VASD **AI**

The Operating System for the Built World

Person + **Building** → **Need** → **Pro**
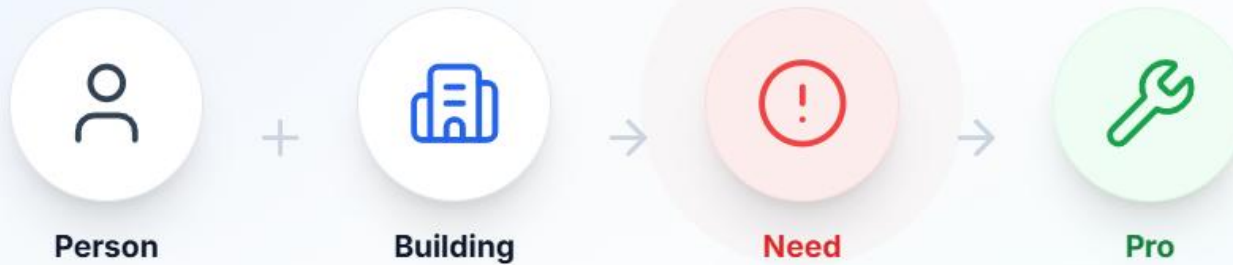
Everything else is just **data**.

REAL ESTATE MAINTENANCE • FIRST PRINCIPLES

The Problem: "The Jungle"

The current market is fragmented, opaque, and predatory.

⚠ Current Situation

🔍 **SEO Spam & Lead Generators**
Homeowners find "Hit & Run" parties who pay for top Google spots, not quality.

$ **Predatory Pricing**
"Cowboy Contractors" quote low, upsell later. No scope verification.

🛡 **The Quality Gap**
Local experts exist, but they are invisible. They don't do SEO; they do work.

For Homeowners

Fear. "Am I being ripped off?" "Will they come back if it breaks?"

For Good Pros

Frustration. Competing against scammers with marketing budgets. Wasted time on vague quote requests.

"Good data leads to good quotes. Bad data leads to chaos."

— We are fixing the data.

The Solution: The Private Data Vault

The "Uber" Protocol for Home Maintenance.

Private Data Vault

We build the tech to capture the building's DNA.

THE CONTEXT

AI Agent

Translates "My heater is weird" into "Boiler Pressure Valve Replacement".

CONTEXT → SCOPE

Perfect Match

Connected to local, verified experts. No SEO spam.

THE EXECUTION

THE VASD PROTOCOL

Good Data → Good Quotes → Shared Expectations → Quality

B2C Growth Engine

B2C: HandyHouseHelp.ai

Your Home's Digital Logbook & AI Caretaker

Magic Onboarding   **WOW FACTOR**

Convert any **Realtor Brochure (PDF)** directly into a full data model & 20-year maintenance plan instantly.

The "Carfax" for Real Estate

The missing "Service History" for homes. Tracks every repair, paint job, and installation. Increases resale value through transparency.
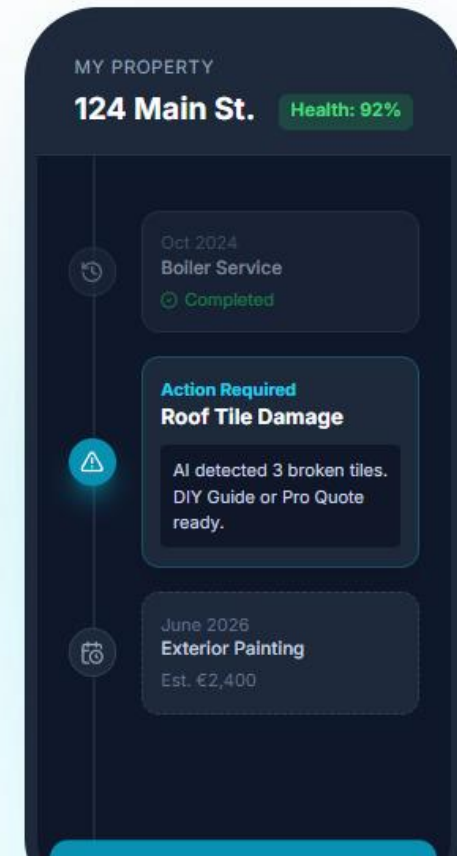
24/7 AI Maintenance Guide

"How do I bleed my radiator?" or "Is this crack dangerous?" Immediate, visual AI answers before calling a pro.

Local & Verified

Connected to the VASD professional network. We dispatch the exact scope to verified local partners.

MY PROPERTY

124 Main St.   Health: 92%

Oct 2024
Boiler Service
⊘ Completed

Action Required
Roof Tile Damage

AI detected 3 broken tiles. DIY Guide or Pro Quote ready.

June 2026
Exterior Painting
Est. €2,400

The Marketplace Engine

The H3 Community

Empowering "Local Heroes" with Enterprise-Grade AI

The Supply-Side Wedge IMMEDIATE VALUE

We solve the #1 pain for Pros: **Missed Calls.** Our AI answers 24/7, qualifies leads, and books inspections directly into their calendar.

Work Prep, Not Just Leads

We don't send vague phone numbers. We send **Project Packs**: Quantities, photos, and materials pre-analyzed by VASD Vision.
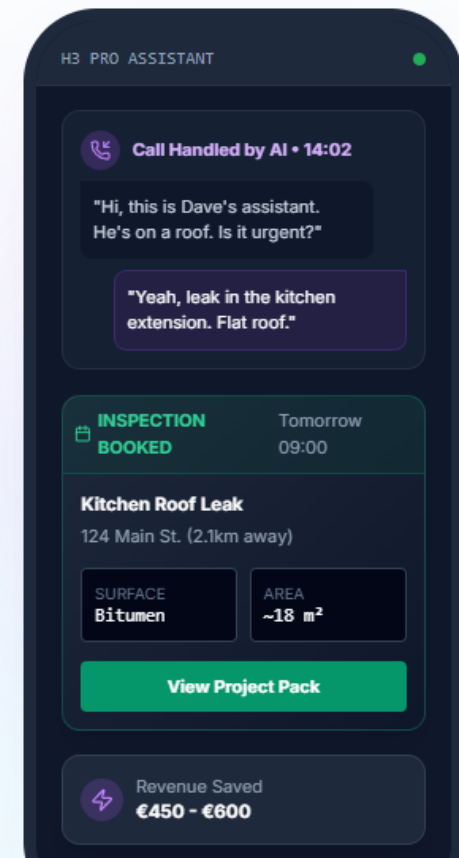
Hyper-Local Matching

We match Pros to jobs within their specific 10km "Sweet Spot". Less travel time, higher margins, better neighborhood trust.

Verified Quality

We elevate the good "Little Guys" over the SEO-spamming giants. Quality control via AI photo verification of completed work.

H3 PRO ASSISTANT

Call Handled by AI • 14:02

"Hi, this is Dave's assistant. He's on a roof. Is it urgent?"

"Yeah, leak in the kitchen extension. Flat roof."

INSPECTION BOOKED — Tomorrow 09:00

Kitchen Roof Leak
124 Main St. (2.1km away)

SURFACE
Bitumen

AREA
~18 m²

View Project Pack

Revenue Saved
€450 - €600

The Validation

B2B: The Data Supply Engine

We Build the Building Tech

To fuel the protocol, we need high-fidelity data. We start with the **hardest** asset class: HOA's (VvE).

- Highly regulated (NEN2767) = High Quality Data
- Fragmented industry = Ripe for consolidation
- Staff Shortage = Desperate for Automation

Impact Delivered

SEARCH TIME
-40 to 70%

EMAILS
-25 to 35%

EFFICIENCY
10-18 Hrs/mo
Saved per dossier

CAPACITY
+45 to 80%
More buildings per FTE

Traction Signals

Interest from largest consolidator
Waiting lists for VvE boards

135.000 VvE's: 75% Dissatisfied
Source: VvE Meldpunt - Vereniging Eigen Huis (April 2025)

Relative Efficiency Gains

| Search Time | Email Vol. | Hrs Saved | Capacity |
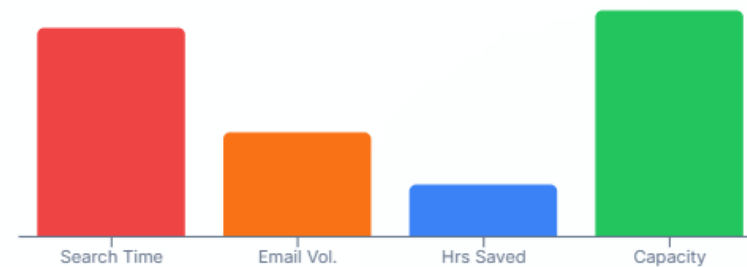
The Long Game

The OS for the Built World

API Infrastructure for LLMs & Service Networks

LLMs / AI
Context Injection

Service Networks
Quality Control / Booking

VASD
API PROTOCOL

Real Estate
Digital Twin Data

"We are the **Permanent Post-AI Value** layer. The data context that allows AI to interact with the physical world."

Market & Timing

From a €12B Niche to a $5.4T Global Standard

$5.4T
GLOBAL

$1.2T
MAINT.

€275B
EU RENO

$105B
US HOA

€12B
EU HOA

TAM

MARKET VOLUME COMPARISON

Why Now?

1. VISION AI MATURITY
SAM3 & Moondream RL are finally accurate enough for structural analysis.

2. AI TSUNAMI
Structural shift from **Human-Led** to **AI-Led** management.

3. THE MANDATE PUSH
Aging stock + EU Sustainability Mandates (EPBD) force action.

4. STAFF CRISIS
500k shortfall. Vacancies open >6 months. Automation is the only exit.

Business Model

RECURRING REVENUE
B2B SaaS
VvE / HOA Management

€15 - €99 /mo

- ✓ Per Association pricing
- ✓ Add-ons: Financial Optimize, Legal Support
- ✓ AI Value Pricing (10-20% of savings)

TRANSACTIONAL
B2C Market
Homeowners & Jobs

5 - 10% take rate

- ✓ On completed maintenance jobs
- ✓ Paid Reports (€49-€149)
- ✓ Twin Subscription (€5-12/mo)

FUTURE UPSIDE
Data API
Institutional Partners

Risk Scoring

- • Banks: Mortgage risk scoring
- • Insurers: Claims validation
- • Gov: Sustainability mapping

The Team

Kristian Dansen
Founder / Domain Operator

15+ years in property

Built inspection systems

Governance expert

Michel Tol
AI Architecture Partner

Decades of AI product

Scalable data pipelines

RAG & Deep Research

Ahmad Harbiye
Sales Partner

Founding Partner

Expert in Business Relations

Large Real Estate Network

Advisors

RW **Roy Wieman**
HOA & Maintenance

DH **Donny Hoogendorp**
AI & Construction

SM **Sjoerd Munnik**
HOA Finance

The Ask

€250,000 Pre-Seed

Use of Funds

- ● Engineering — 45%
- ● Market Launch — 35%
- ● Ops & Data — 20%

ALLOCATION
100%

12-Month Milestones

6000	**25,000**
HOA'S ONBOARDED	ACTIVE USERS

Full Pipeline	**€25k+**
VISION + DOC AI	MRR

"Help us build the Operating System for the built world."

Kristian Dansen

kristiandansen@gmail.com

+31648481696

linkedin.com/in/kristian-dansen-40776a28

https://github.com/KristianVASD

(temporarily out of business, Dutch startup Polder of Death)

- vasdplatform.com

- handyhousehelp.ai

HandyHouseHelp

https://youtube.com/shorts/vQ_EFt3WIDo?si=eRXmKU3-q4xnWOZs

HandyHouseHelp Software demo

https://www.youtube.com/shorts/_k6kuwdCU4Q

Realtor Brochure to Maintenance plan AI (available live demonstration)

Test Brochure & Plan included.pdf

Growth Strategy Appendix.pdf

HOA Check.html

HOA AI.html

H3 Community.html