

The background features a large, abstract brushstroke of blue paint, with a lighter shade of blue on the left and a darker shade on the right, creating a sense of depth and motion. A white rectangular frame is centered on the slide, containing the main title.

Blockchain for Home Services



What problem are we trying to solve?

- In 2011, consumer protection agencies reclaimed **\$147 million** in construction fraud on behalf of homeowners
- Estimated **20,000** to **100,000** scammers attempt to defraud homeowners each year
- Homeowners and contractors do not trust each other.
- **There is no service that facilitates that trust and protects both parties.**



How we fix it.

- Leverage **smart contracts** to provide an escrow service that protects both homeowners and home improvement professionals.
- Homeowner: verify that promised work is completed before transferring funds.
- Contractor: ensure that they are paid after work has been verified.
- Makes many existing fraud tactics ineffective.



Building a Business

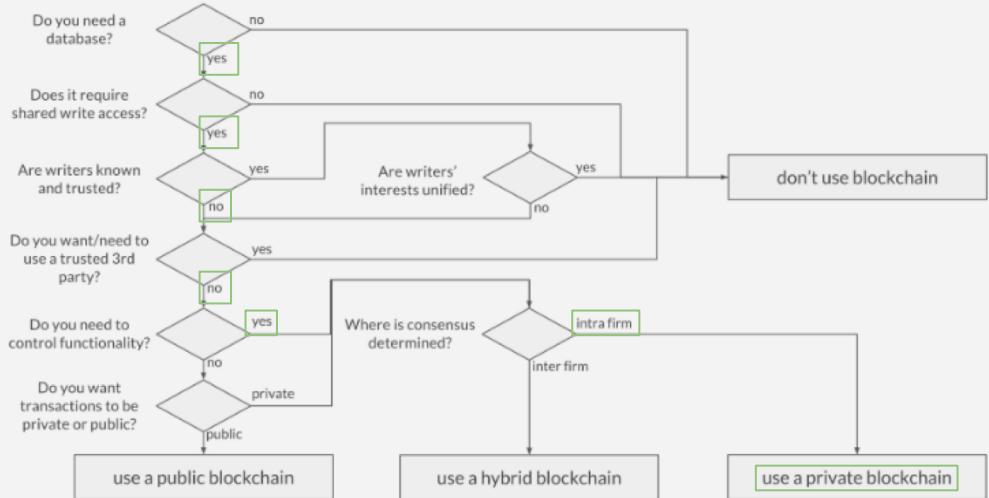
- 5% commission fee of smart contract value
- Assuming similar user base as HomeAdvisor, we estimate a revenue of **\$35-million.**
- Platform can be expanded to include other features, such as sharing home history with potential buyers.
- Home improvement and maintenance is estimated to be a **\$700 Billion** industry

The background features a large, abstract brushstroke of purple paint on a white surface. The brushstrokes are thick and layered, creating a textured, artistic look.

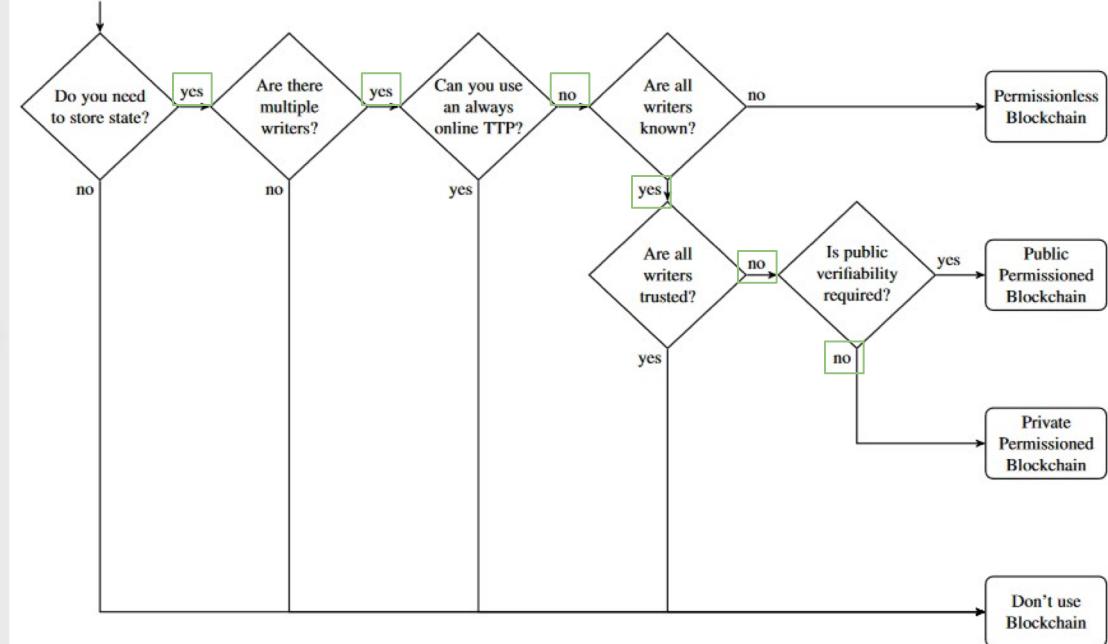
Case for Blockchain

Suichies Model

Do you even need Blockchain?



Wüstl and Gervais Model

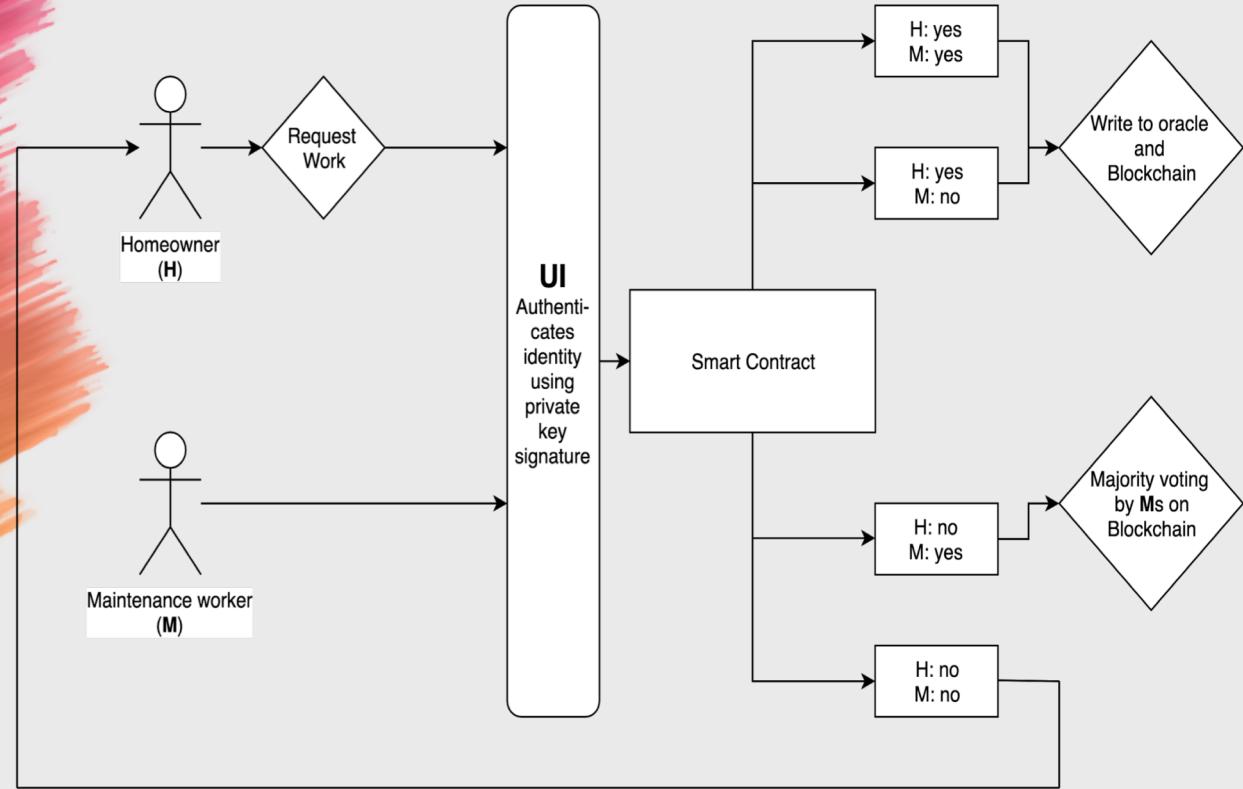




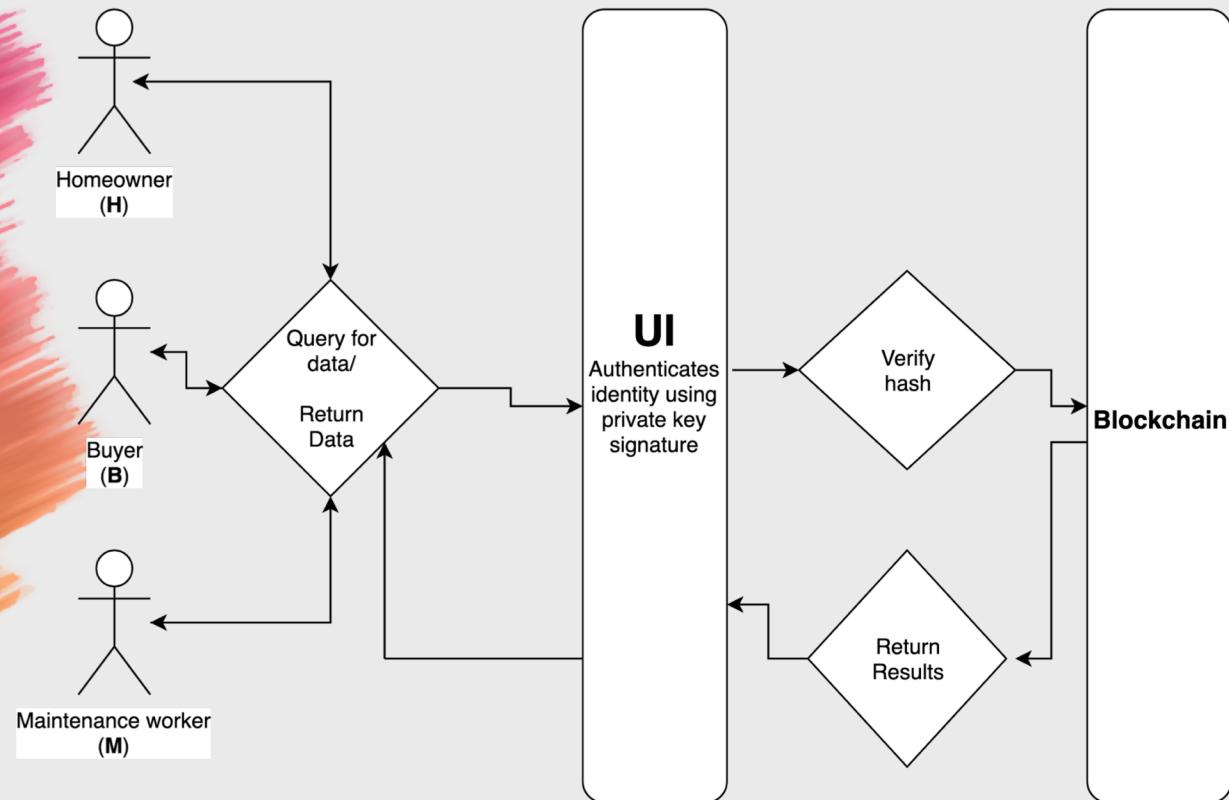
Case for Blockchain

Nearly immutable

Technology and Architecture



Technology and Architecture





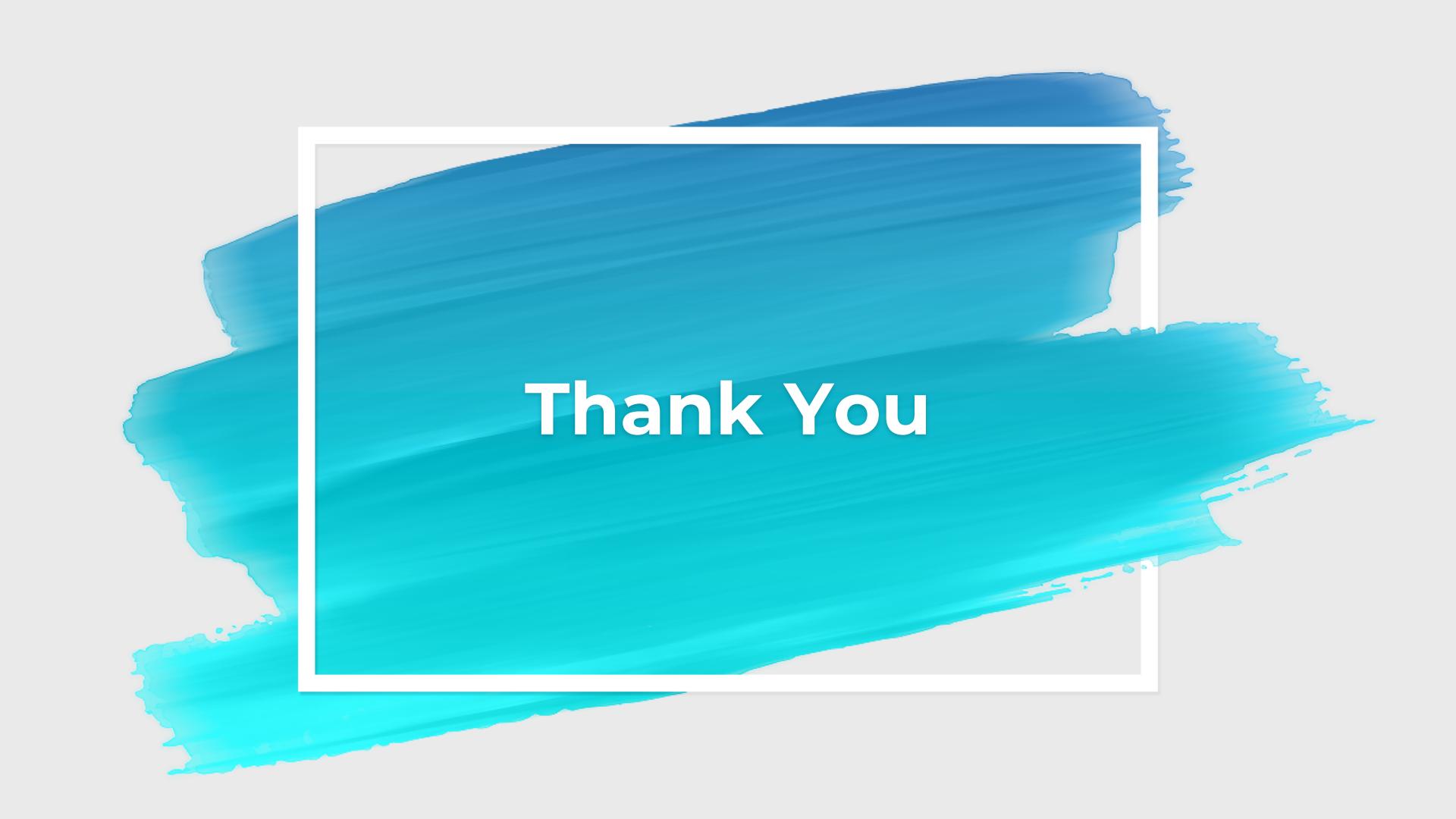
Challenges

1. Incentive for user voting may not be sufficiently strong
2. It may take a long time to obtain enough votes for a confident or statistically significant decision, impacting time to transfer money.
3. Images and videos may not provide enough or the correct kind of data to make an informed decision.
4. Misjudgements based on voting may be extremely expensive for homeowner or professional.



Competitors

- No solution that protects both homeowners and contractors
- However, many online marketplaces that try to connect homeowners with professionals
- ANGI HomeServices: \$1 billion revenue, holds 12 brands including HomeAdvisor, Angie's List and Handy
- **Value proposition:** we pre-vet contractors and protect both parties with smart contracts.



Thank You