INVESTOR DOCUMENT

Executive Summary

Raise $500,000 SAFE **Valuation Cap** $10,000,000 **Implied Dilution** ~5% **Version** 2.0 · March 2026

YEAR 1 ARR	LTV:CAC · YEAR 1	CASH FLOW POSITIVE
$1.02M	**9x**	**Month 7**
$5.56M Y2 · $9.77M Y3	Benchmark: 3–5x strong	Max deficit: $77.5K

THE OPPORTUNITY

The Problem

There are 1.5–2 million micro-trades contractors in the United States — excavators, landscapers, painters, plumbers, HVAC techs, and specialty tradespeople running businesses with 1–10 employees. Every one of them has the same problem.

They lose jobs twice. Once when they send an unprofessional estimate. Again when they forget to follow up.

The first loss is visible — a client chooses the competitor who sent a cleaner proposal. The second loss is invisible — a lead goes cold, the contractor forgets to call back, and the job disappears without a trace. Most contractors are running their entire business from memory, a whiteboard, and a pile of text threads. Not because they don't care. Because nothing built for their size has ever existed.

Jobber costs $129–$399/month and was built for 10–50 person operations with office staff to run it. ServiceTitan is enterprise software for 50+ employee companies. Joist, Google Docs, and Excel have no AI, no follow-up system, and no platform. The micro-trades contractor has been completely underserved.

> **That window is open for 24–36 months before large players can react.** Their CAC is $2,000–$5,000/customer — they can't profitably serve a $700/year account. Their architecture is built for complexity — simplifying means rebuilding, not shipping a feature.

THE SOLUTION

The Product

Tulboxx is the daily operating system for a micro-trades contractor. The platform that runs their day, tells them who to call, keeps money moving, and makes them look more professional than the competition.

One sentence: *Tulboxx turns your leads into a daily calling list so you always know who to follow up with, what to send, and when to call.*

THE HOOK — AI ESTIMATES

Five fields. Under 3 minutes. The AI writes a professional scope-of-work proposal that sounds like the contractor on a good day — trade-specific language, their warranty terms, their payment structure. Beta users, consistently: *"That's actually really good."*

- **Field Quote** — 5 fields, sent from the driveway
- **Full Proposal** — competitive bid quality with full scope and pricing

THE ANCHOR — TODAY'S LIST (THE MOAT)

Every morning, Tulboxx shows exactly who needs attention. No sorting. No spreadsheet. No trying to remember who called back last week.

- Estimate 6+ days out → **Overdue**
- Estimate 3–5 days → **Follow Up**
- Invoices due within 7 days → surfaced with urgency

After 20+ estimates, a contractor's entire pricing model, scope language, and proposal format lives in Tulboxx. Switching means rebuilding their business from scratch. Beta users demonstrated this directly: when the system was temporarily taken offline, they demanded access back.

THE NUMBERS

Financial Projections

METRIC	YEAR 1 (2026)	YEAR 2 (2027)	YEAR 3 (2028)
Ending Customers	1,540	6,000	10,000
Weighted Avg ARPU	$53/mo	$75/mo	$80/mo
Ending ARR	**$1.02M**	**$5.56M**	**$9.77M**
Gross Margin	85%	88%	90%
Blended CAC (fully-loaded)	$75	$100	$150
LTV	$693	$1,467	$2,057
LTV:CAC	**9x**	**15x**	**14x**
Payback Period	50 days	46 days	62 days
Monthly Churn (avg)	6.5%	4.5%	3.5%

YEAR	REVENUE (ACTUAL)	GROSS PROFIT	OPEX	OPERATING INCOME	MARGIN
Year 1 (2026)	$610K	$518K	$436K	**$82K**	13%
Year 2 (2027)	$3.5M	$3.1M	$1.14M	**$1.96M**	56%
Year 3 (2028)	$7.8M	$7.0M	$1.86M	**$5.14M**	66%

Revenue (actual) = cash collected. Ending ARR = trailing MRR × 12 (forward run rate). EBITDA-level, pre-tax. Stripe Connect platform fee revenue not modeled.

ACQUISITION

Year 1 Customer Growth — Zero Cold Start

Year 1 growth comes entirely from Ryan's owned audience. No cold outreach. No paid acquisition required.

CHANNEL	AUDIENCE	CONV.	CUSTOMERS
Email list	18,000	2.5%	450
Facebook group	28,000	1.0%	280
Podcast	700/wk	10%	70
Referrals	10% of base	—	120
Total Y1			**920–1,000**

SCENARIO	CUSTOMERS	ARR
Optimistic (+20%)	1,850	$1.24M
Base Case	**1,540**	**$1.02M**
Conservative (−20%)	1,230	$800K

All three scenarios reach cash flow positive within the 12-month raise runway.

MARKET SIZING

The Market

LAYER	SIZE
TAM — Micro-trades contractors (1–10 employees, U.S.)	1.5–2.0 million
SAM — Tech-open, actively quoting, $100K–$2M revenue	600,000–800,000
SOM — Year 3 target (<1% of SAM)	**10,000**
U.S. FSM Software Market	$2.6B, growing 10–16% annually

No dominant player in the micro-trades segment. The three years before a large competitor can downmarket and rebuild is the window.

FOUNDING TEAM

The Team

RYAN DEEMER — CO-FOUNDER & CEO

20+ years entrepreneurial experience. Built Skid Steer Nation from $0 to $1.2M ARR — a media brand serving the exact Tulboxx target customer. Consulted 50+ trades businesses. He is not adjacent to this problem — he is the customer. SSN being finalized for sale; full-time Tulboxx focus is the plan.

CLAY DEAL — CO-FOUNDER & CMO

Co-owns Throttled Up Marketing (30+ active clients). Former Director of Digital Marketing at Maui Jim. Former Director at Simantel (Caterpillar, Country Financial). Master's degree in Digital Marketing. Actively reducing Throttled Up client intake as Tulboxx scales.

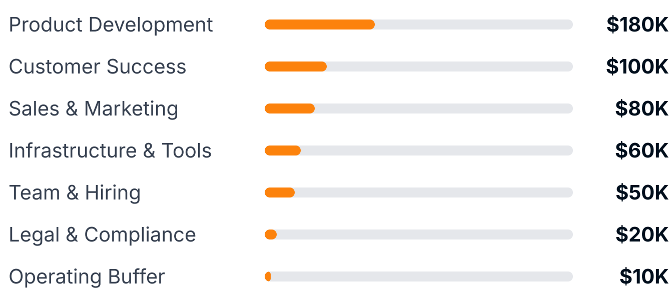
Unfair Advantage — Clay and Ryan co-own Throttled Up Marketing, a full-service agency contributing in-house SEO, web development, copywriting, and design to Tulboxx at no cost. Equivalent external value: **$180,000–$300,000 annually.** The $80K marketing line in this raise covers paid ad spend and tools only.

INVESTMENT TERMS

The Ask

TERM	DETAIL
Structure	SAFE (Simple Agreement for Future Equity)
Amount	**$500,000**
Valuation Cap	**$10,000,000**
Implied Dilution	~5%
CF Positive	Month 7 (base case)
Max Cumulative Deficit	~$77,500

USE OF FUNDS — $500,000



RETURNS

Exit Context

Target: 20,000+ businesses, $25M+ ARR within 4–6 years. Likely acquirers: Jobber, ServiceTitan, Intuit, private equity.

CONSERVATIVE	BASE CASE	OPTIMISTIC
$80M	**$125M**	**$180M**
8x return · $20M ARR · 4x multiple	12.5x return · $25M ARR · 5x multiple	18x return · $30M ARR · 6x multiple

$500K at $10M cap = ~5% ownership. Base case returns 12.5x — above the 10x threshold most pre-seed investors require. Pre-seed SaaS caps average $17M in 2025; Tulboxx is raising at $10M with a working product and paying customers.

THE STORY IN ONE PARAGRAPH

Contractors lose jobs twice — once when they send a weak estimate, again when they forget to follow up. Tulboxx fixes both. The AI estimate converts skeptics in under 3 minutes. Today's List becomes their daily operations center. Together they create a compounding behavioral moat that gets stronger every time a contractor opens the app. The market is 1.5–2M businesses. No dominant player. The window is open for 24–36 months. The founders have direct domain expertise, an owned audience of 46,000+ exact-match prospects, and an in-house agency contributing $180K–$300K in annual services at no cost. Year 1 CAC: $75 (fully-loaded). LTV:CAC: 9x. Cash flow positive: Month 7. The ask is $500K at a $10M cap — below market for a pre-seed SaaS with a working product and paying customers. Base case return: 12.5x.