

A faded, blue-tinted image of a two-story house with a gabled roof and a front porch, serving as the background for the slide.

Homesfree

**A radically easier way to
purchase home services online.**

Problem

Hiring a quality contractor and managing a home improvement project is stressful.

Connect with contractors

- Finding a quality contractor is difficult
- Current resources include friendly referrals, phonebook, search engines, lead generators/review sites

Schedule and receive estimates

- Scheduling in-person estimates is inconvenient for both parties
- Pricing varies widely, and there is little transparency

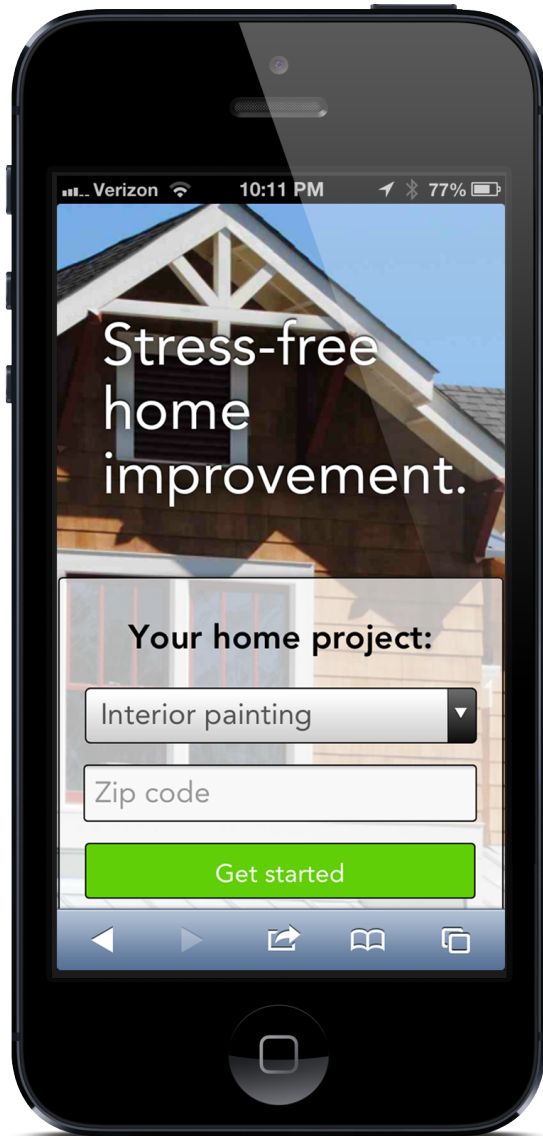
Gauge quality before hiring

- Customer testimonials provide good feedback but are often difficult to come by
- Rare for most contractors to provide a portfolio of past work

Payment

- Many contractors require a portion of payment up-front with no guarantee of project completion
- Both parties often required to resolve issues in small claims court

Solution



What is Homespree?

Think, Uber for home services. Homespree is a mobile and web application that helps homeowners connect with prescreened local contractors, get 3 instant quotes and manage payment.

Value to Homeowners

Homespree makes the process of hiring a contractor less stressful by eliminating the guess work. Homeowners benefit from access to the top contractors in their region, instant competitive estimates and the Homespree Satisfaction Guarantee.

Value to Contractors

Homespree supplements sales by providing qualified customers ready to hire. Submitting estimates has never been so easy, and with payment handled by Homespree, compensation for a job well done is no longer a concern.

Process

Technical innovation reduces transactional friction in the home improvement process.

Request project

- Standardized forms capture specific project information
- Homeowners can chat or speak with Homespree service agents at any point during the project request

Instantly receive 3 quotes

- Homespree's algorithms convert requests into labor hours
- Based on hourly rates set by prescreened contractors on the platform, Homespree instantly provides 3 quality estimates

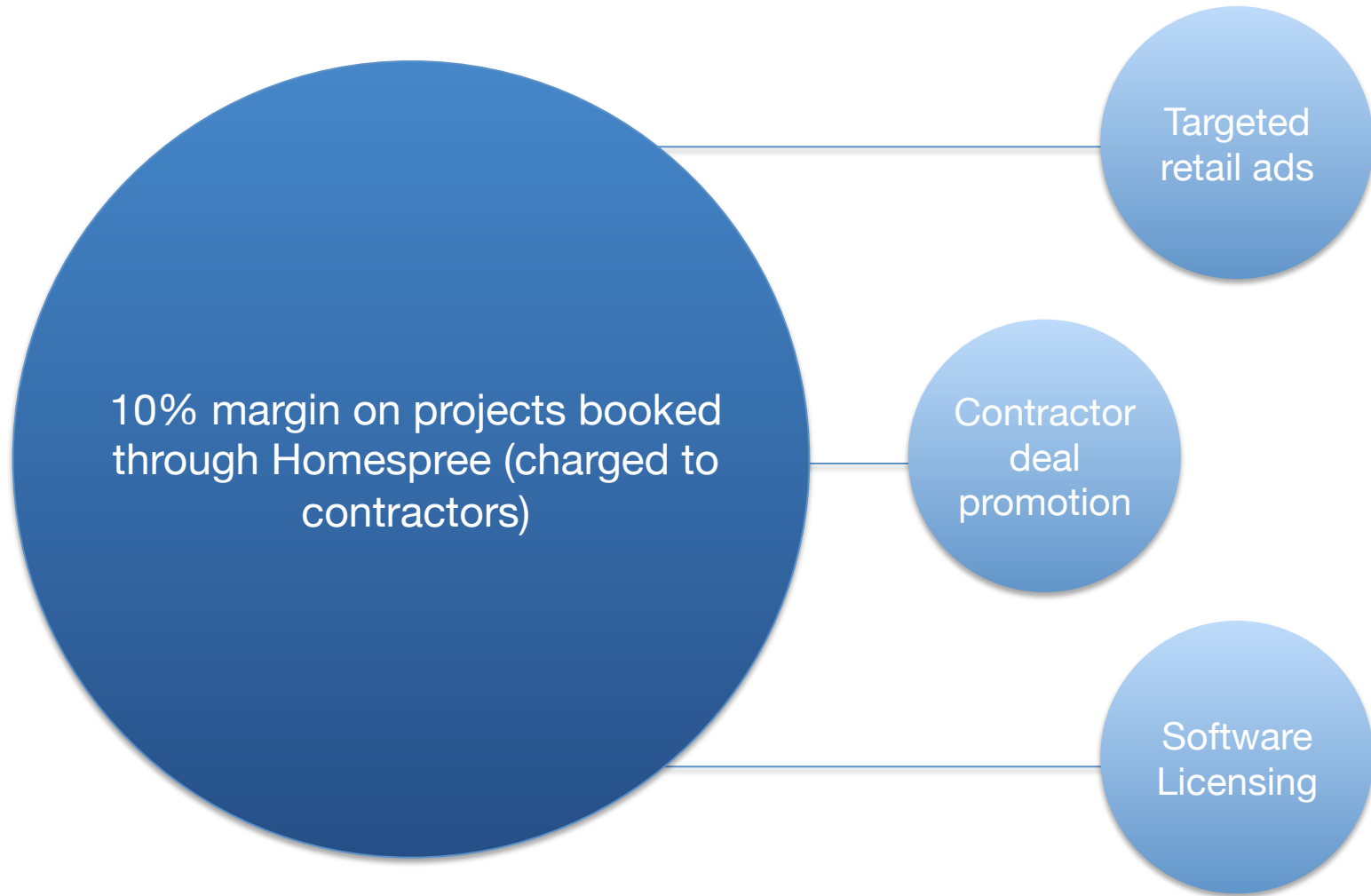
Choose based on quality and price

- Homespree provides portfolios, testimonials, license and insurance information for all service providers on its platform
- Homeowners can choose to schedule the project with 1 of the 3 contractors based on price, ratings and reviews

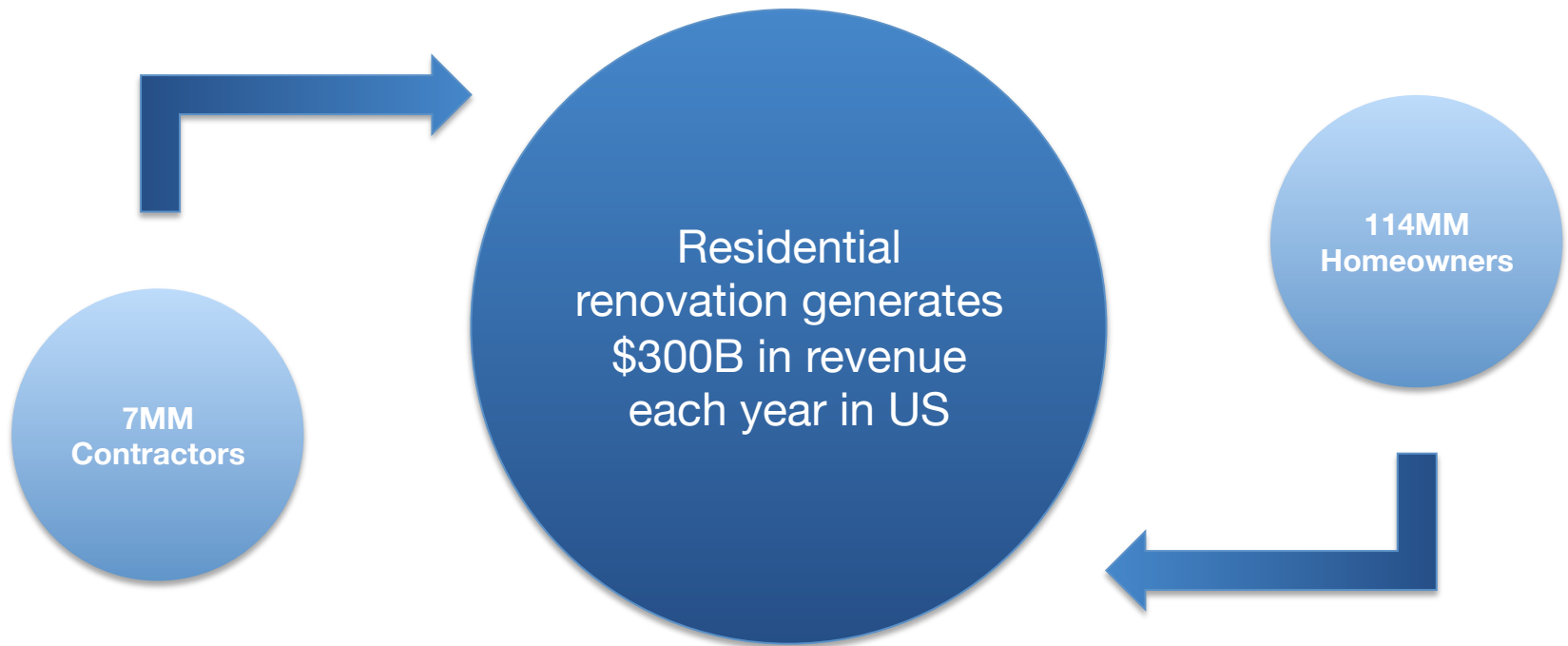
Pay only when satisfied

- Homespree captures the homeowner's credit card information upon acceptance of the contractor's estimate
- Homeowners are only charged, and contractors are only paid when the job is complete and the homeowner has confirmed satisfaction

Revenue Model

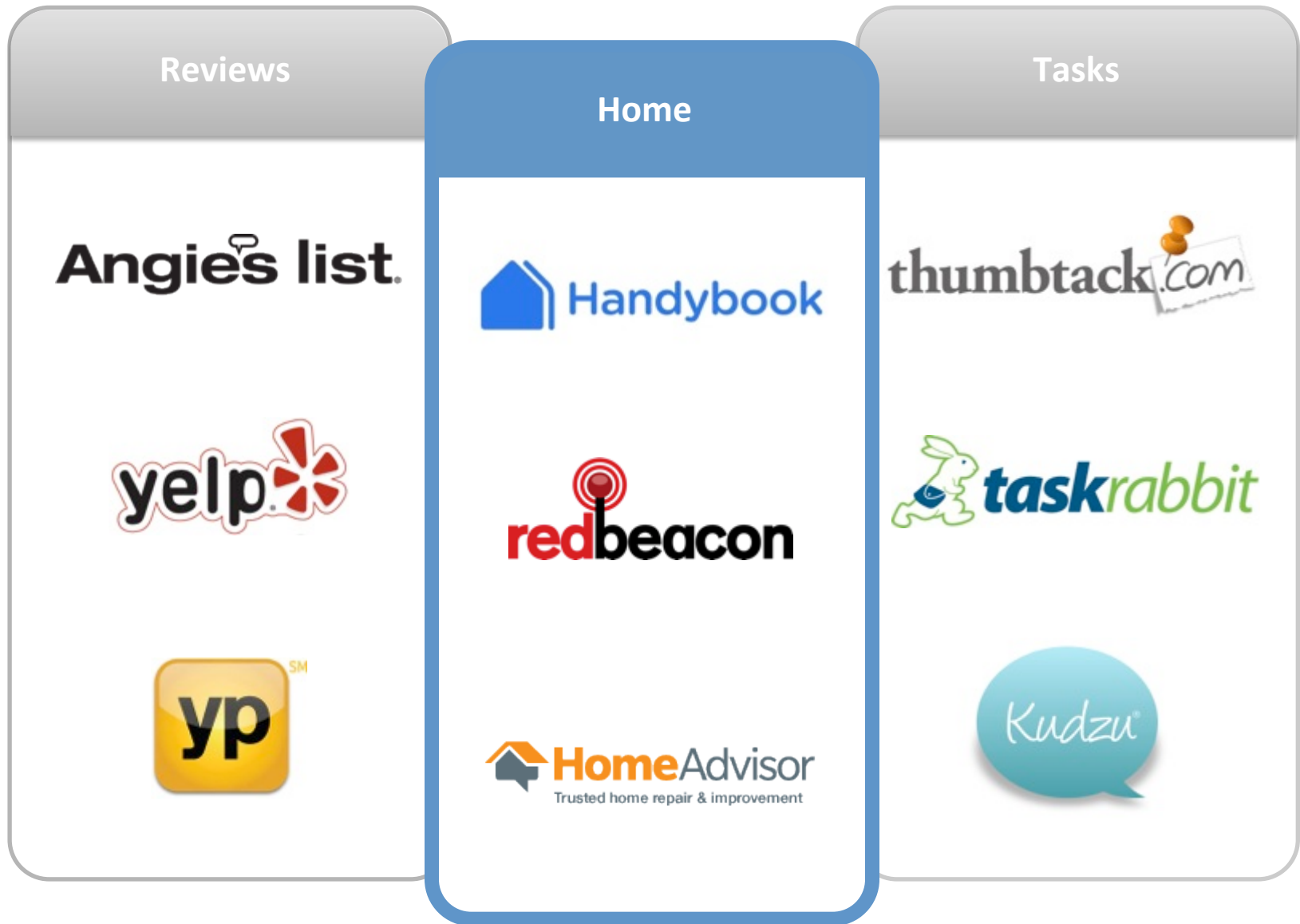


Industry



- Highly fragmented, localized industry
- Average renovation cost is \$3,000
- Angie's List (largest player) only captures 1.5% of homeowner market

Competitors



Competitive Advantage

Company	Instant Competitive Quotes	Rich Profiles	Scheduling	Payment	Guarantee
<i>Homespree</i>	✓	✓	✓	✓	✓
Angie's list.	✗	✓	✗	✗	✓
 red beacon	✗	✗	✓	✓	✓
 HomeAdvisor <small>Trusted home repair & improvement</small>	✗	✓	✗	✗	✗
 Handybook	✗	✗	✓	✓	✓

Team

Kyle



CEO

Education

- BS Finance and Economics; The College of New Jersey

Past employment

- J&J, Bloomberg, Merrill Lynch

Role

- Business development
- Operations
- Customer acquisition

Joe



COO

Education

- BS Finance; The College of New Jersey

Past employment

- JP Morgan, Price WaterhouseCoopers

Role

- Front-end development
- Marketing

Anthony



CTO

Education

- Ph.D. Candidate Electrical Engineering; Columbia University

Past employment

- Columbia Bioelectronic Systems Lab

Role

- Lead programmer
- Back-end development

Recent Progress

1

Prize at Startup Weekend - NYC Mobile

- Won a NYC mobile app competition in January 2013

5

Jobs booked manually using Homespree

- Tested the Homespree process on 5 painting jobs with great success

100

Contractors signed up and created profiles

- Focused on engaging the best painting contractors in NY and NJ

10K+

Lines of code written

- Homespree beta site

2.5MM

Contractor profiles

- Generated lead database with 1/3 of all US contractors