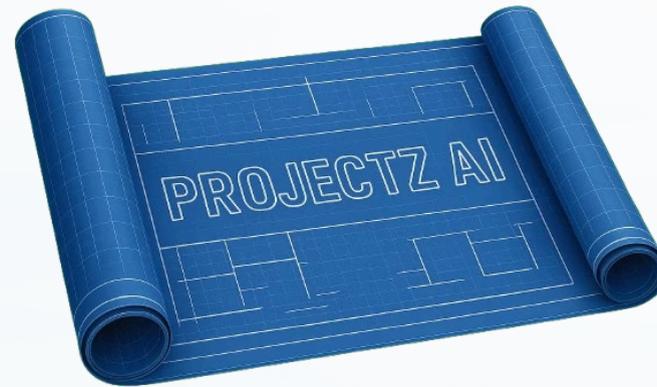


# PROJECTZ AI

*AI native home design and contractor matching*



**IMAGINE | DESIGN | BUILD**

# The Home Project Headache: Overruns & Disconnects



## Price

Costs are unpredictable, estimates change, and budgets often break.

## Contractors and marketplaces

Fragmented and unreliable, homeowners juggle disconnected bids, reviews, and platforms with no accountability.

## No easy way exists

Managing a remodel end-to-end (design, pricing, planning, contractor selection, materials) lives across separate tools and vendors.

# One Platform. Zero Chaos.

## AI-Powered Design & Pricing

Generate designs, scope, and pricing upfront, homeowners know what they're building and what it costs before work begins.

## Unified Project Execution

Manage planning, communication, and decisions in one system, reducing delays, rework, and change orders.

## Trusted Contractor

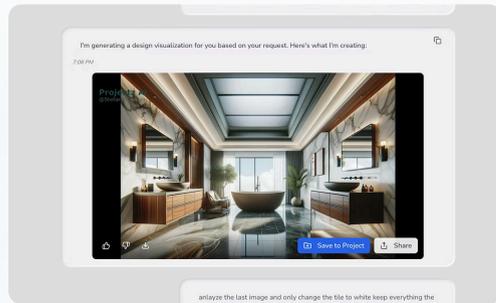
Match projects with the verified professionals

## Materials Selection & Sourcing

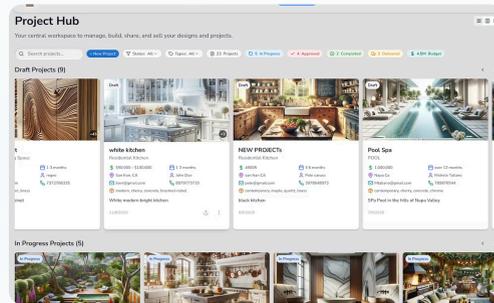
Select high-quality, affordable materials within the same workflow, projects stay seamless, on budget, and on schedule.



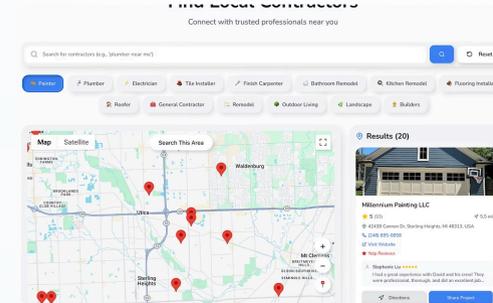
# Projectz AI: Your All-in-One Home Project Platform



Instant AI-powered interior design



Live pricing and a single system of record (general contractor)



Intelligent contractor matching and coordination (contractor leads)

# Unlock Unprecedented Project Value

Based on internal benchmarks from early users and comparable workflow compression in adjacent SaaS platforms.

## 14× Faster Quoting

Reduce quote & estimate cycles from 2 weeks to 24 hours

AI-generated scope + contractor-ready estimate packages

## 30% Fewer Budget Overruns

Lock scope and pricing to  $\pm 5\%$  accuracy pre-build

Prevents scope-driven overruns and change orders before construction starts

## 22% Faster Project Completion

Compress pre-construction from 5 weeks to 2 weeks

Faster design, quoting, and contractor selection → fewer delays and rework

## 14× Faster Design Decisions

Reduce planning and selection cycles from 2 weeks to 24 hours

Real-time tradeoffs across design, cost, and timeline

# When a \$30B AI home design market emerges by 2030, will you be positioned to capture it?



## Market Context

AI has reduced the cost of instant design, pricing, material guidance, and coordination, making end-to-end remodeling workflows viable in a single platform for the first time.

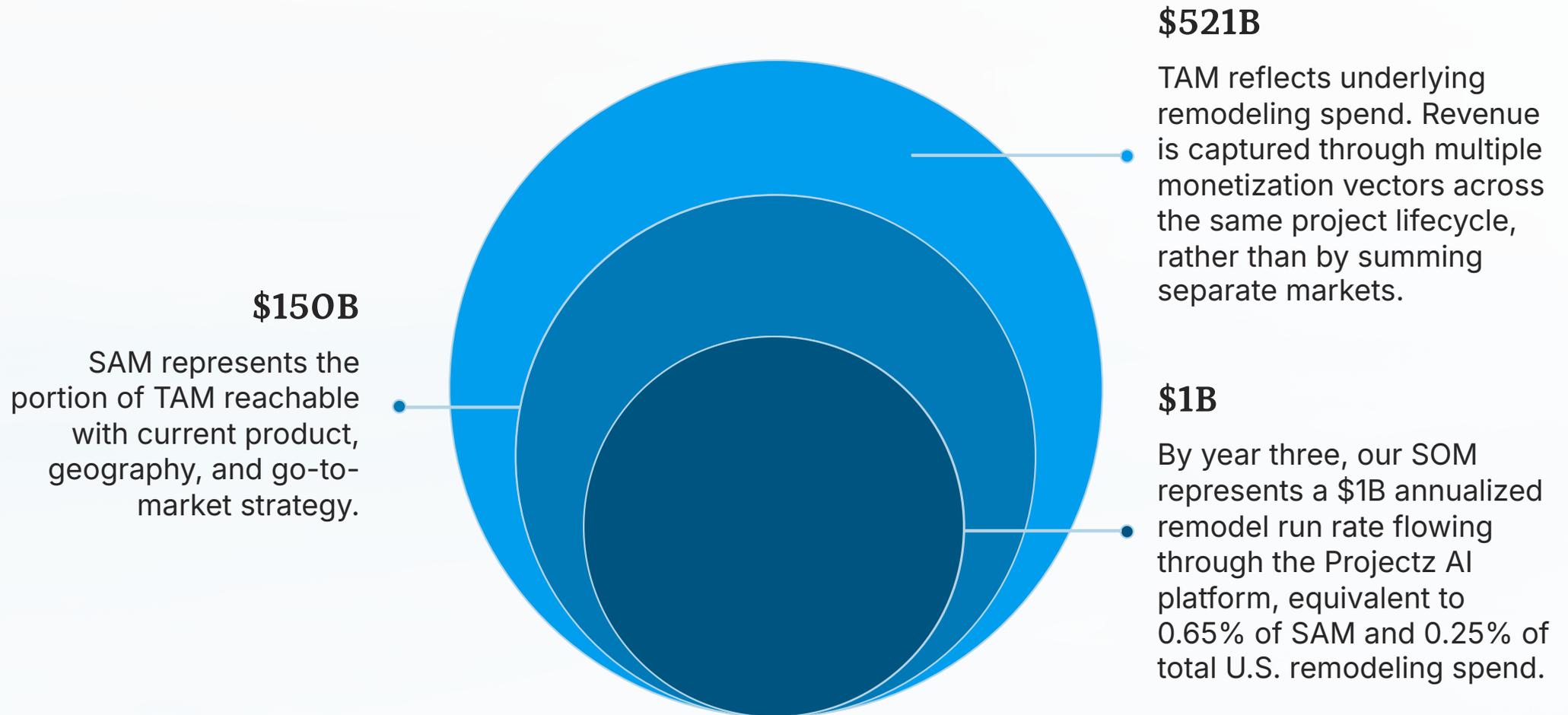
## Traction and Growth

865+ users in the first 4 weeks post launch.

## Key Takeaway

Each completed project strengthens our data loop, compounding advantages in pricing accuracy, contractor matching, and design quality.

# Unlocking the \$521B Remodeling Market



# Our Unmatched Competitive Advantage

Home improvement marketplaces like Angi connect homeowners to contractors, but lack an end-to-end system that unifies design, pricing, and project execution.



- End-to-end workflow
- Real-time pricing and budget accuracy
- Design, Material, Labor



## Why it matters

- Faster project delivery & fewer handoffs
- Predictable pricing and fewer overruns
- Higher quality outcomes with less risk

Projectz AI is defensible through a unified data loop where every completed project improves design intelligence, pricing accuracy, and contractor matching, reinforced by proprietary, patent workflows that create compounding advantages marketplaces and point solutions cannot replicate without rebuilding their core architecture.

# Our Unrivaled Edge

## First-to-Market Platform

The first AI-native system to unify design, pricing, project execution, contractor matching, and materials into one end-to-end workflow, reinforced patents.

## Homeowner Value Alignment

Homeowners benefit from upfront pricing clarity, faster decisions, and fewer overruns—aligning incentives around project outcomes, not lead volume.

## Verified Contractor Network

Licensed, insured, and quality-scored contractors—verified through structured data, performance history, and project outcomes.

## Built for Ease of Use

A guided, consumer-grade experience that turns complex remodel decisions into simple, step-by-step actions.



# How We Make Money at Every Step

Projectz AI is a SaaS + marketplace platform monetizing homeowners, contractors, and completed remodeling projects through subscriptions and transaction based fees.

1

**Homeowners (B2C): \$10/month → \$80 LTV**  
**Contractors (B2B): \$30/month → \$800 LTV**

2

## Core SaaS Subscriptions

Homeowners subscribe to design, plan, find contractors, and manage remodels.

Contractors subscribe to manage projects and job leads.

3

## Payment & Fees

Homeowners pay Projectz AI upfront upon estimate approval.

Projectz AI pays contractors and retains a service/commission fee

4

## Marketplace Material | Equipment

Projectz AI monetizes materials and equipment by sourcing and selling project-specific products, capturing margin while contractors focus on installation.

# Our Market Conquest Playbook

Projectz AI starts by acquiring homeowners to generate demand, then onboards contractors where demand is strongest, and scales nationally through partnerships and paid acquisition.

01

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## **Target: Homeowners actively remodeling**

**Why:** Highest intent, fastest conversion, fastest proof of value (design → estimate → contractor match)

**How:** Channels include TikTok, Instagram, The Home Depot, and SEO

03

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## **Target: Cities with the highest volume of remodel and new construction activity**

**Why:** Proven traction in initial markets builds platform trust before expanding into larger, competitive regions

**How:** SEO pages by city/category + contractor referral program + performance marketing where unit economics work

02

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## **Target: Contractors in the same area as homeowner signups**

**Why:** Supply density + responsiveness improves match rate, trust, and repeat usage

**How:** Direct outreach + local trade groups + "pay per lead"

04

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## **Target: Scale nationally + partnerships (showrooms, distributors, suppliers)**

**Why:** Lowers CAC, accelerates contractor onboarding, and unlocks materials margin at scale

**How:** Supplier/showroom partnerships + affiliate materials program + co-marketing + enterprise "pro" accounts

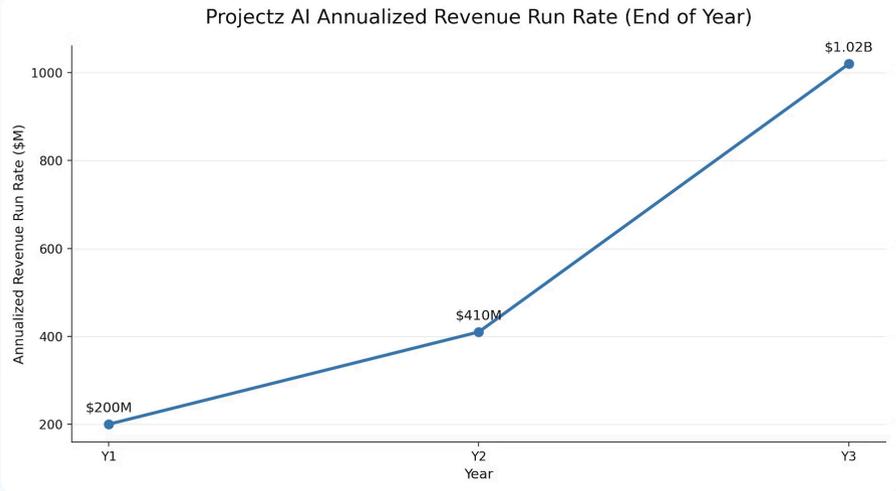
# Traction & Milestones

We start with real traction, lock in IP, scale through developers and retailers, then expand margins through AI and supplier distribution.



# The \$521B Remodeling Market: Our \$1B Opportunity

By the end of Year 3, Projectz AI reaches a \$1B annualized revenue run rate, while serving only 0.25% of the \$521B U.S. remodeling market.



**Assumptions: Projectz AI acts as the transaction layer, managing payments for labor and materials.**

Average remodel value: \$6,000

Labor: 65% of remodel cost, Materials: 35%

5% labor commission, 42% materials, 94% SaaS

Contractor LTV: \$800, Homeowner LTV: \$80

## End of Year 3

**\$1.3B**

Run-Rate

**\$42M**

SaaS ARR

**\$7.2B**

Remodel Revenue Managed

**\$224**

Avg LTV

Contractor and Homeowner (SaaS only)

**250k**

Users

**0.25%**

Share of TAM

# The Road to \$8.4M ARR: Unlocking a \$67M Valuation

## Ramp completion positions Projectz AI at a \$67M valuation.

- 40,000 homeowners × \$10 / month = \$400K MRR
- 10,000 contractors × \$30 / month = \$300K MRR
- \$700K SaaS MRR
- \$8.4M SaaS ARR

### **This is organic SaaS revenue, excluding:**

- Marketplace transaction fees
- Payments take-rate
- Labor commissions
- Materials / product sales

### **What this round produces**

- Patents filed (3)
- Strategic partnerships with home improvement retailers, property developers, and interior design firms
- Repeatable city-by-city GTM playbook
- Clear path to scale marketplace and transaction monetization

# The Investment: Accelerating Our Path to \$8.4M ARR

This **\$750,000** investment provides a crucial **12-18 month runway**, strategically deployed to unlock significant growth and solidify Projectz AI's market position, paving the way to our target of \$8.4M ARR.

## Product & Engineering

**53.3% (\$400,000)**

Funds the launch of native iOS and Android apps, scales AI agents, and hardens payments, pricing, and transaction infrastructure.

## Growth & Acquisition

**20.0% (\$150,000)**

Drives demand generation through SEO and performance marketing, complemented by an influencer and creator program for high-intent homeowner acquisition.

## IP, Patents & Legal

**10.0% (\$75,000)**

Covers patent filings and ensures robust protection of our core intellectual property.

## Operations & Infrastructure

**6.7% (\$50,000)**

Supports payments operations, insurance, compliance, and foundational operational costs essential for handling transaction volume.

## Cash Buffer / Contingency

**10.0% (\$75,000)**

An operating reserve to manage downside risk, mitigate timing gaps, and cover unexpected expenses.

**Result: \$8.4M ARR and \$67M valuation**

# Your 107x Return: Our Strategic Exit

Projectz AI is built for acquisition by a large enterprise partner seeking end-to-end ownership of the home renovation lifecycle, including design, pricing, contractor coordination, and payments.

## Likely acquirers include:

- Home improvement retailers
- Construction and materials suppliers
- Real estate platforms
- Fintech and payments companies
- Large marketplaces expanding into managed services

## Exit Valuation: (includes marketplace, payments, materials)

1x of \$1.0B blended platform ARR = \$1.0B exit value

## Investor Returns (*illustrative strategic exit*)

- \$750K pre-seed investment
- 8% ownership at exit
- \$80M exit proceeds
- 107x return
- 275% IRR over 3 years

SaaS-only valuation based on existing AI design, project management, and contractor discovery features. All non-SaaS monetization is upside, not required for this outcome

3x \$42.0M SaaS ARR = \$126.0M SaaS-only exit value

## Investor Returns (Illustrative SaaS-Only Exit)

- \$750K pre-seed investment
- 8% ownership at exit
- \$10.1M proceeds (8% × \$126.0M)
- 13.5x return
- 135% IRR over 3 years

## This valuation reflects SaaS subscriptions only, excluding:

- Marketplace transaction fees
- Payments take-rate
- Labor commissions
- Materials / product sales

# Built by Proven Operators

Projectz AI is led by a repeat founder with a prior exit, a growth-driven CMO specializing in social, data, and market intelligence, a CFO advisor experienced in managing growth and transformation, and a founding engineer known for execution speed and scalable systems.



**Stefano Caruso**

Founder | CEO

**Experience**

Repeat founder with a successful exit and deep experience in product, AI, data, and go-to-market execution. Stefano blends 55 years of multigenerational construction expertise with hands-on AI and automation experience to build and scale modern platforms. Led AI SEO initiatives at Hyatt reaching 40 million members and generative AI initiatives at Tesla supporting over 10 million mobile users and 30,000 internal factory users.



**Biff Jennings**

CFO Advisor

**Experience**

Biff Jennings is a co-founder of netgainCFO, a CFO advisory firm. He brings fractional CFO leadership to high-growth and transitional companies, helping founders and investors bring clarity, discipline, and strategic direction to complex financial environments. He has built and led finance organizations across institutional-backed and founder-owned businesses, partnering closely with executive teams, boards, and investors.

**Education**

MS in Accountancy - NYU Stern School of Business  
AB Politics, Princeton University



**Emma Henry**

CMO

**Experience**

Account Executive with hands-on experience driving customer acquisition, outbound growth, and brand partnerships across AI and SaaS startups, including Codeworks, Nutrify AI, Trueplace, and Turbo AI. Background in marketing and sales execution with a strong focus on go-to-market strategy, pipeline development, and early-stage growth initiatives.

**Education**

Marketing & Sales — Point Park University



**Minseok Kim**

Founding Engineer

**Experience**

Minseok Kim is an execution-focused backend software engineer with proven experience deploying real-time operational systems in manufacturing and mobile workflows. His work resulted in 40% faster reconciliation, 95% monitoring accuracy across 5 factories, 60% fewer support calls, and 0% defects on a high-priority reliability service, bringing that same delivery mindset to Projectz AI.

**Education**

B.S. Computer Science — University of Alabama

# Appendix A

Metric	Units	YEAR 1	YEAR 2	YEAR 3
Users	# at EOY	50,015	100,071	250,043
Homeowners	# at EOY	40,012	80,057	200,034
Contractors	# at EOY	10,003	20,014	50,009
Total Remodel Revenue Managed - run rate	\$ millions	1,440.4	2,882.1	7,201.2
Labor Procured - run rate	\$ millions	936.3	1,873.3	4,680.8
Materials Procured - run rate	\$ millions	504.2	1,008.7	2,520.4
Total Remodel Fees - run rate	\$ millions	258.6	517.3	1,292.6
Total SaaS ARR	\$ millions	8.4	16.8	42.0
Homeowner SaaS ARR	\$ millions	4.8	9.6	24.0
Contractor SaaS ARR	\$ millions	3.6	7.2	18.0
Total Revenue - run rate	\$ millions	267.0	534.1	1,334.6
Share of TAM	%	0.05%	0.10%	0.25%

<sup>1</sup> Sum of commissions on labor procurement and net revenue earned from materials sales

# Appendix B

Company	Business model	Ticker	LTM Revenue (\$ billions)	Market Cap (\$ billions)	Valuation Multiple	Last Reported Quarter
Angi, Inc.	Marketplace/ Managed Services	ANGI	1.06	0.54	0.51x	Sep 2025
Procore Technologies, Inc.	Pure B2B SaaS	PCOR	1.28	9.83	7.71x	Sep 2025
Autodesk Inc.	Design + Workflow SaaS	ADSK	6.88	54.35	7.90x	Oct 2025

Source: Google Finance, 1/21/2026