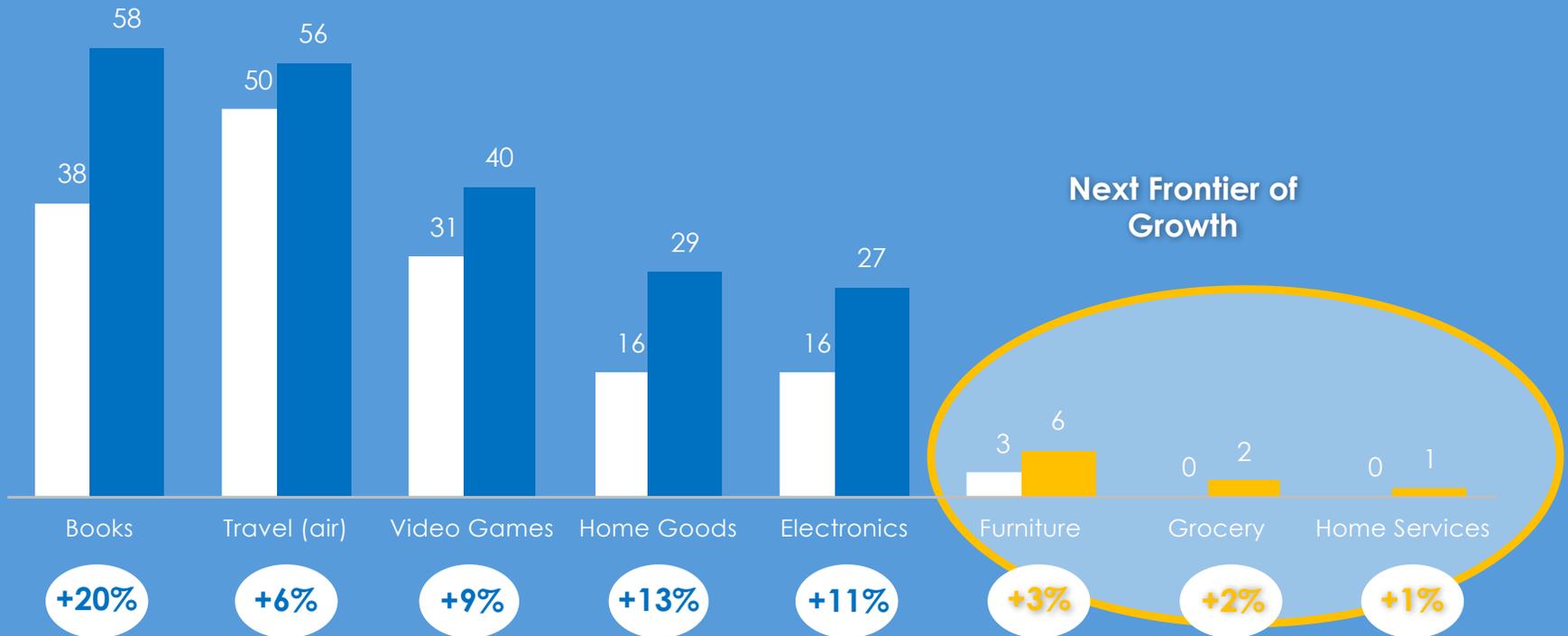


**HIREJO.COM**  
**HANDYMAN SERVICES**

# BUYING SERVICES ONLINE

The convenience of online shopping has extended across numerous categories: including books, Travel, and Food delivery

Online Share Spend (%) 2010-2015

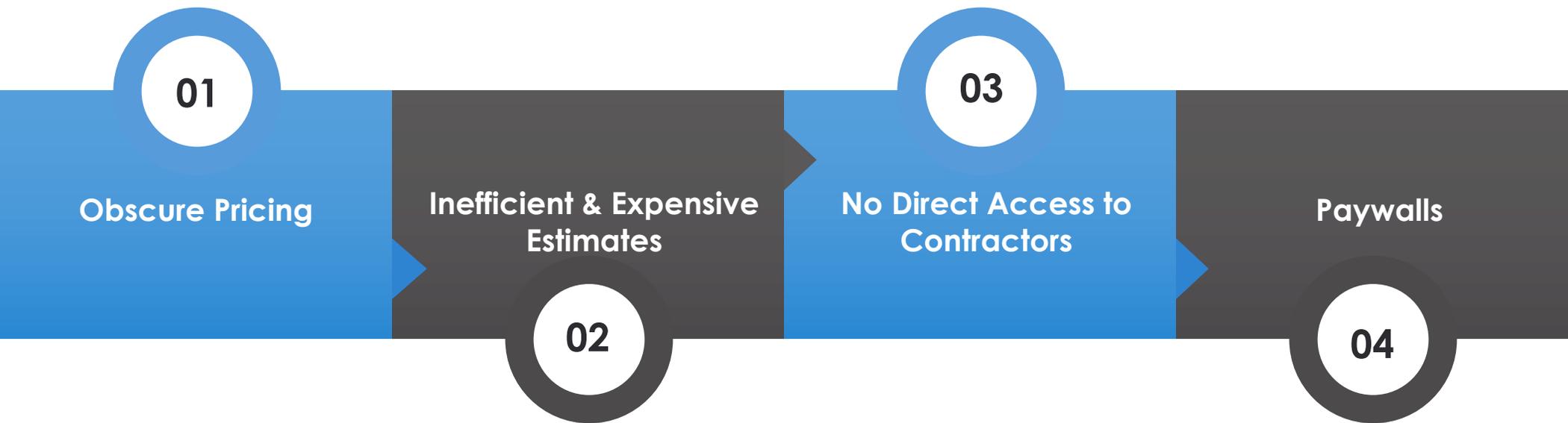


**Its time for home services...the shift is just beginning**

We expect instant prices for everything we buy online...not a visit from a salesman

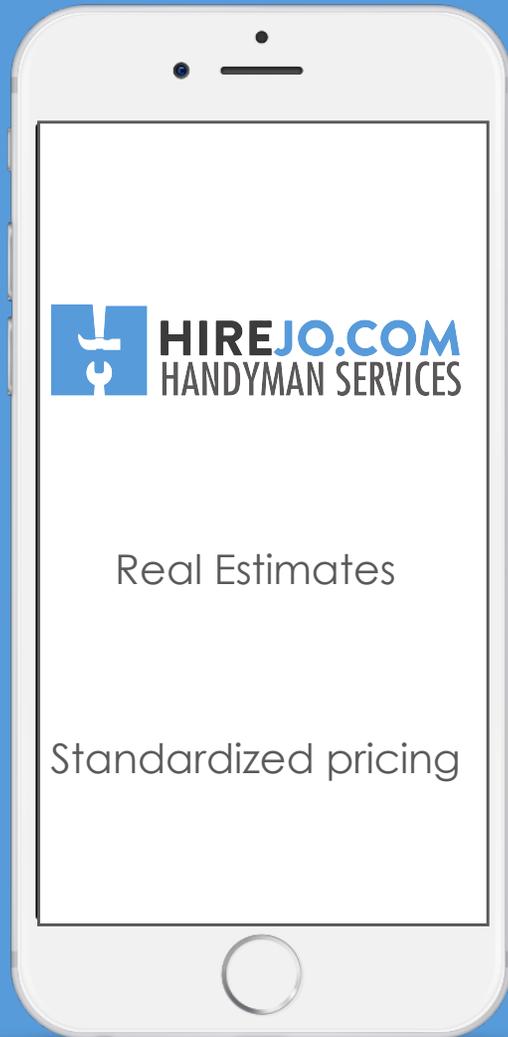
# THE PROBLEM

In the home repairs & improvements market:



# HIREJO'S SOLUTION

Handyman in an App – Direct connection of homeowners to contractors



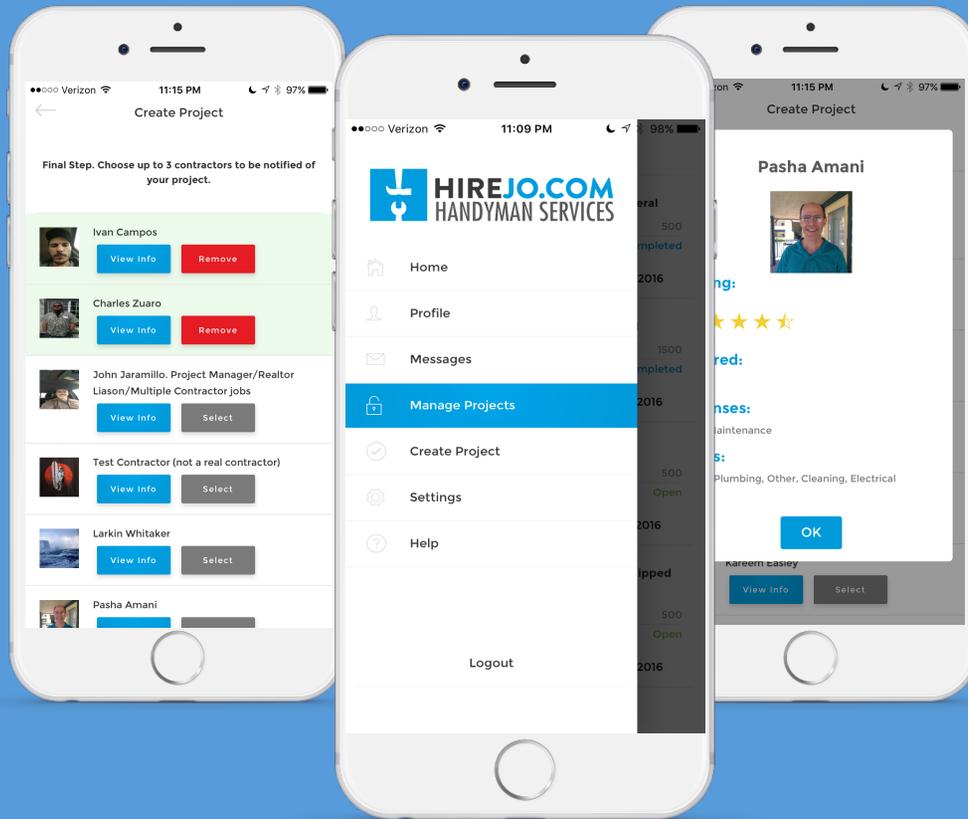
HJ is the **first end-to-end** solution for home repairs & maintenance delivering:

- Vetting
- Hiring
- Management
- Invoicing
- Payment
- Review between homeowner and contractor



HJ is also **subscription-free** and **highly price competitive**

# HIREJO'S PRODUCT



## FOR THE CUSTOMER:

A mobile platform which enables search, quote, book, pay & review service for home repairs & maintenance

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## FOR CONTRACTORS:

An online marketplace to quickly and conveniently source, secure and be paid for home repairs & maintenance work

Typical services:  
Home repairs, lawn maintenance, house cleaning and more

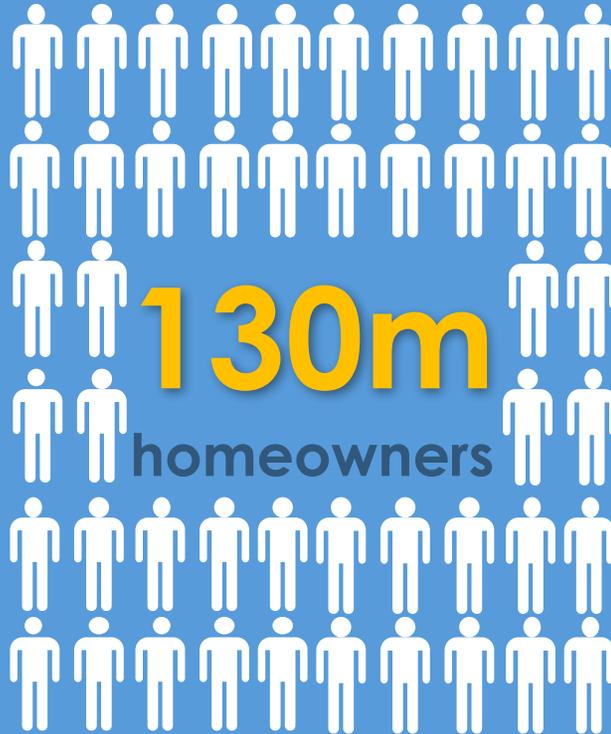
# MARKET

## Home Repair Services

**326bn<sup>1</sup>**

Spent by

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with **>1m**  
licensed home  
maintenance  
contractors in US<sup>2</sup>

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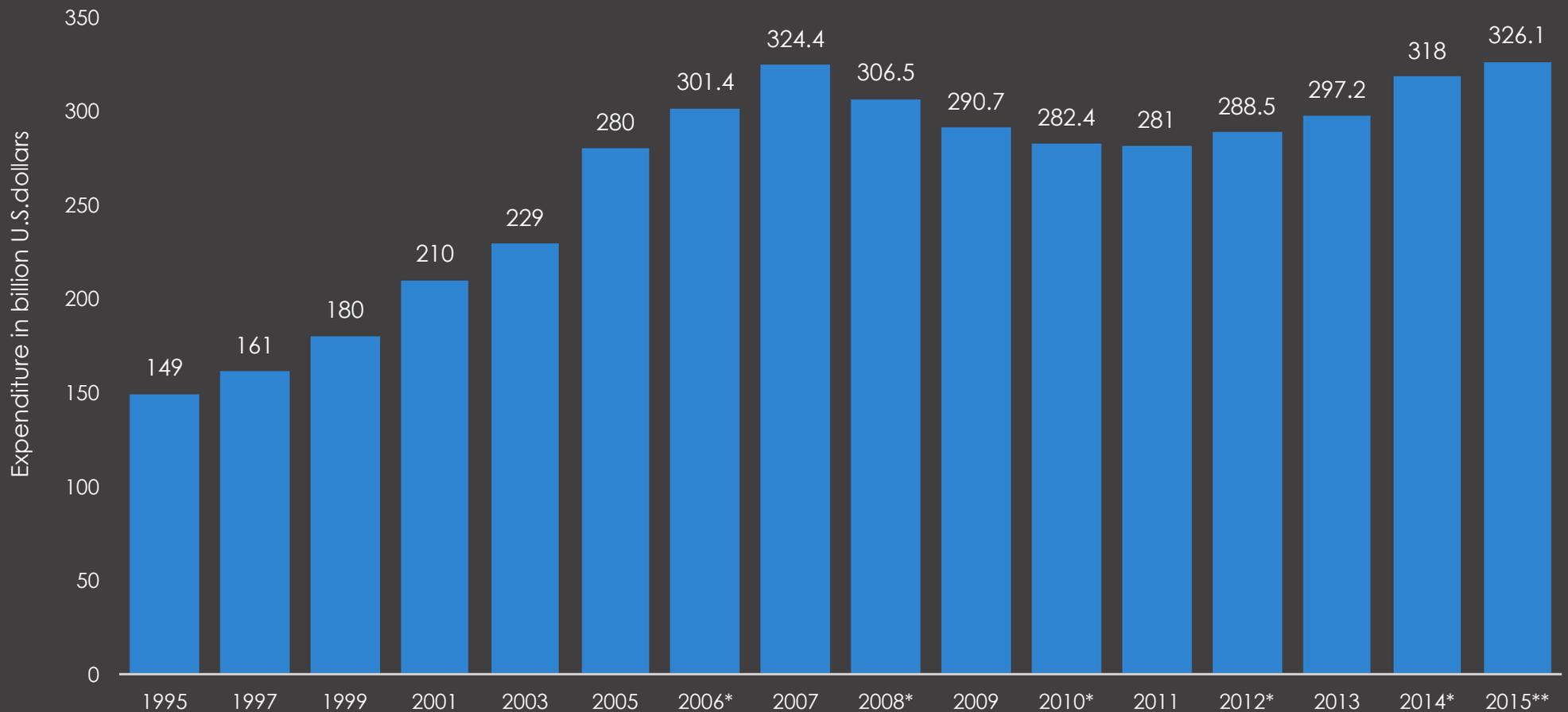


Higher existing house sales to drive demand for the home improvement industry  
~ (Forbes, Jan 2015).

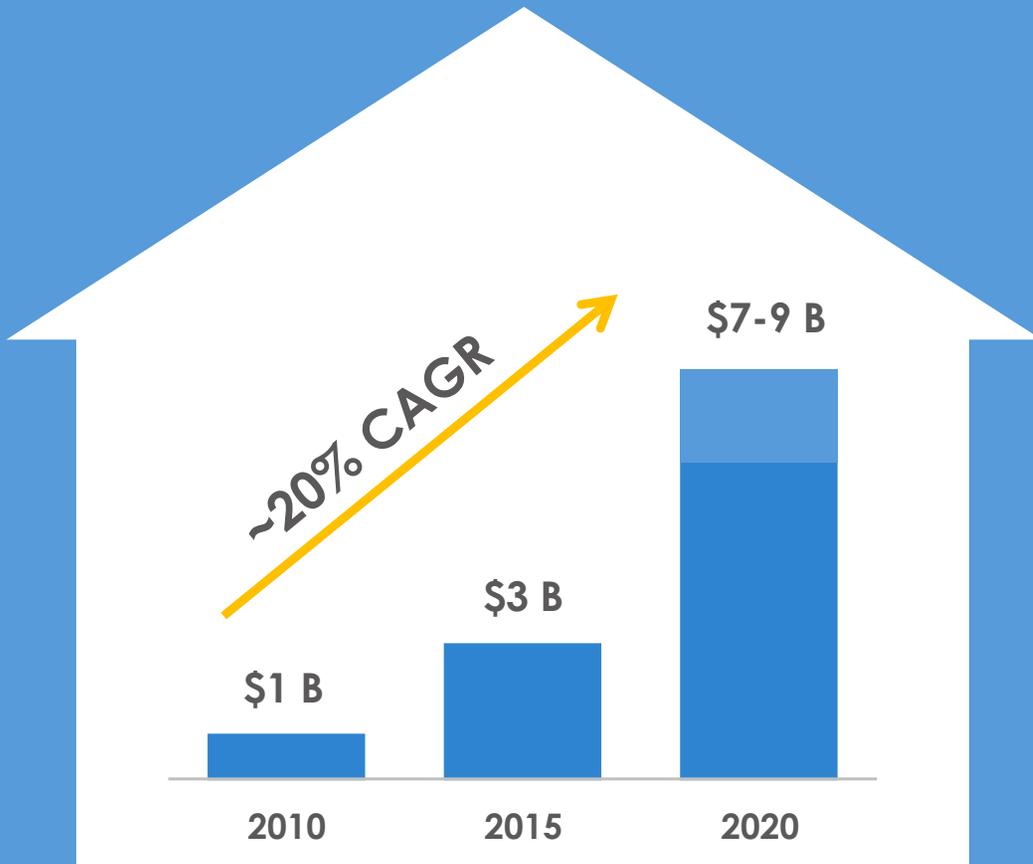
<sup>1</sup> Products & services, Statista (<https://www.statista.com/statistics/197920/us-improvement-and-repair-expenditure-since-1995/>)

<sup>2</sup> <https://www.facebook.com/search/top/?q=SVOD%20servicewhale>

# A RESILIENT & BUOYANT MARKET: U.S. HOME IMPROVEMENT AND REPAIR EXPENDITURE FROM 1995 TO 2015 (IN BILLION U.S. DOLLARS)



# SIGNIFICANT MARKET GROWTH PROJECTED



Online Home Services market set to triple in the next 5 years

# TRACTION

Beta tested platform (Jan-Aug 2016), commercially proven business model (Denver)



## REVENUE

run rate of \$220k  
(Q2 2016)



110

registered homeowners,  
[15+ contractors recruited]



120+

projects completed



## APPROVAL/REVIEW RATE

100%



## AVERAGE ORDER SIZE

\$769



## REPEAT USAGE RATE

15%

# GO-TO-MARKET STRATEGY



## Contractor Acquisition

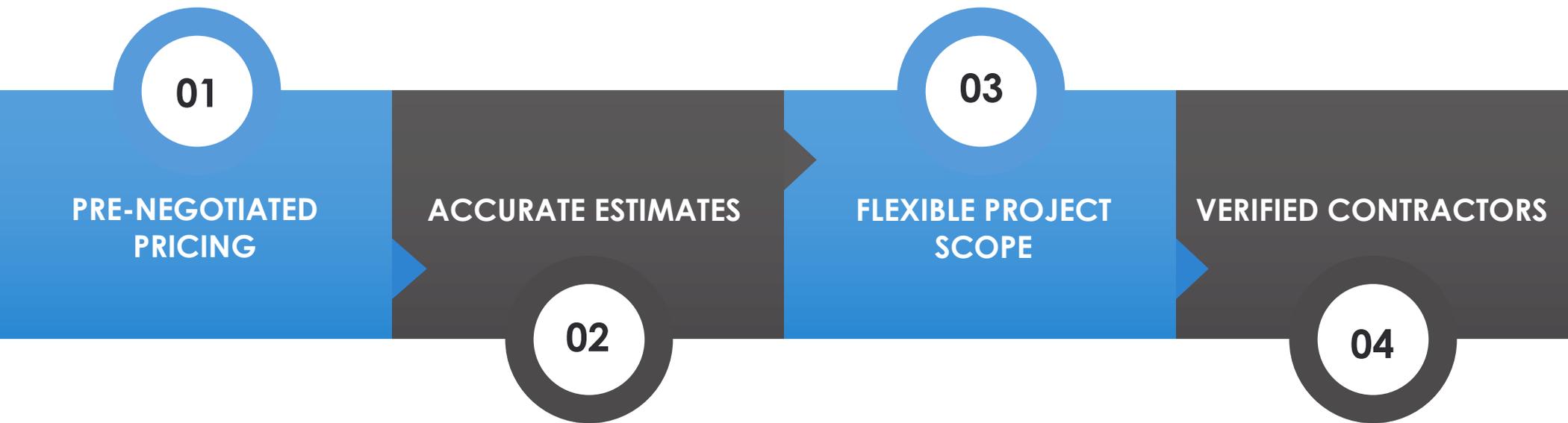
- Referral and revenue sharing incentive programs
- Word-of-mouth/ community events
- Digital marketing campaigns



## Customer Acquisition

- HireJo Credits Incentive program
- Word-of-mouth/ community events
- Digital marketing campaigns

# HIREJO DIFFERENTIATORS



HireJo standardizes pay, facilitates payment, allows homeowners to directly select and rate their contractors and is App focused.

# COMPETITORS

## Search & Match

Simply lead generators

No instant pricing - just connecting homeowner and contractor

Contractors pay for expensive leads and waste time estimating



**None of these provides the end-to-end solution offered by HireJo**

## Fulfill

Focused on renovation/ major services (Avg job \$3,600)

Revenue (Y1) \$1k

Raised \$2.5m Seed and seeking Series A \$3m

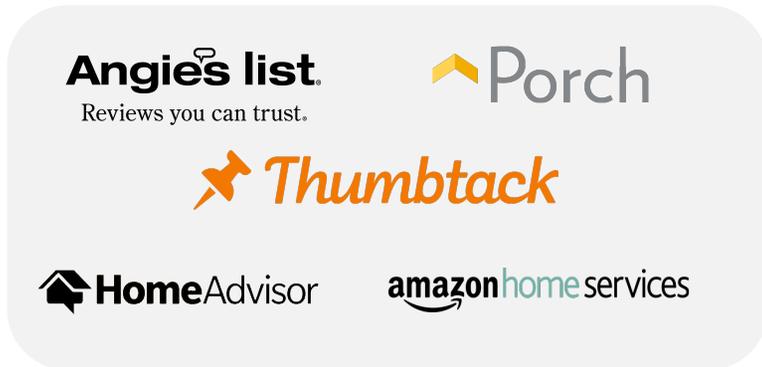


# MARKET SEGMENTATION

Integrated



Segmented



End-to-end

Transactional

# FUTURE GROWTH OPPORTUNITIES



Partnerships with  
large Search &  
Match businesses  
via API's



Subscription services  
(eg lawn care, snow  
removal, pool  
cleaning)



Extend into other  
verticals  
(eg auto repair,  
towing, legal  
services...)

# Financials

ORDINARY INCOME/EXPENSE	2017	2018	2019
<b>Income</b>			
Fees	\$6,654,472	\$26,777,224	\$61,302,720
COS	\$4,112,464	\$16,548,324	\$37,885,081
<b>Gross Profit</b>	<b>\$1,967,555</b>	<b>\$9,649,472</b>	<b>\$22,833,649</b>
Total Expense	\$917,821	\$2,320,968	\$3,731,307
<b>Net Income</b>	<b>\$1,049,734</b>	<b>\$7,328,504</b>	<b>\$19,102,342</b>

# INVESTMENT

1

**ROUND: SEED**  
**RAISE: \$1M+**

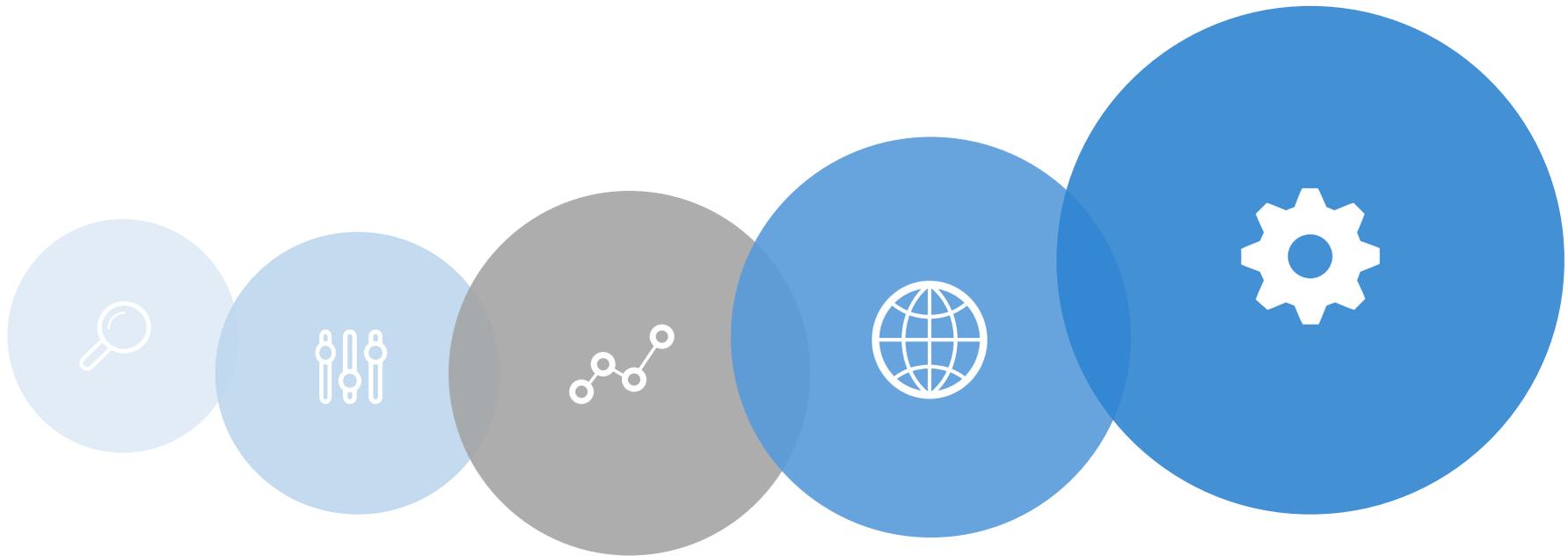
- Takes business to revenue run rate \$60m and 18 cities
  - 1 further expansion round Series A c.\$3m in year 2

2

**USES OF FUNDS:**

- Develop and release version 1.0 of the platform
- Recruit homeowners & contractors
  - Underwrite year 1 customer acquisition program

# Risks & Opportunities



## **Product-market fit**

Proven

## **Technology risk**

App built, Beta test completed

## **Huge addressable market**

\$360bn

## **Strong investor interest in sector**

\$560m VC invested 2013-2016 globally

## **Exit**

Already approached by large funded businesses.  
Competitor valuations (Angie's List Market Cap – \$524M, Porch valuation in Jan 2015 – \$500M)

# THE TEAM



JOHN RARITY

**CEO**

Founder of Portable Kettlebells and [GoStayPlay.com](http://GoStayPlay.com) (Sold). 15+ years of business and project management experience.



JAKE LEHNER

**CTO**

Technical services and product development veteran. Among early team members at AirWatch (acquired in 2014 by VMware for \$1.54 Billion).



BRADEN MUGG

**LEAD ENGINEER**

Experienced full-stack developer (ModoFresh, Startup Institute) with a computer science degree from Oregon State University.



AMY WESSMAN

**DIRECTOR OF  
MARKETING**

CEO of Wessman Consulting Group. Sales professional experienced with 'C' Suite negotiations, sales planning and product management.

# ADVISORS



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IAN LEAMAN

**ADVISOR**

CFO and M&A Deal Leader, delivering C-Suite financial skills and experience.



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BENJAMIN YABLON

**ADVISOR**

Partner at Atlas Law Group and business strategist. Expertise on emerging financial medical technology platforms.



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CHRIS BLACKMAN

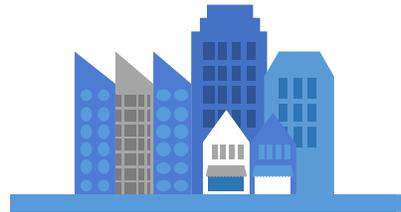
**ADVISOR**

CIO, Co-Founder, Consultant and technology innovator with Restaurant Solutions, Integro and POSable

# HIREJO.COM



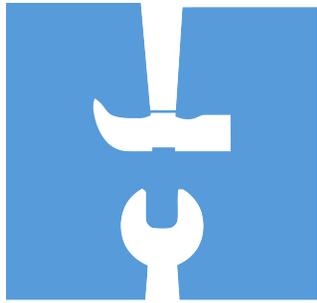
Secure connection  
of homeowners to  
contractor



Real Estimates



Competitive pricing  
model



**HIREJO.COM**  
**HANDYMAN SERVICES**