CORDAX

Auto-generated engineering systems in minutes — eliminate coordination efforts…and errors.

Toronto, Canada

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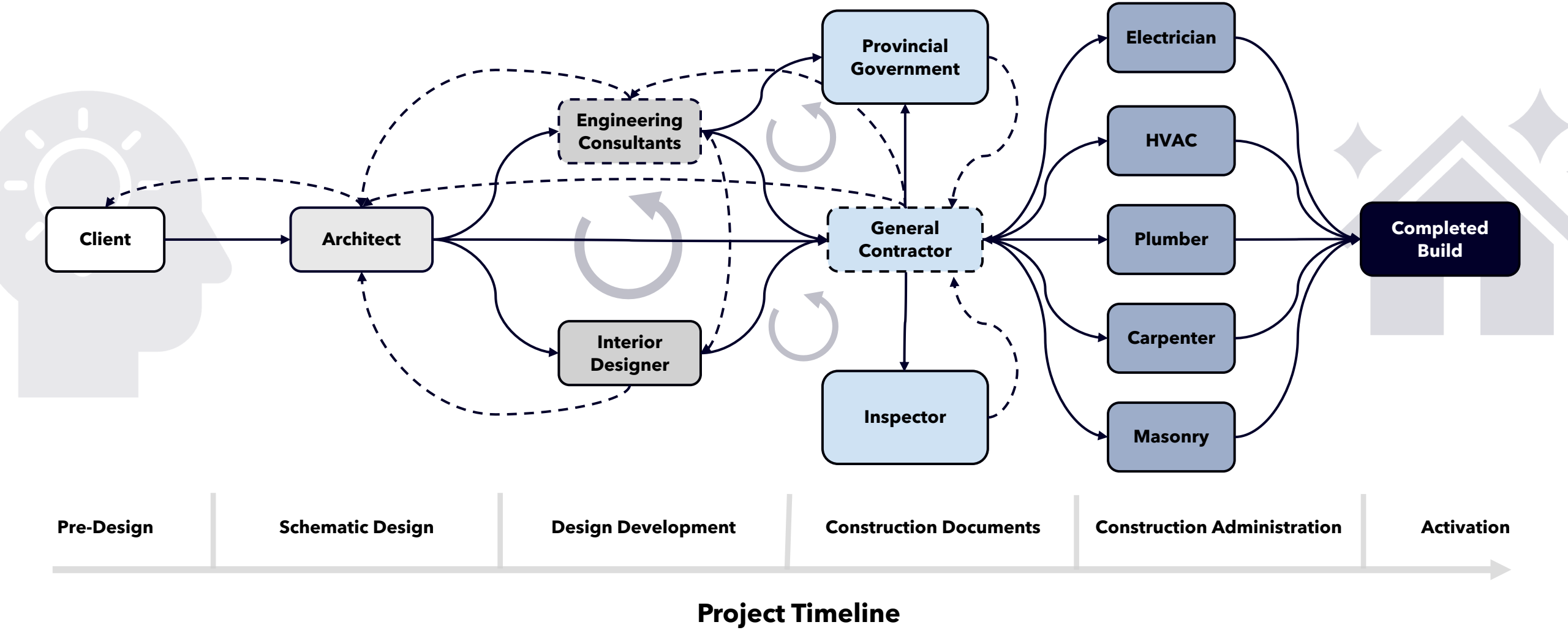
How Job Sites Work



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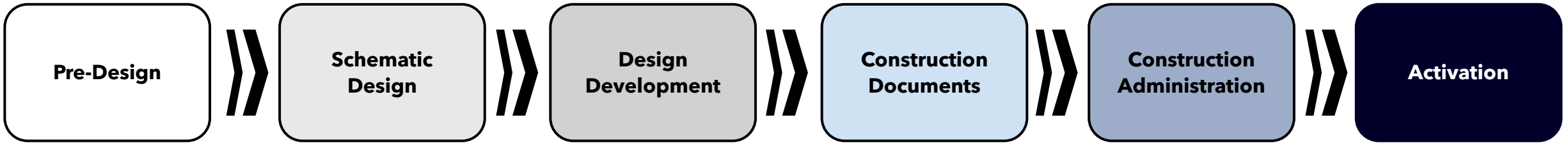
How a House Is Built

The main design flow sections from idea to project completion, specific to mechanical, electrical, and plumbing (MEP) design.



2-4 weeks

- Project brief & feasibility study
- Site analysis, zoning, and high-level budget

4-6 weeks

- Concept sketches & massing
- Initial floor plans, MEP concept layouts
- Rough cost estimate

6-8 weeks

- Refine plans, sections & elevations
- Coordinate architecture, structure & MEP
- Material selections

8-12 weeks

- Produce detailed drawings & specs
- Finalize structural, MEP, and interior details
- Permit-ready submission

4-9 months

- Issue addenda & site coordination
- Review shop drawings & submittals
- Site visits & progress inspections

2-4 weeks

- System start-up & testing
- Handover docs
- Occupancy permit

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What You Should Understand From That Mess

The main design flow sections from idea to project completion.

1 Site **organization** is a **circus**

System coordination is not optimized, rework persists frequently

2 Frequent **delays** for **client**

1-5 instances of MEP rework occur when building an average single-family home. The result: 1-4 weeks of additional construction per occurrence

3 **Permit approval** barrier

ALL Canadian sites must have HVAC drawings stamped by a P. Eng prior to construction

2 BILLION WASTED HOURS

every year in North America, spent fixing avoidable construction errors [1,2,3]

That's the equivalent of hiring **1 million full-time workers** just to re-do work.

Source: Autodesk, National Centre for Construction Education and Research, Government of Canada

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MEP is Messy, Planning is not Optimized

MEP design at the residential scale is broken. There exists a strong desire for optimization among general contractors.

Poor coordination yields:

30%

Schedule overruns [4]

"…of the work performed by construction companies is **actually rework**."

- US Construction Employers Assc.

12%

Budget overruns [5]

Contractors normally have **30% margins.**

They **lose** just under **half** of it because of **rework** that occurs on sites.

70%

Rework costs [6]

"…of rework experienced in construction are a result of **design-induced work**."

- Buildertrend

Source: United States Construction Employers Association, Milwaukee, Buildertrend

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CORDAX Conquers MEP Design Struggles

CORDAX ingests a floor plan, applies provincial code, and outputs complete MEP drawings—ready for permit and install.

General Contractor

General contractors/ home builders upload a picture of their architectural drawing sets

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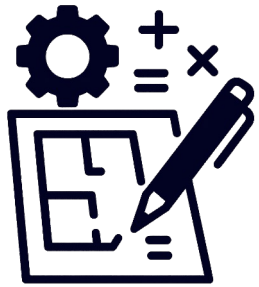
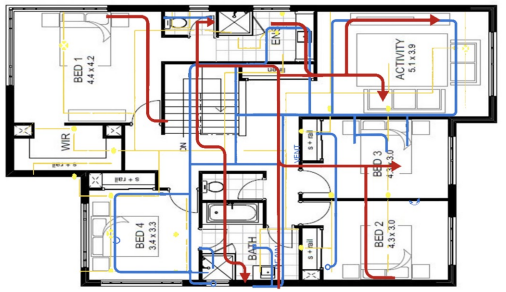


Proprietary software analyzes the floorplan and autoroutes HVAC, plumbing, and electrical systems

Tradespeople



Output is a fully annotated drawing sets for plumbing, HVAC, and electrical tradespeople

What CORDAX Helps Eliminate:

1. Rework
2. Headaches
3. Unhappy homeowners

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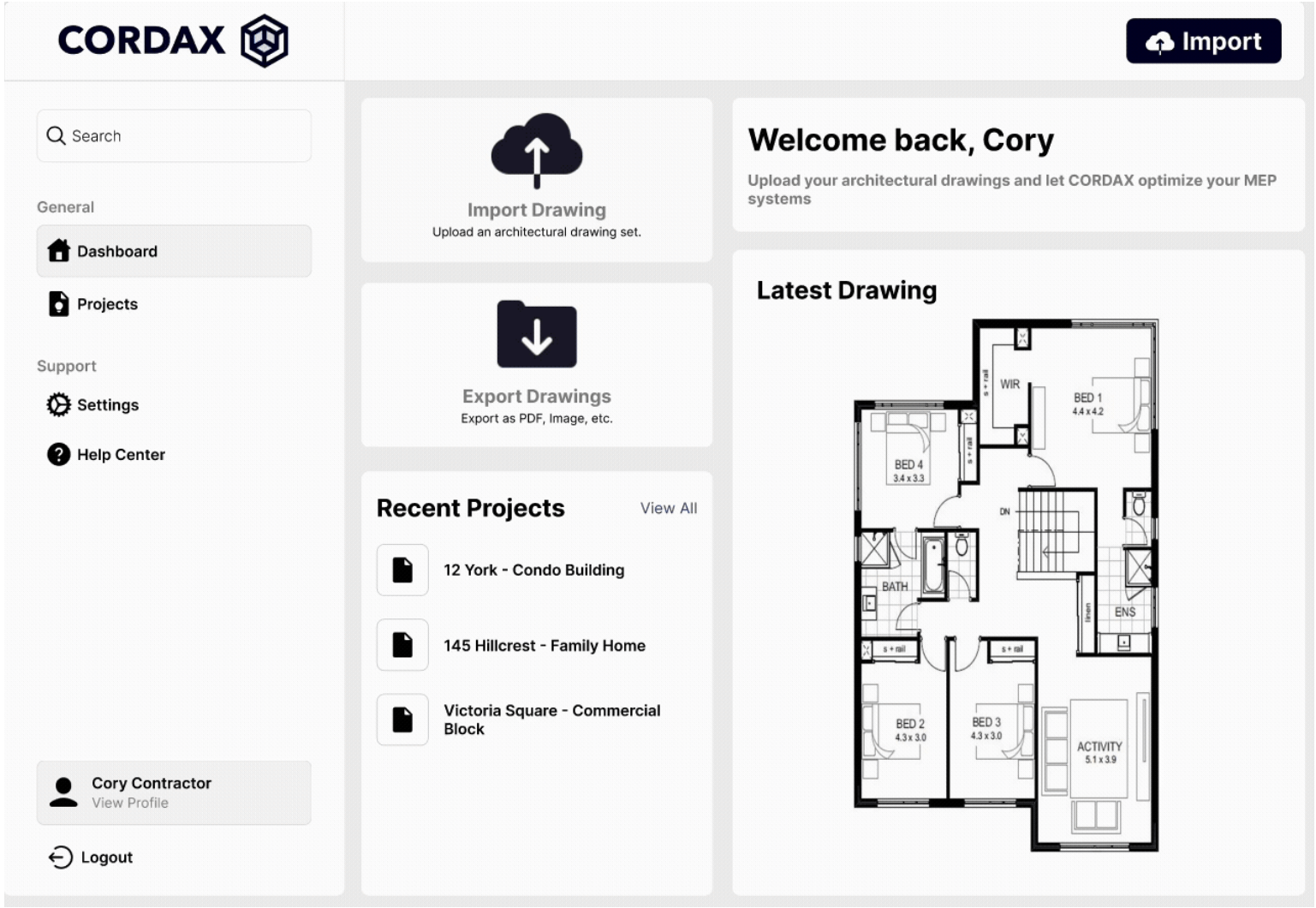
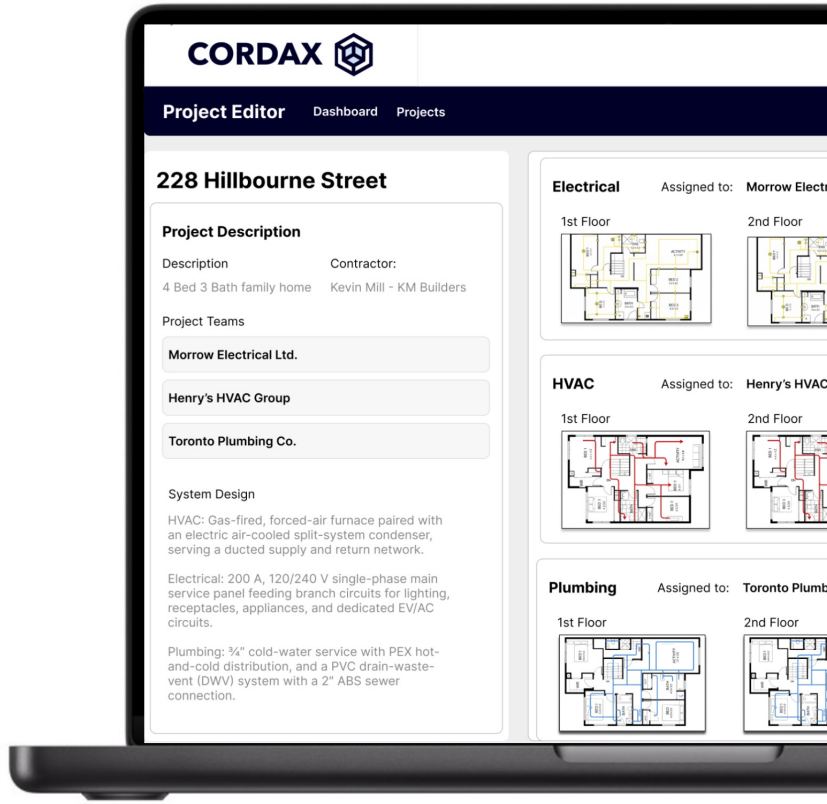
Micro-Demo





Micro-Demo YouTube Link:
https://youtu.be/EXDtAsLBllc

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We've Bootstrapped Our Way to Significant Traction

"You've got a really good f*****g idea… no one is targeting residential projects when they need it the most. General contractors struggle with system coordination and organization everyday"

Kevin Mallin
MALLIN Contracting Ltd.

"Crews are used to 'winging it' on-site; now they would follow clear, clash-free routes and finish days earlier. This will boost productivity, and lower stress on sites."

Lorenzo Fucili
LSA Design

"I can't even count how many times there needs to be a meeting for system coordination on a given project...once released, this software will be music to my ears."

Mitch Kleinstein
MDK Construction

3
Paid Pilots

34
LOIs

128
Newsletter Signups

Since June 17, 2025

Our Partners

NEXT36

Queen's University | PARTNERSHIPS AND INNOVATION

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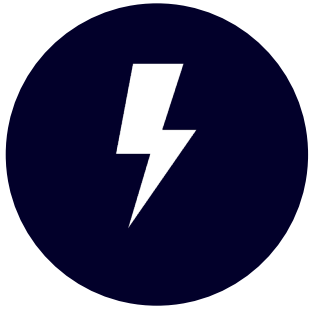
Competitive Advantage

AI-Driven MEP Design that Boosts Profits & Eliminates Rework



Processing Time

Sub 3-minute processing time from architectural set to MEP sets

Code Compliance

Federal & Provincial building code compliance

Accuracy

Eliminates 99% of rework through clash detection

First to Market

First to offer fully automated MEP drawings for residential use

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Clear Go-To-Market and Deep Pipeline

Capital-efficient funnel that turns $50 pilots into recurring, referral-fueled ARR.

Acquisition Flywheel

Stage	Goal & Message	Channel	KPI (Month 6)
Awareness	Prove “MEP in minutes” value prop	• LinkedIn posts & case-study videos, • trade show booths	15k views/month
Consideration	Let prospects *touch* the product	• Self-serve web demo that outputs a sample routed plan	250 demo sign-ups
Conversion	De-risk first spend	• $50 refundable pilot (covers 1 residential set) • Success checklist + 30-min “review workshop”	40% demo → pilot
Expansion	Land-and-expand seats & sq-ft usage	• Usage-based invoicing triggered inside app • Quarterly “material-savings” report sent to owners	60% pilot → recurring
Referral	Turn builders into advocates	• GC-invites program – both parties get $100 credit • One-click “share your routed plan” social button	1.2 new leads/customer

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Planting Our Flag: MEP Design Reinvented for Ontario Builders

Leveraging founder credibility, proof-of-value pilots, and referral incentives to drive efficient, scalable customer growth.

Beachhead Segment (Q3 2025 – Q1 2026)

Target: Ontario *custom-home* builders (1–20 units/year) and their preferred plumbing/electrical subcontractors

Pain: No in-house design team, pay $3-50k per consultant drawing set, ±2-4 week delays

Win Metric: ≤ 48 h turn-around + <$400 per plan → **10× less expensive & 90 % faster**

Key Notes & Strategy Highlights

Founder-led content builds credibility fast in the MEP community.

Pilots are deeply supported to showcase value and lock in success stories.

Referral incentives turn happy customers into active advocates, keeping CAC low

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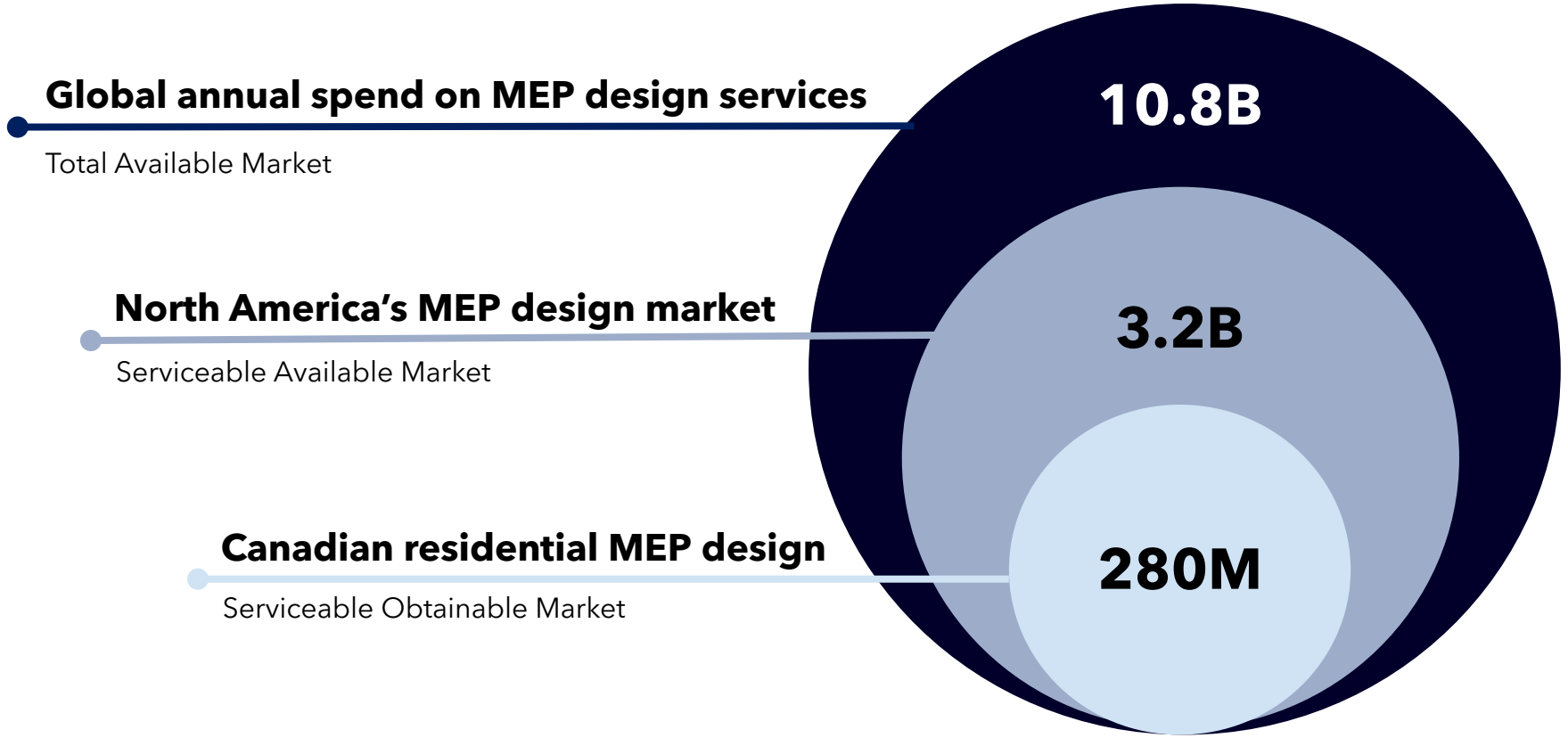
This is a Massive Market

The opportunity is massive, growing, and underserved, perfect for a solution like ours to lead a new standard.



Market Sizing Rational

- Global TAM: $2.3B / 30% (NA share) ≈ $10.806B
- North America SAM: 1.91M homes [7] × $1,200 + 75k commercial × $10,000 + 250k reno × $800 ≈ $3.24B
- Canada SOM: 280,000 new homes being built [8] × $ 1,000/design ≈ $280M

Source: Housingwire, Reuters

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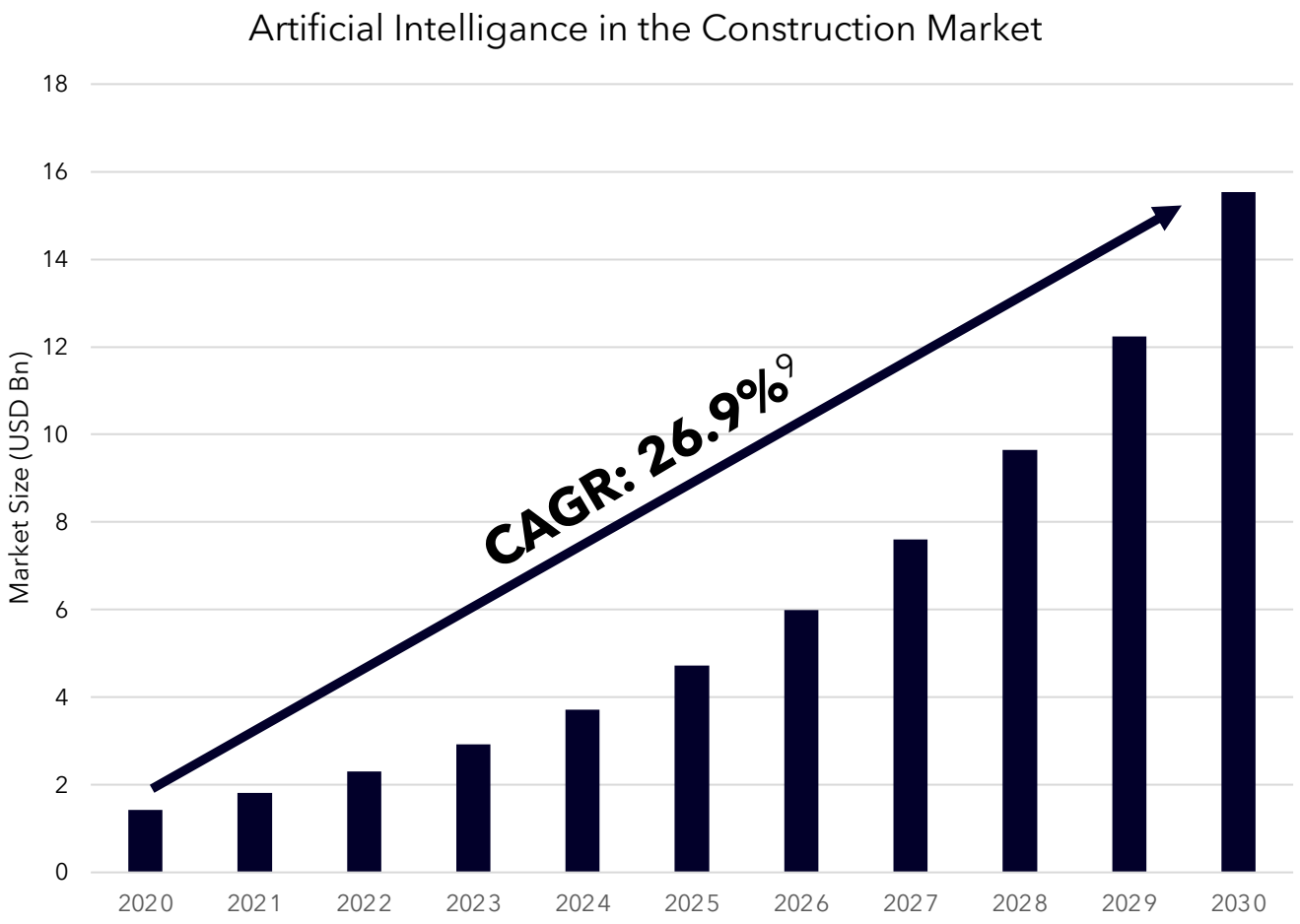
The Market is Growing 27% YoY

AI-powered construction design spend is exploding as housing demand and code complexity soar.



Why this matters now

- Massive housing-supply push → steady project pipeline
- MEP codes are tightening → higher design complexity
- Builders need speed & cost savings → AI adoption accelerating

"Roughly 280,000 new homes built annually in Canada" by CMHC[8]

Source: Grand View Research, Reuters

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Pay Only for the Value You Use

Each plan combines a monthly SaaS fee with a per-project usage fee based on square footage.

General Contractors

$100

per month

- Under 3000 sq ft projects

+ 10¢ per sq ft

~4x faster coordination

Home Builders

$200

per month

- Over 3,000 sq ft projects

+ 25¢ per sq ft

~$20k rework avoided per project

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All-Star Team With the Right Skills

Jack Fejer, CEO

Applied Math and Computer Engineer, Queens University

Eng Consultant DIALOG

Mechanical Eng PCL

Simon Fucili, CTO

Applied Math and Computer Engineer, Queens University

Quant Risk RBC Capital Markets

Mechanical Eng MEVOTECH

Caroline Thadaney, CSO

Computer Engineer, Queens University

Associate BCG

Tech Analyst ORIGIN MERCHANT PARTNERS

Nikhil Satchu, Business Dev

Physics, Queens University

Intern Thriver

Growth Intern AVID

Magnus Hepburn, Head of Growth

Geography & Planning, Queens University

Analyst Choice Properties

Analyst Impression Ventures

Yves Alikalfic, Product Manager

Computer Science, Queens University

Automation Engineer Rakuten kobo

Cloud Engineer CIBC

Stefan Pitigoi, Full Stack Developer

Computer Science, Queens University

Software Developer Distributive

Web Dev Coordinator

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Nobody Else Can Do What CORDAX Does

Only player delivering code-compliant, multi-trade AI routing for residential properties.

	CORDAX	EVOLVE	DRAWER AI	Augmenta	Traditional Engineering Consultants
Rapid result	✓	✗	✓	✓	✗
MEP system	✓	✗	✗	✗	✓
Automated	✓	✓	✓	✓	✗
Residential	✓	✗	✗	✗	✓
Clash detection	✓	✗	✗	✗	✗
Code Compliant	✓	✗	✗	✓	✓

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Catalyst for Growth and Key Risks

CORDAX is driving near and long-term growth while proactively managing strategic risks.

Near-Term Catalyst

Public beta & V1.0 launch

- First production-ready release with HVAC/plumbing/electrical auto-routing from 2D plans.

Pilot conversion & early revenue

- Developing features with GC and consulting partners to generate early case studies and referrals. Leverage personal, formed, NEXT networks, ~$100k+ in compute credits

Long-Term Catalyst

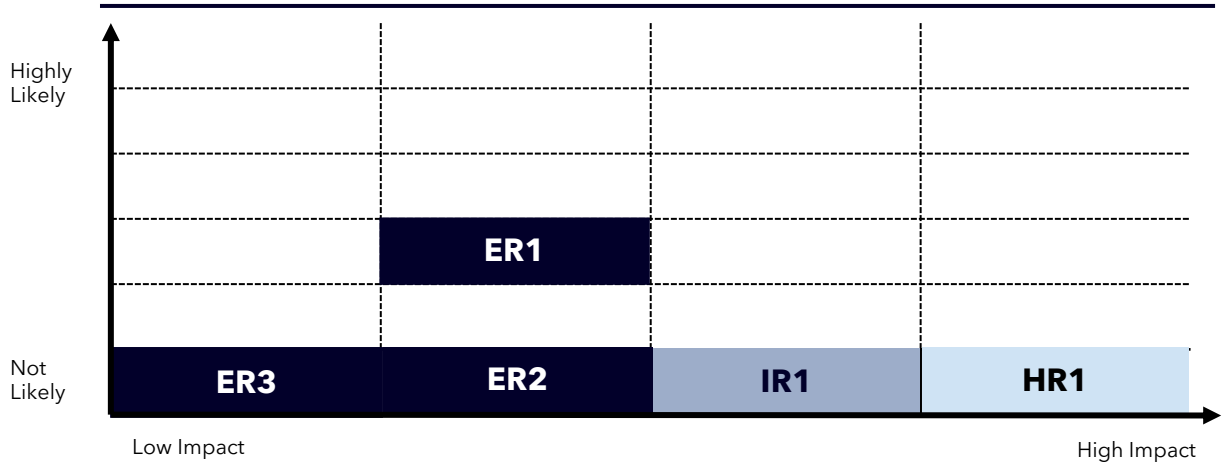
Internationalization & Commercial Projects

- Enter U.S. residential markets, expand into commercial market. Region-specific code libraries tailor workflows for multi-story MEP systems and specialty installations.

Platform Maturation & Analytics

- Add a pan-and-zoom 3D viewer optimized for tablets on site. Launch a design analytics dashboard with exposed APIs for custom reporting and integration, specific load calculation customization.

Key Risks



External Risk

- Market Adoption Inertia (ER1)
- Competitive Entrants (ER2)
- Regulatory & Code Compliance (ER3)

Internal Risk

- Technical Execution & Algorithm Reliability (IR1)

Hybrid Risk

- Construction Market Downturn (HR1)

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Case Study with "Chris" – 2,500 sq ft home

Saved $3,650 and 2+ days on-site in just 5 minutes of automated design from CORDAX

Metric	Traditional Method	With CORDAX
Cost	**$4,000 CAD**	**$350 CAD**
Design Time	~2 weeks (HVAC only)	5 minutes for full MEP
Plumbing/electrical layouts	Not provided	Delivered within minutes
Coordination	10–15 hrs field changes	<2 hours upfront
Site Delays	**2–3 days**	**0 days**
Rework	$200-$1,500 per instance	$0
Time to Complete Rough-ins	6 days	4 days

What works:

*"CORDAX slashed our MEP design cycle from **weeks** to **minutes** and **eliminated all site rework**."*

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What We Need

CONNECTIONS...

- **HOME BUILDERS**
- **GENERAL CONTRACTORS**
- **PRE-SEED INVESTORS**

Website

Follow Us

@CORDAX

Website: https://cordax.io

Email: info@cordax.io

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