

We find home-repair customers for local contractors — and book the appointment for them.

Software does the work. People handle the exceptions.

Today we sell it as a service. Next we sell it as software.



We create the interest

Short videos about the problem, run town by town



We have the conversation

A text thread that answers and books the visit



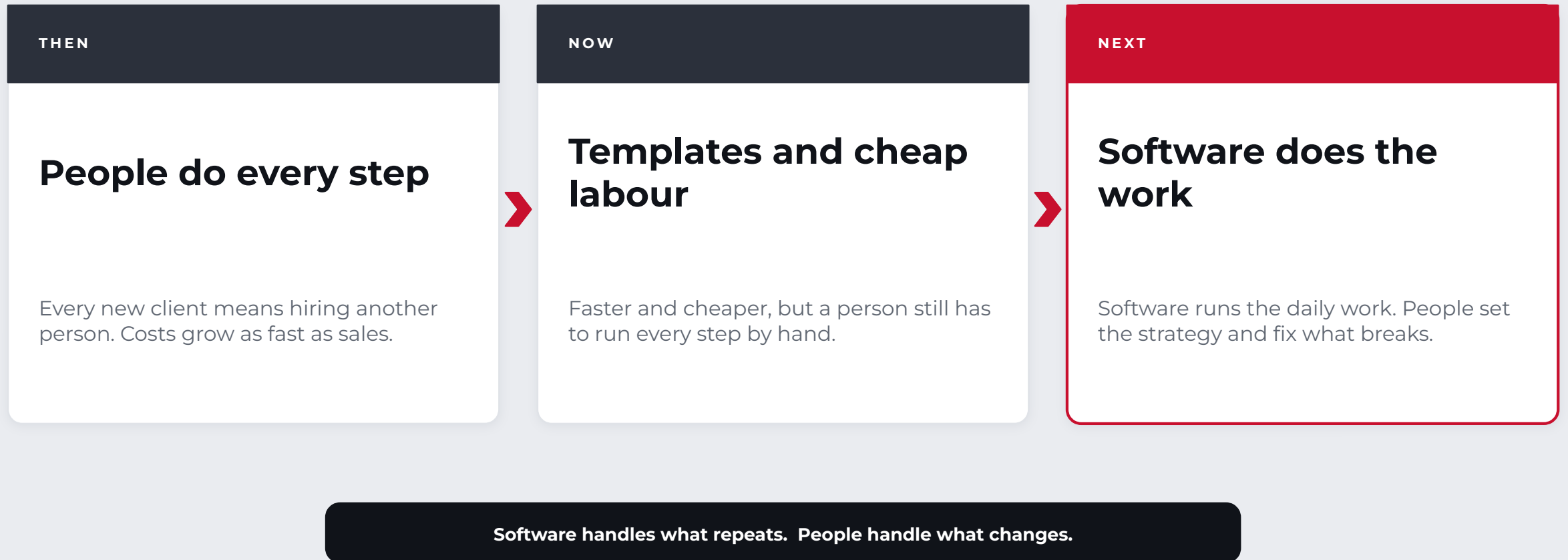
We learn from the job

Every finished job teaches it what works

DemandOS — one loop, start to finish

Marketing agencies are turning into software companies.

What you sell stops being people's time. It becomes a system that does the work for you.



Contractors don't have a lead problem. They have three.

Each one costs them jobs. Each one is fixed by a different part of what we built.

01

Everyone fights over the 3% shopping today

Almost all advertising targets people already searching. So every contractor in town bids on the same few homeowners, and the price only goes up.

WE CREATE NEW INTEREST

02

Nobody finishes in one sitting

A homeowner watches a video, gets distracted, and never comes back to fill in the form. The lead was real. The form killed it.

WE KEEP ONE CONVERSATION OPEN

03

Nothing learns from the finished job

Ads, text threads, appointments and closed jobs sit in separate tools. Nothing feeds back, so nothing gets better next month.

WE CONNECT IT END TO END

Our buyer is on a job site, not at a desk.

Owners of concrete, foundation and waterproofing companies doing \$10K–\$200K a month. They run everything from their phone.

01

Empty calendar

Payroll runs whether the week is booked or not.

02

Can't hire

You can't put on a crew without work lined up for them.

03

Owner is the glue

He carries every lead between five apps by hand.

04

Rented customers

Search ads and lead sites reset to zero every month.

What they actually want is not “more leads.”

It is a calendar full enough, far enough ahead, that they can hire another crew without lying awake about it.

Three jobs. One loop that keeps going.

We create the interest, we run the conversation, and we feed the result back so next month works better.

01

We create the interest

People who weren't looking yet.

- Find the problems homeowners have
- Make short videos about each one
- Run them town by town
- Test new versions constantly

02

We run the conversation

A text thread, not a form.

- Reply in seconds, day or night
- Ask the questions that matter
- Chase people who go quiet
- Book the visit into their calendar

03

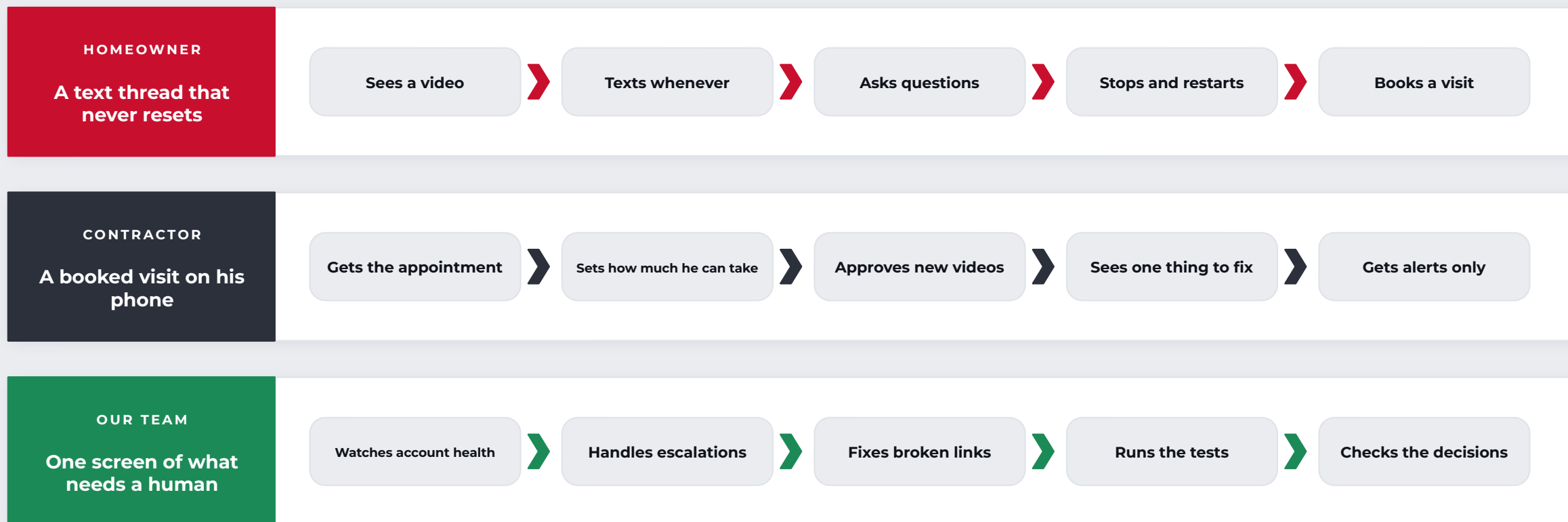
We learn from the job

So the machine improves itself.

- Track every step to the sale
- Spot the weakest step
- Test one fix at a time
- Send results back to the ad platforms

Complicated underneath. Simple for everyone who touches it.

Nobody has to learn new software. The homeowner texts. The contractor gets a booked visit. We watch the edges.

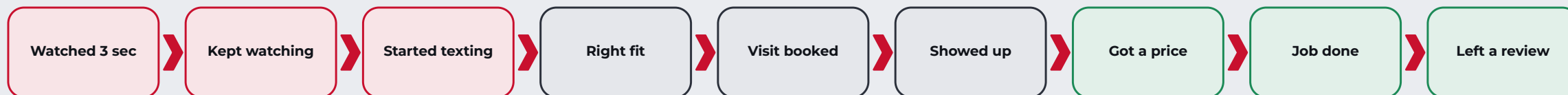


The contractor does not get another dashboard to check.

His phone is the whole product. Everything else is ours to run.

We keep one connected record from first video to finished job.

Most agencies lose the thread after the lead. We follow it all the way through, and send what we learn back.



WHO GETS SMARTER

The ad platforms

We tell Facebook exactly who booked and who bought. Its targeting gets sharper every week.

WHO GETS SMARTER

The owner

He can see which town pays, when to hire, and how far out he is booked.

WHO GETS SMARTER

Our own system

It finds the weakest step, runs one test, keeps the winner, and remembers it.

Every finished job makes the next month cheaper.

It is running with real customers. It is not finished.

Live numbers from our own database, not a plan. We sell booked appointments, and we have not produced one to specification yet.

158

homeowners in the system

134

real text conversations

77

handed to the contractor

~8 sec

average time to reply

0

that meet the spec we bill on

WORKING TODAY

- Live pages and Facebook ads in real towns
- Text conversations that qualify and hand over
- A database that tracks every step
- One contractor paying us, one deal closed

NOT PROVEN YET

- No appointment yet meets the spec we bill on
- We can't yet see which visits turned into sales
- Automatic follow-up is switched off on purpose
- No proof clients stay and pay for a year

Source: our own operating database, 19 August 2026. Includes test markets. Not audited.

Three things changed at the same time.

The customer stays exactly the same. What it costs to serve him has collapsed.

01

Trades stay human and local

Nobody downloads a new foundation. This work has to be done by a person, in a town, forever.

02

Making media got almost free

One system can now research, film, write, publish, reply and follow up at the scale of a whole team.

03

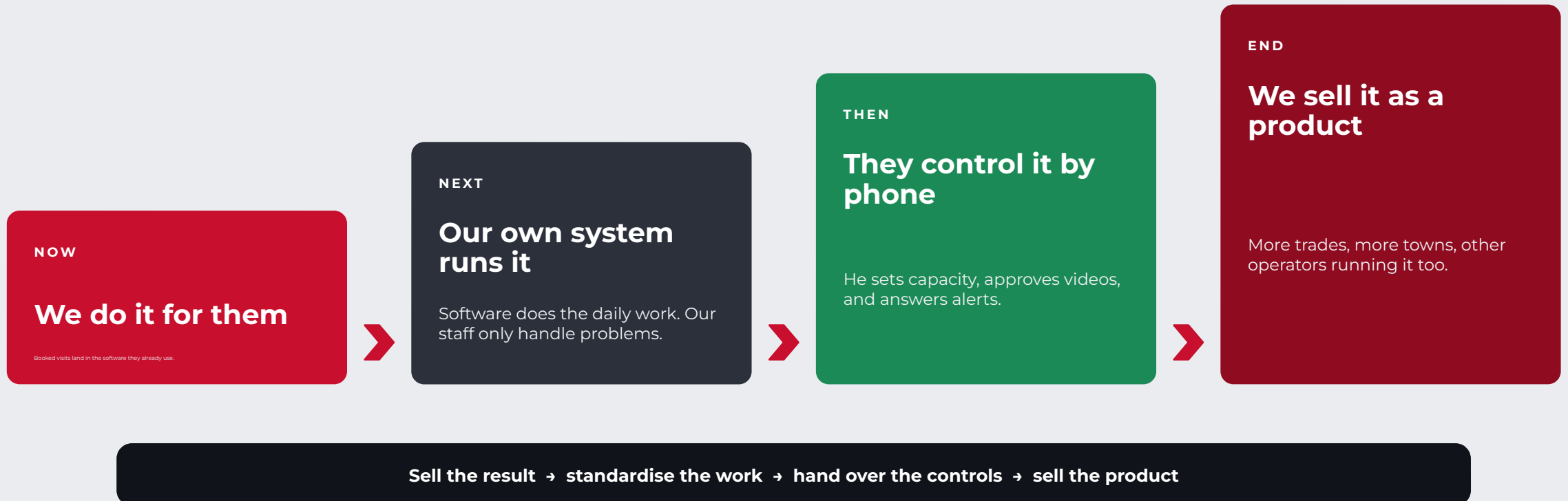
Ad platforms pay you for results

Facebook's targeting gets far better when you tell it who actually bought. Almost nobody does.

A customer who isn't going anywhere, served by software that costs almost nothing to run.

We sell the result first. The software comes after.

Contractors buy jobs, not tools. Running the service ourselves is how we build the product — with real money coming in.



Three ways in. We prescribe one — never a menu.

Every price is set off his own job size. Every deal has to clear a 40% margin after ads and replacements, or we do not sell it.

STEP 1 · PROOF

10 booked visits, prepaid

Delivered within seven days of launch

Concrete leveling

\$1,270

Concrete flatwork

\$1,900

Waterproofing / crawl

\$1,900

Foundation repair

\$2,350

He pays before we start. This is never a free trial.

STEP 2 · THE PROGRAM

50 booked visits

Six weeks, advertising included

Concrete leveling

\$2,350

Concrete flatwork

\$6,000

Waterproofing / crawl

\$6,000

Foundation repair

\$8,250

The deal we sell most often.

STEP 3 · FLAGSHIP

\$100,000 of signed work

Six weeks, advertising included

Total price

\$15,000

He pays to start

\$6,000

After the target is hit

\$9,000

Signed work targeted

\$100,000

Only offered when his job size and crew can carry it.

After ads, booking, software, card fees and a 15% replacement reserve, concrete leveling leaves \$3.42 per booked visit for everything else.

That is the whole argument for doing the work with software instead of people.

He pays one price per booked visit. Advertising is included.

For every \$50,000 of work we create for him, he pays us \$4,500 — which is 9% of the job value, ads and all.

CONCRETE LEVELING

\$4,500

HE PAYS US, PER MONTH

Typical job size	\$1,500
Price per booked visit	\$27
Of that, spent on ads	\$1,852
Replacement reserve, 15%	\$278
Left with us	\$2,370
Phone leads	185
Visits booked	167
Jobs won	33.3
Cost to win one job	\$135

CONCRETE FLATWORK

\$4,500

HE PAYS US, PER MONTH

Typical job size	\$5,000
Price per booked visit	\$90
Of that, spent on ads	\$1,667
Replacement reserve, 15%	\$250
Left with us	\$2,583
Phone leads	56
Visits booked	50
Jobs won	10.0
Cost to win one job	\$450

WATERPROOFING / CRAWL

\$4,500

HE PAYS US, PER MONTH

Typical job size	\$5,000
Price per booked visit	\$90
Of that, spent on ads	\$1,667
Replacement reserve, 15%	\$250
Left with us	\$2,583
Phone leads	56
Visits booked	50
Jobs won	10.0
Cost to win one job	\$450

FOUNDATION REPAIR

\$4,500

HE PAYS US, PER MONTH

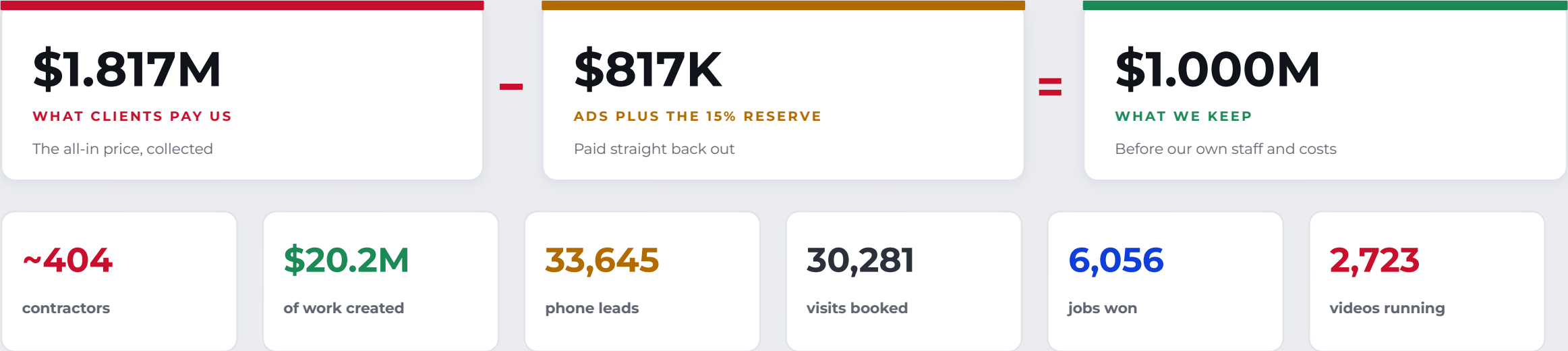
Typical job size	\$7,500
Price per booked visit	\$135
Of that, spent on ads	\$1,852
Replacement reserve, 15%	\$278
Left with us	\$2,370
Phone leads	37
Visits booked	33
Jobs won	6.7
Cost to win one job	\$675

Based on \$50,000 of finished work per contractor per month · 9 out of 10 leads book a visit · 1 in 5 visits becomes a job. The 15% reserve covers replacing visits that do not qualify. “Left with us” is before our own staff and software.

THE TARGET

To keep \$1M a month, we need about 404 contractors.

Because ads are baked into the price, what clients pay us is bigger than what we keep. Here is the gap.



THE HONEST CATCH

404 contractors is more than the 300 we said the market holds

135%
of what we planned for

At 300 contractors we keep \$743K a month at today's price. Raising the price to the 10% ceiling gets us to \$893K.

A planning scenario, not a forecast. Even split across the four trades · \$50,000 of work per contractor per month · 9 of 10 leads book · 1 in 5 visits becomes a job · 15% replacement reserve held on every order.

Paid per result now. Paid like software later.

The price stays tied to the outcome while we do the work, then shifts to a subscription as they take the controls.

TODAY

We run it

HOW THE MONEY WORKS

One price per booked visit, ads included

WHAT HE DOES

He buys the result.

We run the ads, the texting, the routing and the data.

YEAR 2

He drives

HOW THE MONEY WORKS

Monthly fee plus usage

WHAT HE DOES

He runs part of it himself.

He approves videos, sets capacity, and clears the easy exceptions.

YEAR 3

They build on it

HOW THE MONEY WORKS

Annual contract plus usage

WHAT HE DOES

Multi-branch owners and partners.

Their own teams run accounts on our system, under their brand.

Everything on the market does one piece. We do the whole chain.

He can buy traffic, buy leads, buy software, or buy a general-purpose robot. None of them own the job from first video to finished work.

	A normal agency	A lead website	CRM automation	General AI tools	Us
	People doing it by hand	Sells the same lead 5x	A tool he has to run	Not built for trades	The whole chain, managed
Brings new customers?	☒ Yes	☐ No	☐ No	☐ Generic	☒ Yes
Runs the conversation?	☐ Some	☐ No	☐ Some	☐ Generic	☒ Yes
Learns from the sale?	☐ No	☐ No	☐ Some	☐ No	☒ Yes
Work for the owner?	☐ A lot	☐ A lot	☐ Medium	☐ A lot	☒ Almost none
One company owns every handover — and learns from the finished job					

Anyone can copy a video. Nobody can copy five years of results.

Each layer takes longer to rebuild than the one below it. Together they are what a competitor cannot buy.

HARDEST TO COPY

Sitting inside how they run the business

Ripping us out means rebuilding their week.

Every test we ever ran

What worked, where, and why it stopped working.

Every step from video to paid job

Only exists if you tracked it from day one.

What to say in each trade

Copy this in a year of talking to homeowners.

Pages and audiences in real towns

Copy this in a month.

EASIEST TO COPY

Three years, one constraint removed each year.

Year one: make the numbers trustworthy. Year two: take the people out of the daily work. Year three: sell it as a product.

YEAR 1

Prove it works

- Q1 Nothing breaks silently
- Q2 Money adds up per client
- Q3 Our own system runs it
- Q4 25–50 clients, no chaos

YEAR 2

Take the people out

- Q5 He controls it by phone
- Q6 Conversations run themselves
- Q7 Videos made on schedule
- Q8 It tests and improves itself

YEAR 3

Sell it as a product

- Q9 New trades by settings
- Q10 Partners run their own
- Q11 New clients start faster
- Q12 Ready for 1,000 clients

We show him customers waiting in his own town.

We build the demand first, then go find the contractor. The demo is real homeowners, not a slide deck.

01

Create homeowner demand first

Local pages and videos, running before we call anyone

02

Find the contractor in that town

Calls, email and referrals from the founder

03

Show him the real conversations

Not a dashboard — actual people asking for help

04

Start a paid trial

One trade, one territory, one promise

05

Grow once it works

More volume, more towns, more services

WHAT SELLING HAS PRODUCED SO FAR

48/day

cold emails going out

357

sent to date

12

replies · nobody unsubscribed

\$1,550

cash in from the first deal

Built by the operator. Scaled by a product team.

The advantage is that all of this already runs on real customers. The next four hires turn it into a product.



Alex St. Pierre

FOUNDER

Built the ads, the texting, the hand-off into contractor software and the database behind all of it — and runs it every day against real homeowner demand.

01

Engineer who turns our workflows into software

One system that serves every client instead of one setup each.

02

Engineer who keeps it from breaking

Owns alerts, connections to other tools, and safe releases.

03

Operations lead

Turns every complaint and failure into a fix in the product.

04

Salesperson, once the founder proves it

We do not hire sales until the motion is repeatable.

“Seven people running a thousand clients” means the service team — not the whole company.

We are raising \$1.5M to turn what runs today into a product.

The number is a starting point. We would finalise it once the first paying clients prove the economics.

\$1.5M

PRE-SEED, PROPOSED

- 50%** Building the product
- 20%** Keeping it reliable
- 20%** Selling
- 10%** Legal and admin

WHAT \$1.5M BUYS IN 18 MONTHS

- 25 to 50 paying contractors in one trade
- Our own software running the daily work
- We can see the sale behind 9 out of 10 visits
- 7 out of 10 recurring tasks running without a person
- Under one hour of our time per client per week
- 30 days straight with nothing breaking unnoticed

Build the system before someone else owns the category.

Where the gaps are today

Green = works already · Amber = works, but by hand · Red = missing, and it blocks us

WHAT	WHERE IT STANDS	WHY
How we describe the offer	BY HAND	Settled, but old wording is still live in places
Getting homeowners	BY HAND	Working in real towns; new towns are still manual
Making the videos	BY HAND	We know what to make; getting footage is the hold-up
The text conversation	BY HAND	Replies in seconds; follow-up is switched off
Handing over the lead	BY HAND	Hand-offs verified; a few connections still pending
The database behind it	WORKS	Well built; some numbers still disagree
Seeing which visits sold	BLOCKER	The single biggest hole in the whole system
Nothing breaking silently	BLOCKER	No proven clean run yet
One screen for problems	BLOCKER	Problems are scattered across tools
Contractor's phone controls	MISSING	Not built yet
Adding clients by settings	BY HAND	Mostly configurable; towns still overlap
Predictable selling	BY HAND	The machine exists; the pattern is not proven

Order of work: stop silent failures → see every sale → one screen for problems → then automate.