



Contract Keepers Solutions

Redefining Home Improvement Contracting

Assuring Clients Get What They Pay For

**Disclaimer: The information in this document is confidential and property of Contract Keepers Solutions, 2022*

The Home Improvement industry is fraught with delays, cost overruns & broken promises

98%

of Americans have experienced firsthand or known someone **NOT** getting what you paid for or agreed to while doing home improvements, even with a signed contract

Only 30%

of contractors finish a job on time

80%

of larger construction projects end up over budget

**Home Improvement
Opportunity**

\$1 trillion
market value (2027)



Billions of dollars of revenue is lost every year

- Fraudulent transactions
- Facebook Marketplace & Craigslist scams
- Insurance Fraud x
- Disaster relief fraud
- Government contracting fraud

Home Improvement Opportunity

2x

Faster growth annually than all other retail categories



Contract Keepers Solutions (CKS)

An easy-to-use platform for any two parties to create legally-binding custom contracts

CKS Solves These Issues:



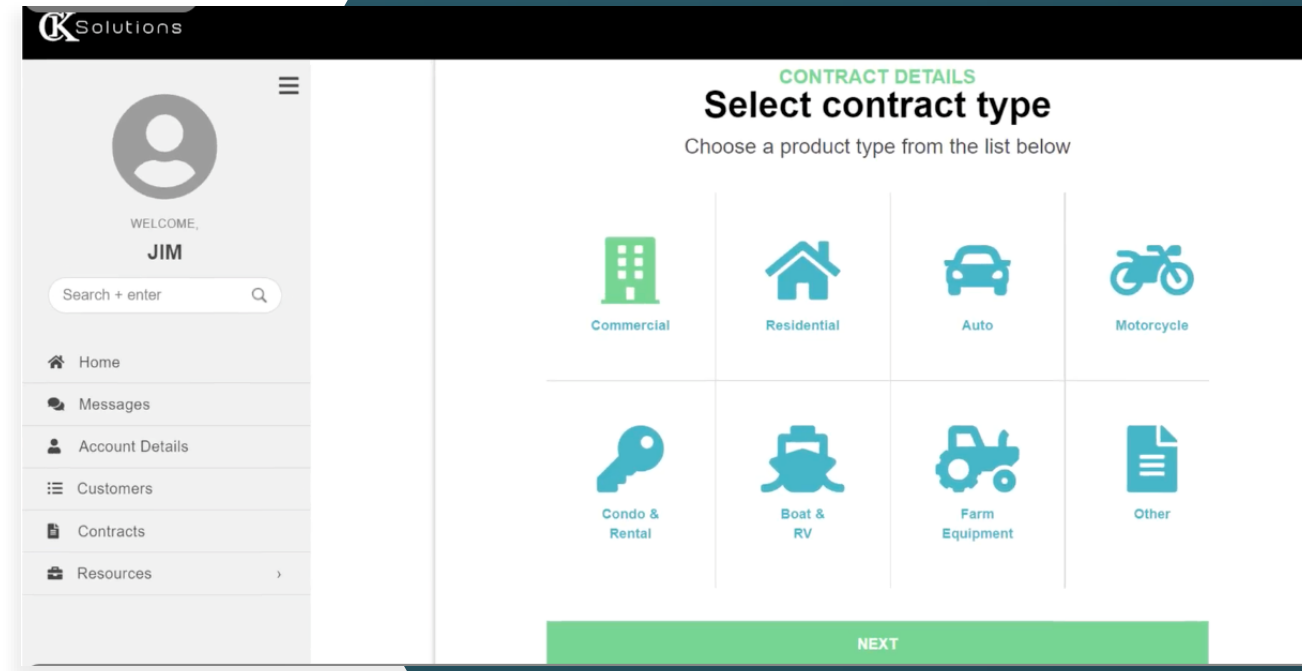
No more missed deadlines



No more late payments



No more excuses



Use Cases

#1



Homeowner in Grand Rapids, MI needs to build a Deck with firepit & jacuzzi

CKS provides: A simple way to find a vetted contractor and build a legally-binding contract to get the work done within 90 days.

#2



Property Management Co. in Ohio needs to bring 5,000 units in an apartment complex up to the new fire code

CKS provides: A legally-binding contract that is used with multiple contractors, and 100% visibility of the work being done through the dashboard and platform.

#3



Facebook Marketplace ad for a used car in Austin, TX

CKS provides: Our platform issues a certificate of funds, automatically produces a bill of sale, and allows the buyer and seller the ability to negotiate a warranty or no warranty.



CKS' Secret Sauce

We fix these worldwide construction problems

- Work is done to customer's satisfaction
- You get exactly what you pay for
- No bait & switch
- On time and on budget
- Prevents fraud and other non-cash payment scams



Target Audience

Homeowners who are looking to add extra protection to their transaction

- Women, millennials 30 years old and above
- Upper-middle and upper socioeconomic levels
- Major Metros and growing cities
- Purchasing power: \$20,000 - \$40,000 (avg.)

Contractors doing work for the homeowners

- Plumbers to roofers – all providers of residential contracting services

Property Management CO's

- From disaster relief to apartment complexes



Geographic Rollout

United States

- New York
- Chicago
- Houston
- Los Angeles
- All major metro areas

Worldwide

- Canada
- Mexico

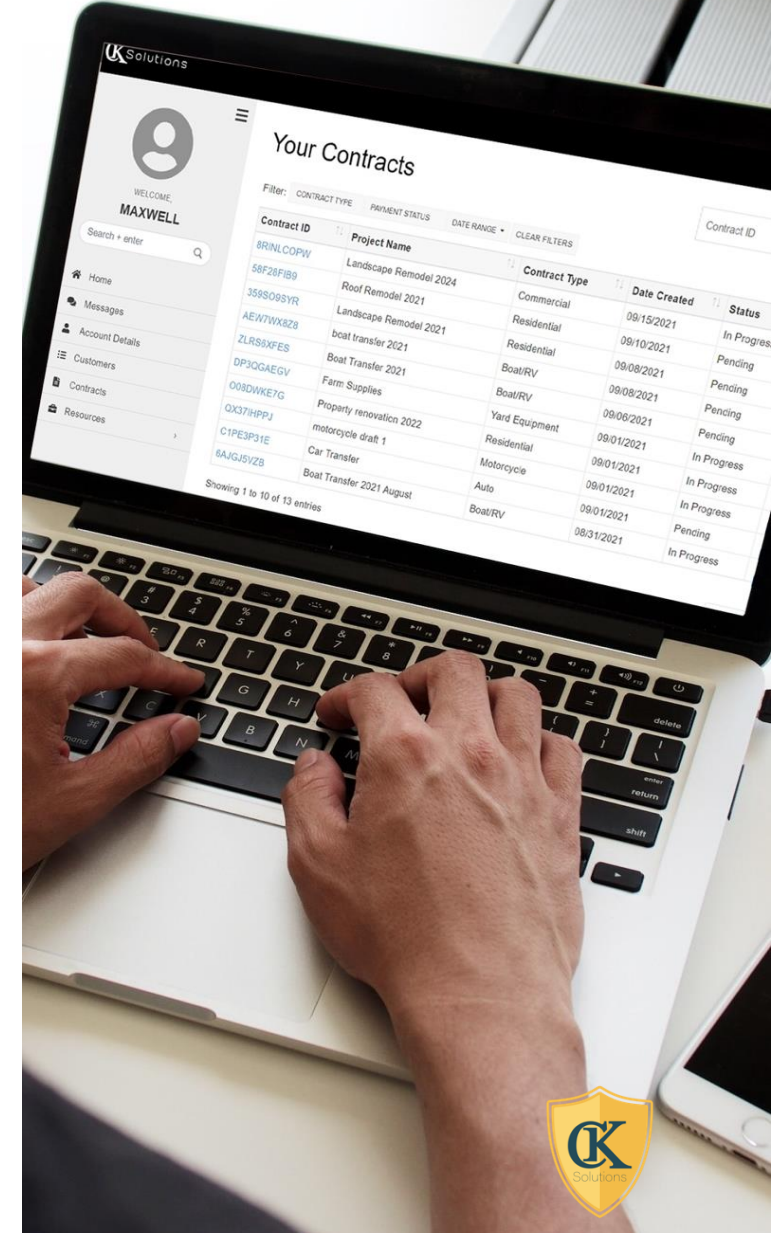
New York, Chicago, Houston, LA → All major metros in all 50 states
→ Canada, Mexico → Worldwide



CKS provides an insurance policy for both customer & contractor










CKS FEATURES

1. Choose your own professionals for the job or select from our database
2. CKS validates the contractors and services
3. Allows customer & contractor to agree to time, dates, phases, costs and changes
4. Create up to 25 project phases
5. Provides seamless communication, budgeting, on-site organization
6. Upload photos, videos, paperwork, copies of permits, etc.
7. Customize the number of phases, cost of each phase & conditions of each phase
8. Release funds when both parties agree a project phase is 100% completed
9. Leave ratings
10. Satisfaction of getting what you paid to have done



CKS provides an insurance policy for both customer & contractor

WHAT WE DO FOR CONTRACTORS

-  1. Provides contractors access to new customers & work
-  2. Assures customer funds are there
-  3. Prevents risk of not receiving payment for finished / completed jobs
-  4. Provides easy understanding of what is required
-  5. Central hub to keep track of business, progress, active and inactive contracts
-  6. Add reputable value behind your business name
-  7. Assist with 1099s and lien releases
-  8. Easy communication between customer and contractor
-  9. Ability to upload any type of document, including photos, video, etc.













Our Process: How CKS works

 MODERN TREASURY

 PLAID

 DocuSign

-  **STEP 1** Choose between a Buyer (Customer) & a Seller (Contractor) account
-  **STEP 2** When a customer account is created you will then be taken to  PLAID to enter banking information
-  **STEP 3** Both parties follow step-by-step instructions to create a legally-binding contract under your own terms and conditions
-  **STEP 4** Provides easy understanding of what is required
-  **STEP 5** CKS works with a second party to create an account/login
-  **STEP 6** Contractors are given the choice to accept or decline the contract
-  **STEP 7** When a contract is accepted by both parties' info is sent to where the contract is electronically signed by both parties and CKS holds funds in an escrow account
-  **STEP 8** When phases are completed and both parties sign off CKS releases funds through ACH payments using Modern Treasury
-  **STEP 9** When the contract is completed CKS releases certificate of funds, 1099s, lien releases, etc.



Product Evolution

Today



Landscaping projects, to remodeling an existing home to new home construction



Projects of a few thousand dollars to multi-million-dollar projects

Future



A database with a list of contractors for customers



Commercial build-outs



Work with banks to offer consumers loans for projects



Auto, boat, motorcycle and heavy construction equipment sales



Offer warranty or no warranty on vehicles with capability to have multiple parties on one contract



CKS platform added to Facebook



Marketplace, eBay, Craigslist etc.



Open product to Direct-to-Consumer Market



Roadmap



MONTH/QUARTER

Q1-2022

Q2-2022

Q3-2022

Q4-2022

Q1-2023

Q4-2023

Q1-2024

2025

MILESTONES

- Partnerships with Plaid, DocuSign, Modern Treasury, and Level One bank (soon to be First Merchants Corp.)

- Beta-testing
- IP - we own the patent for code used in our application
- Incorporated in Delaware

- Money transfer license

- Raise funds for future growth
- MVP ready

- Market major cities
- Update website & platform

- Find partnership to offer loans

- Implement a monthly subscription for larger customers
- Offer more complex contracts

- Open up to Facebook & Amazon

Go To Market Strategy

Inbound Marketing - Customers & Contractors




- Content marketing on Social Media
- TV / Radio
- Brand Ambassadors
- Ads on Facebook & Craigslist

Outbound Marketing - Property Management CO's



- Hire Sales accelerators Team
- Industry Shows / Events
- Future: Partner with home improvement stores like Home Depot/Lowe's

Competitors

		Ironclad	Escrow.com	Angi
Marketplace that connects consumers & contractors	✓	x	✓	✓
Allows people to create a legally-binding contract that ensures both parties get exactly what they agreed on	✓	✓	✓	x
Easy to create contracts with step-by-step guidelines	✓	x	x	x
Escrow funds	✓	x	✓	x
Offers seamless communication	✓	x	x	x
Mutually beneficial to both parties	✓	x	✓	x



Leadership Team



Dr. Joseph Ruggirello
Co-Founder & CEO

- Captain in the United States Army, started a dental practice and grew it to a multimillion-dollar practice with 20 employees and doctors
- Has multiple patents and trademarks
- Bachelor's degree from Oakland University; Doctor of Dental Surgery from University of Detroit Mercy
- Hobbies: Hiking, ice and roller hockey, skydiving, and scuba diving



Max Zade
Co-Founder & COO

- 5+ years of management experience growing a family-owned entertainment center into a multimillion-dollar company
- Finance Major from Wayne State University
- Hobbies: Sport card & NFT collector; music production, tennis player



Revenue Model

Revenue streams include:

- Buyer Fees
- Transaction fees (each draw)
- Escrow Float (Interest)
- Work Order Change Fees

Average Take – 4% of Each Contract

Average
Transaction
\$17,000

Contract Keepers to make
an average of 4% on each
contract.



S.O.M.

Serviceable Obtainable
Home Improvement Market
in US

**\$1.5
Billion**

S.A.M.

Serviceable Available Home
Improvement Market in US

**\$37
Billion**

T.A.M.

Total Available Home
Improvement Market in US

**\$1
Trillion**



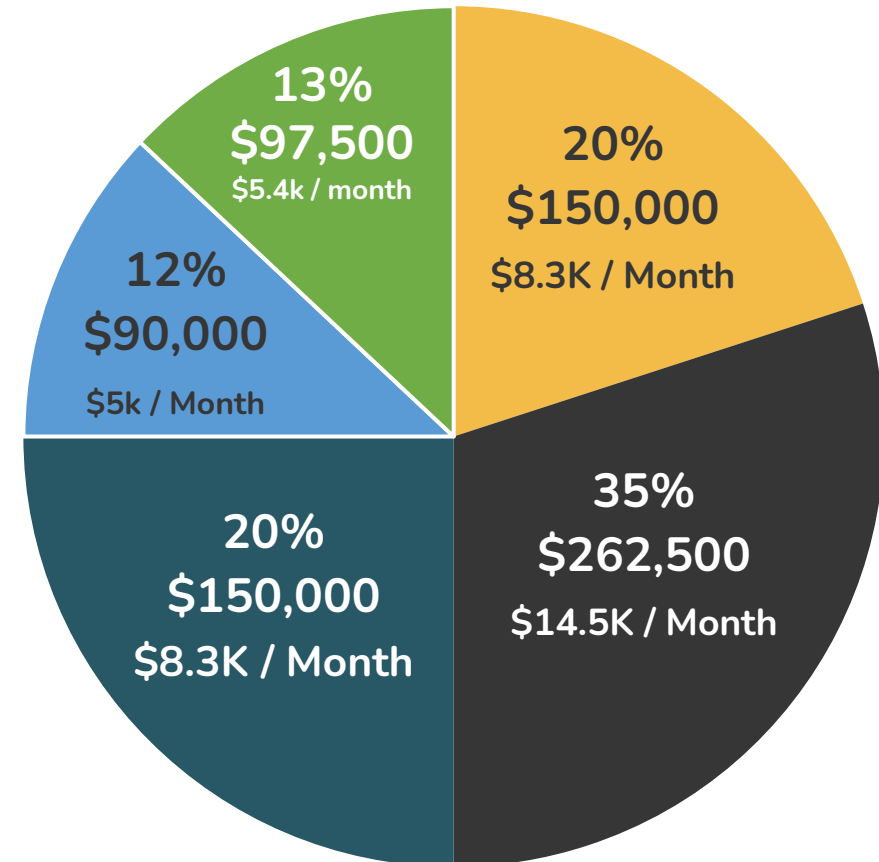
Fundraising

Raising

\$750,000

\$750,000 will provide 18 months of runway in order to scale the business by making key hires (in business development, marketing, product development and administration), and by implementing a comprehensive sales & marketing program to reach new markets and enterprise clients.

Use of funds



■ Product Development ■ Sales & Marketing ■ Operations ■ Team ■ Capex

