

BulletinScanner - Project Context

What This Is

Working hub for BulletinScanner GTM and business development. Reference doc for Claude to maintain context across conversations.

The Product (Not "AI Platform")

BulletinScanner catches scope changes in construction documents that subcontractors would otherwise miss. It reads bid sets, addenda, bulletins, and specs - extracts trade-specific entities - diffs versions - surfaces meaningful changes that map to cost, risk, and change order opportunities.

The AI is plumbing. The product is scope change detection.

The Problem

- **\$97B** paid by subcontractors MORE than expected (2022) due to scope creep they didn't catch
- **85%** of projects experience scope creep
- **27%** average cost overrun
- **6.9%** average profit margin for specialty trades - one missed change can wipe a year's profit

Subcontractors manually flip through PDFs, use Bluebeam markups, Excel trackers. They catch obvious changes. Subtle but expensive shifts slip through: panel loads going from 200A to 400A buried in a 200-page spec, sprinkler head counts changing from 42 to 47.

By the time the change is "felt," it's in the field. Rework costs 10x what catching it during design would cost.

Current Status

Day 0 (as of December 2024)

Timeline

- **This weekend:** Technical co-founder starts MVP build

- **Monday:** First design partner meeting (Mitsubishi elevators)
- **Next 3 weeks:** Parallel tracks - GTM warms pipeline, Technical builds MVP

Team

- **GTM Founder:** Former top B2B SaaS seller (dbt Labs, others). Owns ICP, pipeline, discovery, closing, product requirements from field.
 - **Technical Co-Founder:** Data engineering, Python, schema design, ETL, validation. Building extraction + diff pipeline.
 - **Advisors:**
 - Senior Elevator PM (decades field experience, sub relationships)
 - Elevator Industry Executive (visibility across subs/GCs/owners)
 - Both actively engaged, providing warm intros
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6-Month Win Condition

1. **3-5 paying design partners** across 1-2 trades (electrical + mechanical)
2. Partners **upload real jobs** (past or active)
3. Pipeline **consistently surfaces meaningful changes** they would have missed - validated in their words
4. **~90% accuracy** on critical fields per trade (not everything)
5. **Clear path** from concierge audits to self-serve

If true → continue and invest harder. If not → stop or pivot.

GTM Strategy

Wedge: Previous Job Audits

"Give us one job where you got burned. We'll reconstruct what changed and what you could've claimed."

This is the entry point. Proves value in dollars. Builds trust. Creates case studies.

ICP

- **Trade:** Electrical + Mechanical/HVAC subs (primary). Fire protection, elevator, plumbing (later).
- **Size:** \$5-100M annual revenue. Sweet spot: \$20-50M.
- **Profile:** Multiple concurrent commercial projects, not single-project shops.
- **Psychographic:** Feel margin pressure from scope creep. Leadership cares about gross margin and risk. Have had projects that "lost money" without clear explanation.

Target Markets by Size

1. **Electrical:** \$50.9B market, 27% of specialty subs. Highest complexity. Top fit.
2. **Mechanical/HVAC:** \$29.7B market. Equipment specs cascade to other trades.
3. **Fire Protection:** \$4.9B. Life-safety critical, sticky customers.
4. **Elevator:** Smaller but highest complexity, long lead times.
5. **Plumbing:** Large market, moderate fit.

Pricing Logic

- Market benchmarks: Procore \$800-1K/mo, enterprise construction software \$150-500+/user/mo
 - Value-based: If protecting \$1M+ margin annually, WTP = \$25-50K/year (\$2-4K/mo)
 - Target payback: 3-6 months
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First Design Partner

- **Who:** VP of Project Managers, Mitsubishi Elevators
 - **How:** Through advisor network
 - **Status:** Bullish on the product
 - **Meeting:** Monday
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GTM Infrastructure Needed

Outbound automation, CRM, lead management. The GTM founder knows how to write good email and close -

needs the literal tools and systems.

What We Are NOT Doing (First 6 Months)

- No GC/owner dashboards
 - No more than 2 trades in depth
 - No residential/architects/random PDFs
 - No deep integrations (Procore, ERPs) beyond PDF upload
 - No long enterprise pilots with committees
 - No fundraising roadshow before real usage + partners + believable accuracy/ROI story
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Key Entities by Trade

Electrical

Panel, Circuit, EquipmentLoad, Feeder, Voltage/Phase

Fields: amps, kVA, counts, voltage, phases, safety/emergency tags

Mechanical/HVAC

MechanicalEquipment (CFM, tons, MBH, voltage), Zone/VAV, ControlPoint

Fields: capacities, counts, areas, design temps

Elevator

ElevatorCar (capacity, speed, stops, travel, finishes), Hoistway (pit, overhead, dimensions), PowerRequirement (voltage, phase, FLA)

Fire Protection

HazardArea (classification, density), SprinklerHead (type, K-factor, spacing)

Competitive Landscape

Nothing solves this problem today:

- Change order tools: Document AFTER change is known. Don't detect.
- PDF markup (Bluebeam, Adobe): No structured understanding, still manual.
- Generic AI/PDF tools: Not calibrated to construction, no engineering validation.
- Project management (Procore, Autodesk): No subcontractor-centric intelligence layer.

BulletinScanner is the missing layer.

Market Timing (Why Now)

1. **AI maturity:** LLMs can now handle messy construction PDFs. Wasn't possible 18 months ago.
 2. **Margin pressure:** Labor, material, financing costs up. Subs can't "eat" scope creep anymore.
 3. **Data stack familiarity:** Construction companies now run cloud tools, open to specialized SaaS.
 4. **Regulatory pressure:** Federal infrastructure spending (IIJA, CHIPS Act), stricter compliance.
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Risks

1. **Accuracy is non-negotiable.** One mistake costs hundreds of thousands. Wrong > nothing.
 2. **Trade-specific complexity.** Can't be generic. Each trade has different entities/validation.
 3. **Cultural resistance.** Construction is conservative. "Black box" AI is scary.
 4. **Integration with legacy systems.** Must work with existing tools eventually.
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Milestones (Draft)

Month 1-2

- Talk to 15-25 subs in electrical + mechanical
- Secure 3 design partners
- V0 schemas for electrical + mechanical
- Deliver 1-2 audits (manually assisted OK)

Month 3-4

- 3-5 design partners
- 5-10 audits delivered
- 80-85% accuracy on critical fields (one trade minimum)
- Simple "upload job → get report" interface

Month 5-6

- 90-95% accuracy on key fields (one trade)
 - 3-5 partners actively using, some paying
 - Clear testimonials with dollar amounts
 - Go/no-go decision
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Open Questions / Context Gaps

See conversation for evolving list.

Last updated: Day 0