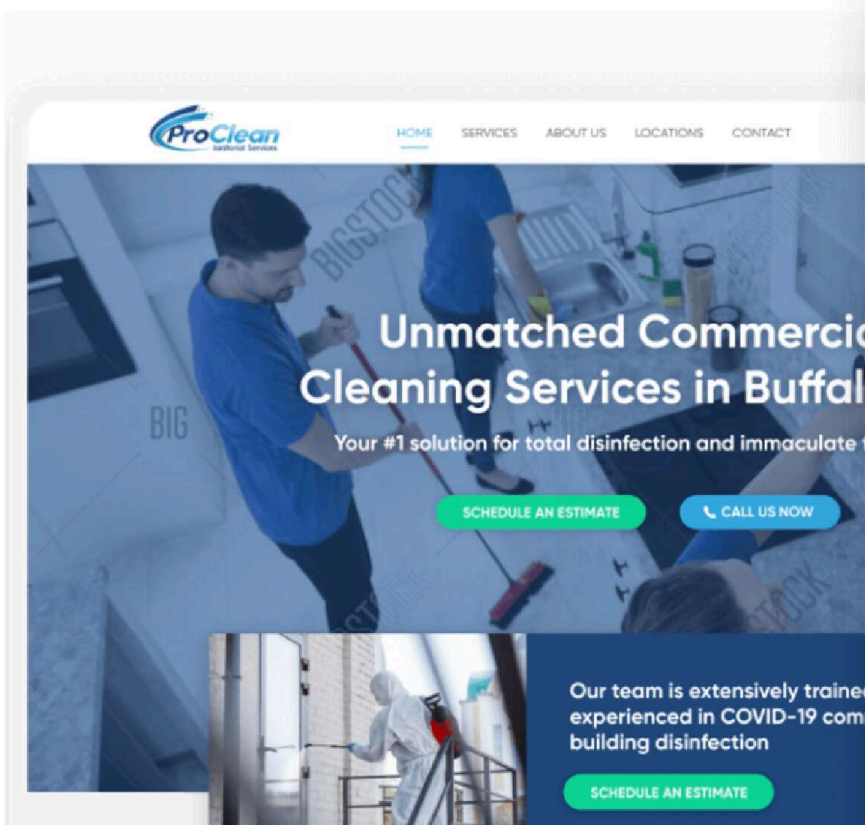
- Dig up the soil & make the house foundation.
- Build a New Excavation Chamber at Ground Floor

**Framing**

**Ceramic Tiles Work**

**Setting Roof Work**

# FREE. PRO-GRADE WEBSITES



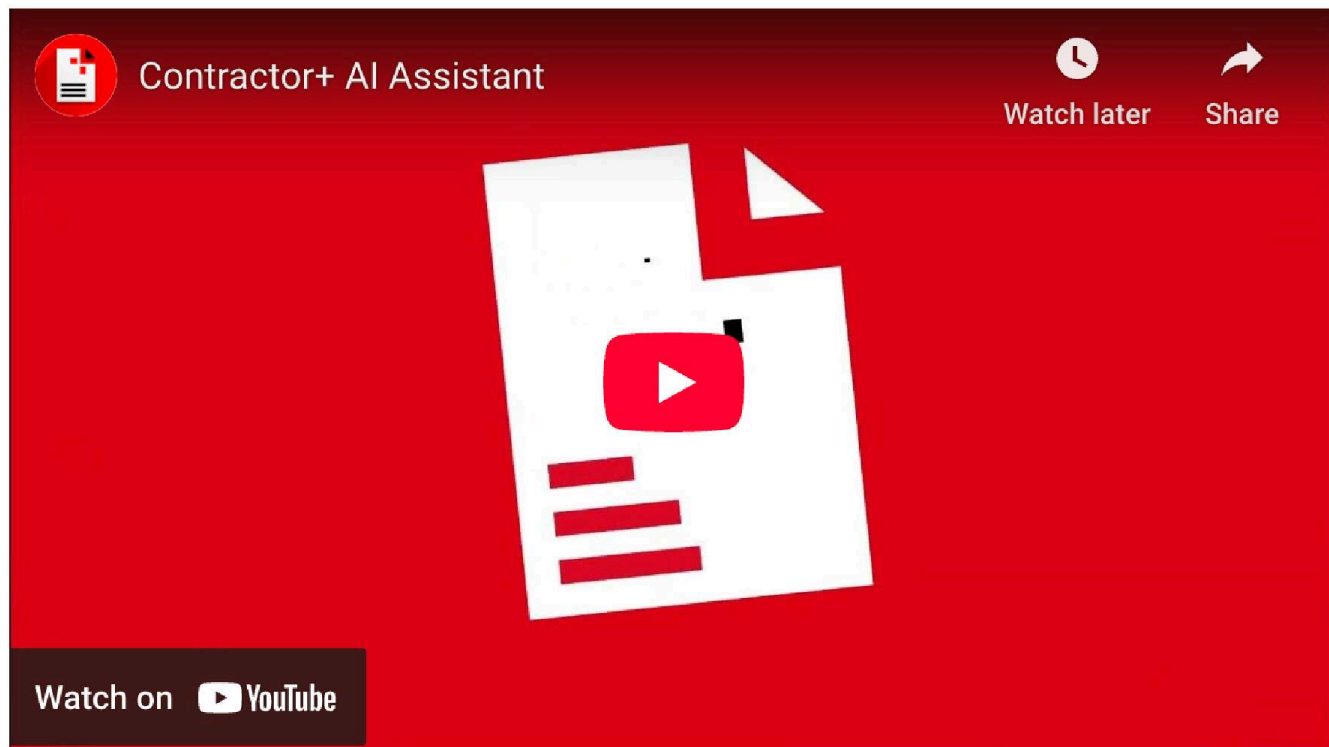
## VALUE PROP & COMPETITIVE LANDSCAPE

Contractor+ Module	Cost	Contractor+	Service Titan	Jobber	Joist
Team Collaboration	Slack	✓	✓	✓	✗
Business Website	WIX	✓	✗	✗	✗
CRM	Close	✓	✗	✗	✗
Contract Automation	DocuSign	✓	✓	✗	✗
Project/Job Mgmt.	Asana	✓	✓	✓	✗
Timesheet & Expense	Harvest	✓	✓	✓	✗
Dispatching & Routing	<u>BeeLineRoutes</u>	✓	✓	✓	✗
Scheduling	<u>ConnectTeam</u>	✓	✓	✓	✗
Cost Estimating	<u>Xactremodel</u>	✓	✗	✗	✗
Subcontractor Collab.	<u>PlanHub</u>	✓	✗	✗	✗
Marketing Automation	MailChimp	✓	✗	✗	✗
Inventory Mgmt.	<u>Sortly</u>	✓	✓	✗	✗
Asset Mgmt.	<u>Tenna</u>	✓	✗	✗	✗
<b>Total for 5 Users:</b>	\$4700	<b>\$145/mo</b>	\$4,500	\$345	Limited to 1

**Our product today is already helping thousands of contractors manage and grow their businesses...**

**But then there's what we're BUILDING....**

The world is rapidly changing for the better in the direction of the singularity. Soon, professionals will expect to be able to speak into their device and have everything done for them instantly. Tasks that once took hours to complete, now only take seconds. So we've filed a non-provisional utility patent in the US and India on our proprietary AI that will completely disrupt the estimation process for contractors (or the Tesla robot equivalent which we will 100% integrate with).



## **Join Us**

Your investment in Contractor+ is an investment in a future where technology and collaboration reshape the construction industry, making it more efficient, inclusive, and sustainable. Together, we will build a legacy of innovation and impact. Have questions before investing?

legacy of innovation and impact. Have questions before investing?

Schedule a call,



## INVESTMENT OPPORTUNITY

CONTRACTOR+ IS RAISING \$1.5M VIA CONVERTIBLE NOTE

This Round Will Enable Contractor+ To:



ACCELERATE PRODUCT ROADMAP



SCALE USER ACQUISITION



\$100K MRR  
WITHIN 12 MONTHS\*



### TERMS

VALUATION: \$8.1M

DISCOUNT: 25%

INTEREST RATE: 9.75%

\* The \$100k in 12 months assumes we complete our target raise. If we raise our base raise, we've forecasted \$50K MRR in the same period.

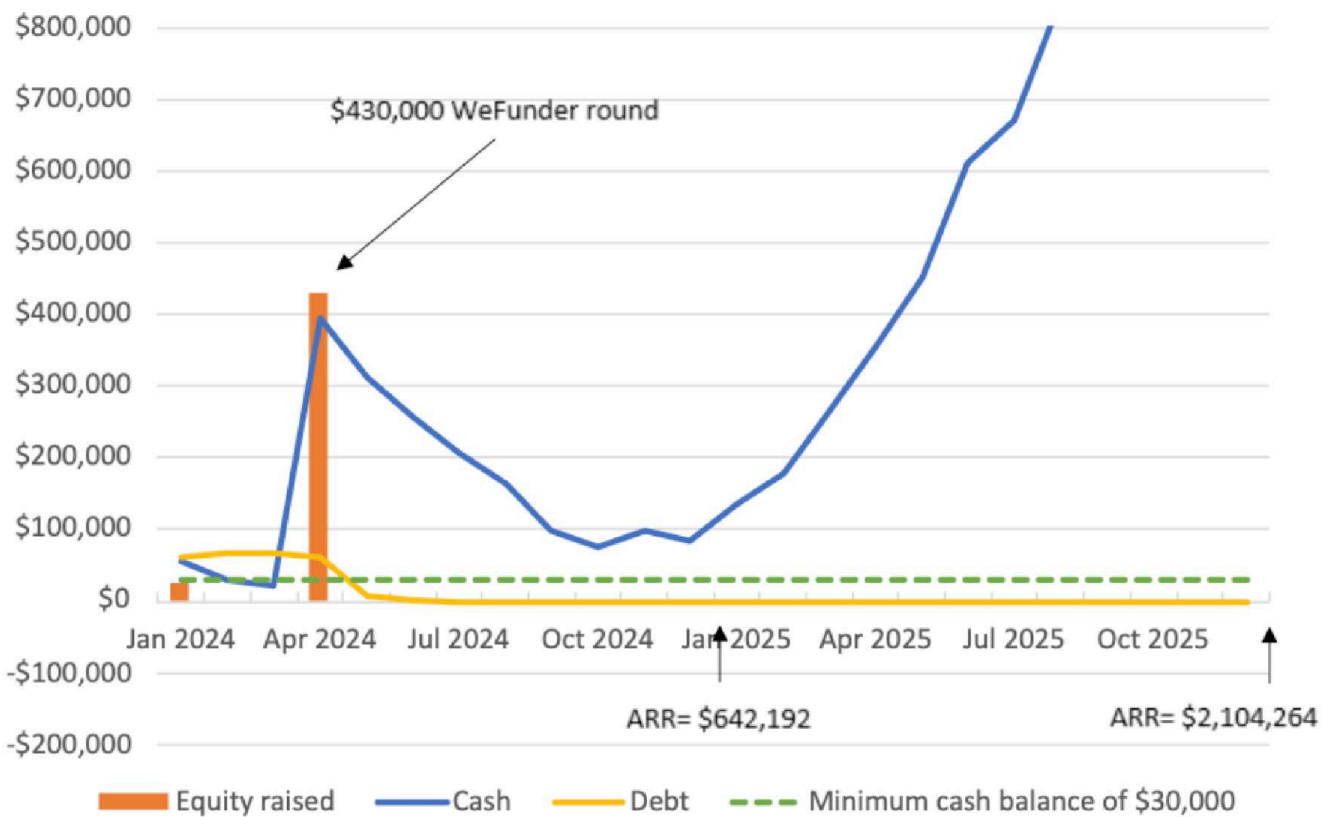
We've crunched the numbers and our financial model is crystal clear. With a base raise of \$430K, we're solid. But to really knock it out of the park and fuel our ambitious growth, we're targeting \$1.5M. This isn't just about keeping the lights on; it's about supercharging our platform, dominating the market, and delivering unmatched value to our contractors. We know exactly what we need, why we need it, and when to make it happen. Let's get to work and make this vision a reality.





Assuming the base raise of \$430K, this is what our cash flow should look like over the next two years.

## Cash Flow Projections



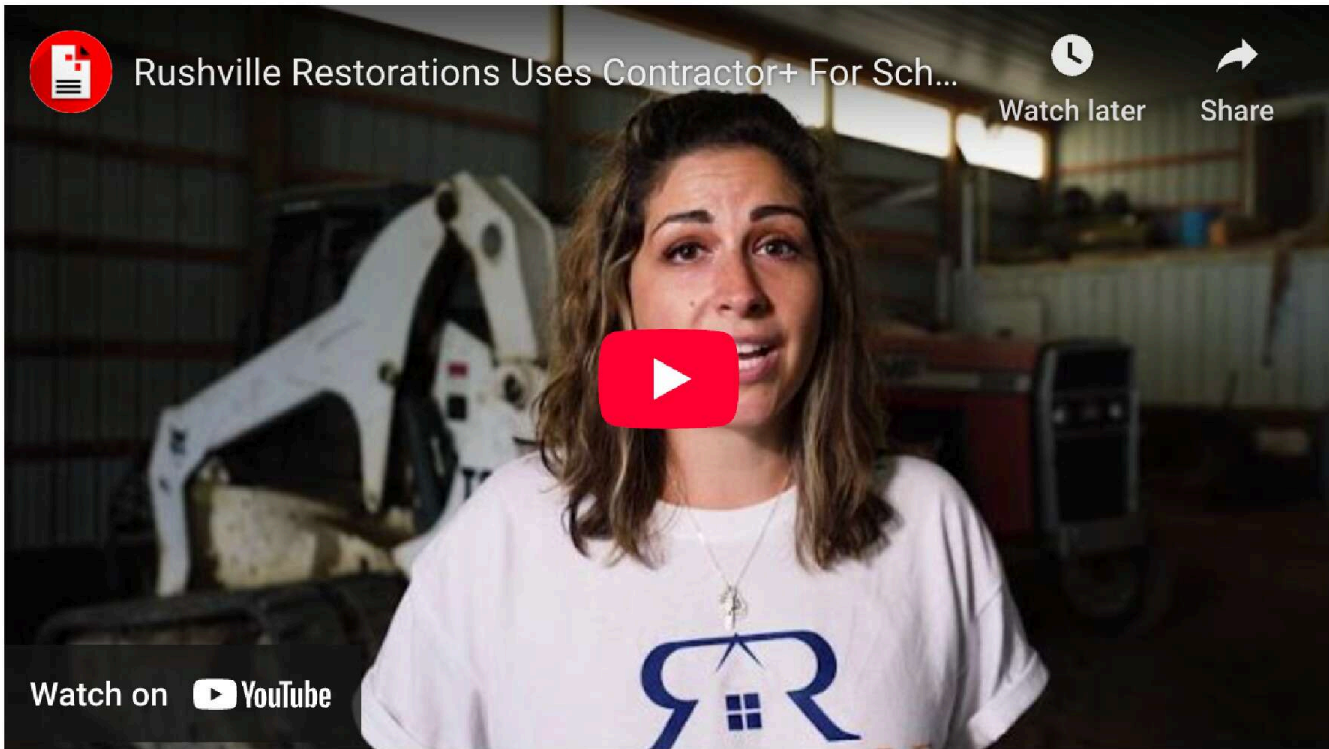
## Our Customers ❤️ What We're Building

Scott Azure from Rands Mechanical said Contractor+ works great.

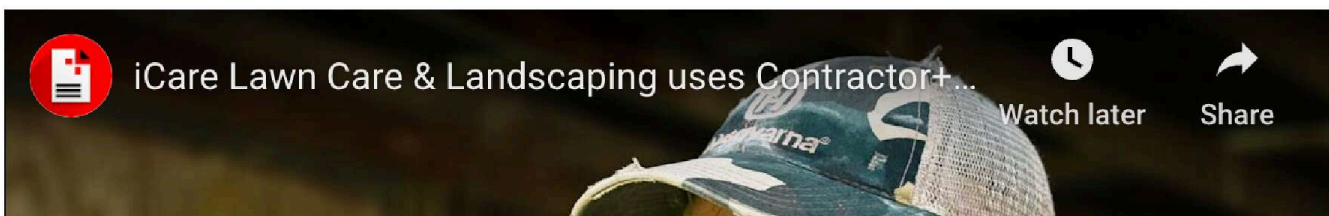




Brandon & Ashley Geiger from Rushville Restorations uses Contractor+



Josh Neeson said Contractor+ is the reason his business has been so successful.





HELP US GIVE CONTRACTORS  
**SUPERPOWERS.**

Forward looking projections cannot be guaranteed.