

# TULBOXX

*The daily operating system for micro-trades contractors.*

---

**\$500,000 SAFE** | \$10M Valuation Cap | ~5% Dilution

**46K+**

Warm prospects owned

**\$75**

Year 1 blended CAC

**Month 7**

Cash flow positive

# Contractors lose jobs twice. Once when they send a weak estimate. Again when they forget to follow up.

## No professional proposals

Estimates written in Google Docs or texted as rough numbers. Competitors with better-looking proposals win jobs their competitors are more qualified to do.

## Leads fall through the cracks

Follow-ups happen from memory. Sticky notes everywhere. A week later the client has hired someone else - and the contractor never knew it was slipping.

## No tools built for their size

Jobber costs \$129-\$399/mo and was built for 10-50 person teams with office staff. ServiceTitan is enterprise. Nothing exists for 1-10 employees.

*Built for contractors who are too small for Jobber and too serious for Google Docs.*

## THE MARKET

# A massive market with no dominant player.

## TAM

# 1.5-2.0M

Micro-trades contractors with 1-10 employees in the U.S.

## SAM

# 600-800K

Tech-open, actively quoting, \$100K-\$2M revenue

## SOM - YEAR 3 TARGET

# 10,000 customers <1% of SAM

## HOME SERVICES MARKET

# \$657B+

Total market, growing. No firm holds more than 5% share in the micro-trades segment.

## U.S. FSM SOFTWARE

# \$2.6B

Growing 10-16% annually. SMEs are the fastest-growing segment. No dominant player in micro-trades.

## FSM SOFTWARE GROWTH

# \$2.6B

Growing to \$6.6B by 2032 - 10-16% annually. SMEs are the fastest-growing segment. No dominant player in micro-trades.

## THE PRODUCT

# Not estimate software. The daily operating system.

## BEFORE TULBOXX

Estimates written in Google Docs

Leads living in text threads

Follow-ups falling through the cracks

No idea if the client opened the proposal

Running the business from memory

## AFTER TULBOXX

AI writes a professional proposal in 3 minutes

Every lead on a daily calling list

System surfaces who to call today and why

Read receipt before every follow-up call

The whole business in one place

# "That's actually really good."

First reaction from contractors on first use. Consistently.

## FIELD QUOTE

### Under 3 minutes

5 fields. Sent from the driveway, the job site, between calls. AI writes the professional scope. Contractor edits the price and sends.

---

*Designed for speed. The proposal is sent before you leave the driveway.*

## FULL PROPOSAL

### Competitive bid quality

AI generates trade-specific scope, timeline, outcome statement, and pricing section following the psychological structure of a winning proposal.

---

*Problem > Solution > Outcome > Price. Sounds like the contractor on a good day - not like software.*

# Today's List. The feature that turns a new user into a daily user.

*"Oh. That's what this thing is for." - Day 19. A follow-up flag turned into a phone call that closed a job on the spot. Within 24 hours, he replaced his whiteboard and legal pad entirely.*

## OVERDUE

Estimate sent 6+ days, no response

*Call today.*

## FOLLOW UP

Estimate sent 3-5 days

*Stay top of mind.*

## IN PROGRESS

Active jobs with current status

*Always know what's running.*

## ON DECK

Invoices due within 7 days

*Never miss a payment.*

**Force 1:** Today's List daily habit. | **Force 2:** 20+ estimates = their entire pricing model lives here. Switching means rebuilding from scratch.

## TRACTION

# The model is validated. The distribution is built. The product works.

90-DAY Pilot - MARCUS WEBB, WEBB HVAC & MECHANICAL

**\$29,400**

Revenue tracked in 90 days

**70%**

Estimate win rate at day 90

**5**

Recurring maintenance contracts

**\$15,600**

Annual recurring revenue unlocked

## WHAT THE SIMULATION TELLS US

### The hook works

First AI estimate output: "That's actually really good." Skeptics convert in under 3 minutes. This is the feature that gets contractors to sign up and tell other contractors.

### The anchor sticks

Today's List wasn't discovered until Day 19 with no onboarding prompt. Once found, the contractor checked it 3-4 times daily and replaced his whiteboard entirely. This is why CS investment closes the gap.

### The model works

Freemium to paid conversion happened organically at Day 19 - the same day Today's List clicked. After already telling peers he'd pay \$100/month. "The free plan let me build trust before asking for payment."

*"Tulboxx is the reason I have a business." - Day 90*

## BUSINESS MODEL

# Freemium to subscription. A second revenue stream in V2.

## THE CONVERSION FUNNEL

- 1 Sign up free**  
*NO credit card. NO commitment. Contractors see the output before they commit to anything*
- 2 First estimate**  
*"That's actually really good." The skeptic becomes a believer.*
- 3 Estimates 3-5**  
*Using it on real jobs. The estimate library starts building.*
- 4 Today's List**  
*The daily habit forms. The behavioral anchor sets.*
- 5 Paywall hit**  
*Upgrading is obvious. Base case. 1% conversion - top of good R2R SMR*

## PRICING TIERS

Beta 50 users, locked for life	<b>\$39/mo</b>
Loyalty Launch Owned audience, locked for life	<b>\$49/mo</b>
V1 Market All new customers at launch	<b>\$59/mo</b>
V2 Team Starter Field team + admin (Month 13)	<b>\$129/mo</b>
V2 Crew Builder Growing company (Month 13)	<b>\$199/mo</b>

**V2 Revenue Stream:** Stripe Connect + platform fee on contractor payment volume. Not modeled in projections - pure upside.

# The numbers work in every scenario.

**\$1.02M**

Ending ARR

Year 1 (2026)

~1,540 customers

**\$5.56M**

Ending ARR

Year 2 (2027)

~6,000 customers

**\$9.77M**

Ending ARR

Year 3 (2028)

~10,000 customers

## OPERATING PROFIT

Year	Revenue	Income	Margin
Year 1	~\$610K revenue	~\$82K income	13% margin
Year 2	~\$3.5M revenue	~\$1.96M income	56% margin
Year 3	~\$7.8M revenue	~\$5.14M income	66% margin

## UNIT ECONOMICS

	Y1	Y2	Y3
LTV:CAC	9x	15x	14x
Payback	50 days	46 days	62 days
Gross Margin	85%	88%	90%
Churn (mo)	6.5%	4.5%	3.5%

### Cash flow positive: Month 7

Cumulative deficit never exceeds ~\$77,500. The raise funds product development, not operations.

# The conditions for this product have never existed before.

**74%+**

## Contractors now use subscription software

The adoption curve arrived. Small trades contractors are already paying for digital tools. The behavior is there - the right product wasn't.

**40%+**

## CAGR in home services spending through 2028

The market is growing fast. Contractors who win more jobs now are building businesses that compound. Tulboxx is the operating system for that growth.

**550K**

## Projected tradesperson shortage by 2027

Labor is scarce. Contractors who run efficient businesses - fewer wasted proposals, better follow-up, faster invoicing - win disproportionately in a tight labor market.

**\$2.6B**

## FSM software market growing to \$6.6B by 2032

10-16% annual growth. SMEs are the fastest-growing segment. The market is expanding fast - and no firm holds dominant share in the micro-trades segment.

**AI just got good enough** to write trade-specific proposals that sound like the contractor on a good day. That was not possible 24 months ago.

# Three advantages competitors cannot buy or replicate.

1

## Owned Distribution - 46,000+ Warm Prospects

28K Facebook | 18K Email | 700+ Podcast | 25K YouTube

*Year 1 CAC: ~\$30. Competitors spend \$2,000-\$5,000 per customer. This cannot be bought.*

Ryan built Skid Steer Nation - a media brand serving the exact target customer. Not a purchased audience. Contractors who trust him because he has been a trusted voice in their community for years.

2

## Throttled Up Marketing - In-House Agency at Zero Cost

SEO | Web Dev | Copywriting | Graphic Design

*Equivalent external cost: \$180K-\$300K annually. This raise goes as far as \$700K+ would for a comparable company.*

Ryan and Clay co-own a full-service agency currently serving trades businesses. All services contributed as founder sweat equity. The \$80K marketing budget covers paid ads and tools only.

3

## Domain Authority - He Knows This Customer

20+ years experience | \$1.2M ARR built | 50+ businesses consulted

*Most SaaS founders spend year 1 learning the customer. Ryan had 20+ years working alongside them before a line of code was written*

Ryan is not a tech founder who found a market in a report. He has spent 20+ years working with trades contractors. He knows what language they use, what problems they actually have, and what they will pay for.

# Built by people who know this customer.

## RYAN DEEMER

Co-Founder & CEO

- 20+ years entrepreneurial experience
- Built Skid Steer Nation from \$0 to \$1.2M ARR
- Consulted 50+ trades businesses
- 46,000+ contractors following him - the exact target customer
- Deep domain expertise - 20+ years working with trades businesses
- SSN being finalized for sale; full-time Tulboxx focus

## 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
- Reducing Throttled Up intake as Tulboxx scales
- Owns Tulboxx's entire growth engine

## THE ASK

# \$500,000 SAFE | \$10M Valuation Cap | ~5% Dilution

Pre-seed SaaS caps averaging \$17M in 2025. FSM raises at \$15-20M. Tulboxx raises at \$10M - deliberately below market.

## USE OF FUNDS

Product Development	\$180,000	36%
Mobile apps, V2: Stripe Connect, employee permissions, tiered plans		
Customer Success	\$100,000	20%
Onboarding to Today's List moment faster - the biggest churn lever		
Sales & Marketing	\$80,000	16%
Paid ad spend + tools. Agency services contributed at zero cost.		
Infrastructure	\$60,000	12%
Hosting, APIs, dev tools, security		
Team & Hiring	\$50,000	10%
CS manager, marketing coordinator		
Legal + Buffer	\$30,000	6%
Corporate structure, ToS, contracts, contingency		
<b>Total</b>	<b>\$500,000</b>	

## RETURN POTENTIAL

Conservative ~8x  
\$20M ARR x4x = \$80M

**Base Case** ~12.5x  
\$25M ARR x5x = \$125M

Optimistic ~18x  
\$30M ARR x6x = \$180M

### Two pre-seed risks already removed:

**Product risk:** Working product, launching now.

**Distribution risk:** 46,000+ warm prospects already in the funnel.

Likely acquirers: Jobber | ServiceTitan | Intuit | Private Equity | Target: \$25M+ ARR in 4-6 years