

SAFE INVESTMENT

MassDwell

Where Life Fits

AI-Powered Modular ADUs for the Future of Housing

Needham, Massachusetts • 2026

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America's Housing Crisis

A \$3.8M unit shortage demands new solutions

3.8M

UNIT SHORTAGE

National housing deficit creating
unprecedented demand

52%

COST-BURDENED

Renters spending over 30% of income on
housing

40%

LABOR SHORTAGE

Construction industry facing critical
labor deficit

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Modular ADUs, Reimagined

Factory precision meets AI-driven design



Factory-Built

Controlled environment manufacturing for consistent quality and 50% faster delivery



AI-Optimized

Generative design creates custom floor plans from natural language descriptions



Sustainable

Net-zero ready construction with eco-friendly materials and minimal waste



Turnkey

Full service from design through permitting to installation—key in hand in 12 weeks

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Product Line

Premium ADUs starting at \$141,000

MODEL	SIZE	BED/BATH	STARTING PRICE
Dwell Essential	470 sq ft	1 bed / 1 bath	\$141,000
Dwell Classic	565 sq ft	2 bed / 1 bath	\$172,000
Dwell Deluxe	594 sq ft	2 bed / 1 bath	\$186,000
Dwell Prime	892 sq ft	2 bed / 2 bath	\$270,000

Average price: ~\$192K • Baseline: \$300/sq ft turnkey

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AI + Robotics Integration

Technology-first manufacturing

AI Platform

- Generative design from natural language
- Automatic zoning compliance checks
- Predictive demand forecasting
- Supply chain optimization

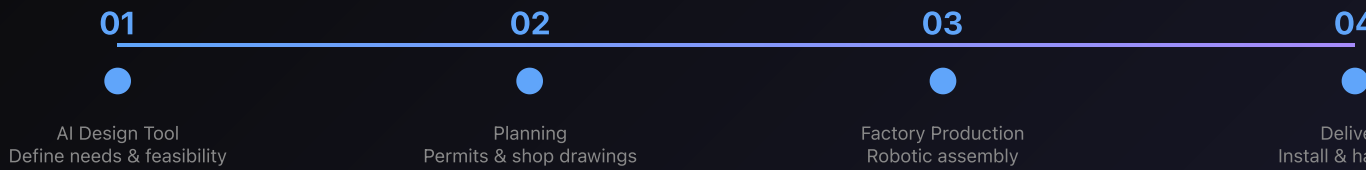
Robotic Manufacturing

- Sub-millimeter precision ($\pm 0.5\text{mm}$)
- Automated CFS fabrication
- Computer vision QC
- Zero on-site rework

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Turnkey Process

From concept to keys in 8-12 weeks



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Market Opportunity

A massive and growing market

\$47B

GLOBAL ADU MARKET BY 2035

9.19% CAGR

Market Drivers

- Housing affordability crisis intensifying
- MA rapidly easing ADU zoning rules
- Multigenerational living on the rise
- Remote work driving flexible space demand

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Competitive Position

First AI-driven modular manufacturer in the Northeast

1 Month

PRODUCTION TIME

vs 6-7 months from competitors

±0.5mm

PRECISION

Robotic tolerances no local vendor offers

Infinite

CUSTOM DESIGNS

AI-powered vs fixed templates

West Coast innovators are 3,000+ miles away. Northeast traditionals have no tech.
Clear path to regional market leadership.

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Leadership

Experienced operators with skin in the game

Steve Vettori

Founder & CEO

Real estate developer since 2016. Licensed broker. Former Atlassian & Cohesity. Principal at Alpine Property Group with 12+ property portfolio.

Carlos Ferreira

Founder & CTO

Technical leadership in manufacturing and construction technology. Engineering expertise in modular systems and automation.

Strategic Partners

MCSteel (engineered framing) • Alpine Property Group (development pipeline)

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AI-Powered Operations

We don't just build with AI. We run with AI.



AI Voice Assistant

Qualifies leads 24/7, books follow-ups automatically. Handles hundreds of conversations simultaneously.



Intelligent CRM

No lead goes 24+ hours without follow-up. Automated pipeline management and prioritization.



Automated Outreach

Email triage, response drafting, and scheduling. Inbox zero across all accounts.



Real-Time Analytics

Pipeline forecasting, market monitoring, competitive intel. Daily briefings generated automatically.

Small team. Massive output. AI amplifies every role.

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Growth Trajectory

Path to \$50M revenue

METRIC	2026	2027	2028	2029
Units Sold	15	40	100	200
Revenue	\$3M	\$8M	\$20M	\$50M
Gross Margin	25%	30%	35%	45%
EBITDA	-\$500K	\$500K	\$4M	\$12M

Break-even: Late 2027 • Target margin: 35-45% at scale

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The Ask

SAFE Note Offering

\$15M

Valuation Cap
~5x projected 2026 revenue

Instrument	Post-Money SAFE
Raising	\$1M - \$5M

Minimum	\$25,000
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Your Upside

IF SERIES A AT...	YOUR ADVANTAGE
\$30M	2x
\$45M	3x
\$75M	5x

Use of Funds

- 50% — Factory operations & first units
- 25% — AI platform development
- 25% — Team & operations

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Why SAFE?

Move fast, reward believers



Speed

Standard YC docs. Close in days, not months. Less legal, more building.



Focus

Defer valuation debates until we have production data. Prove model first.



Alignment

No board seats or control terms. We stay focused on execution.



Upside

\$15M cap gives early believers significant advantage at Series A

"We're not asking you to value us. We're asking you to believe in us."

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2026 Milestones

Clear path to Series A

Q1

FACTORY SETUP

Interim facility operational in RI

Q2

FIRST UNITS

Prototype production begins

Q3

SCALE

10+ units delivered

Q4

SERIES A

Flagship factory

Key Metrics at Series A

15+ units delivered • \$3M+ revenue • Factory producing • Clear path to flagship

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