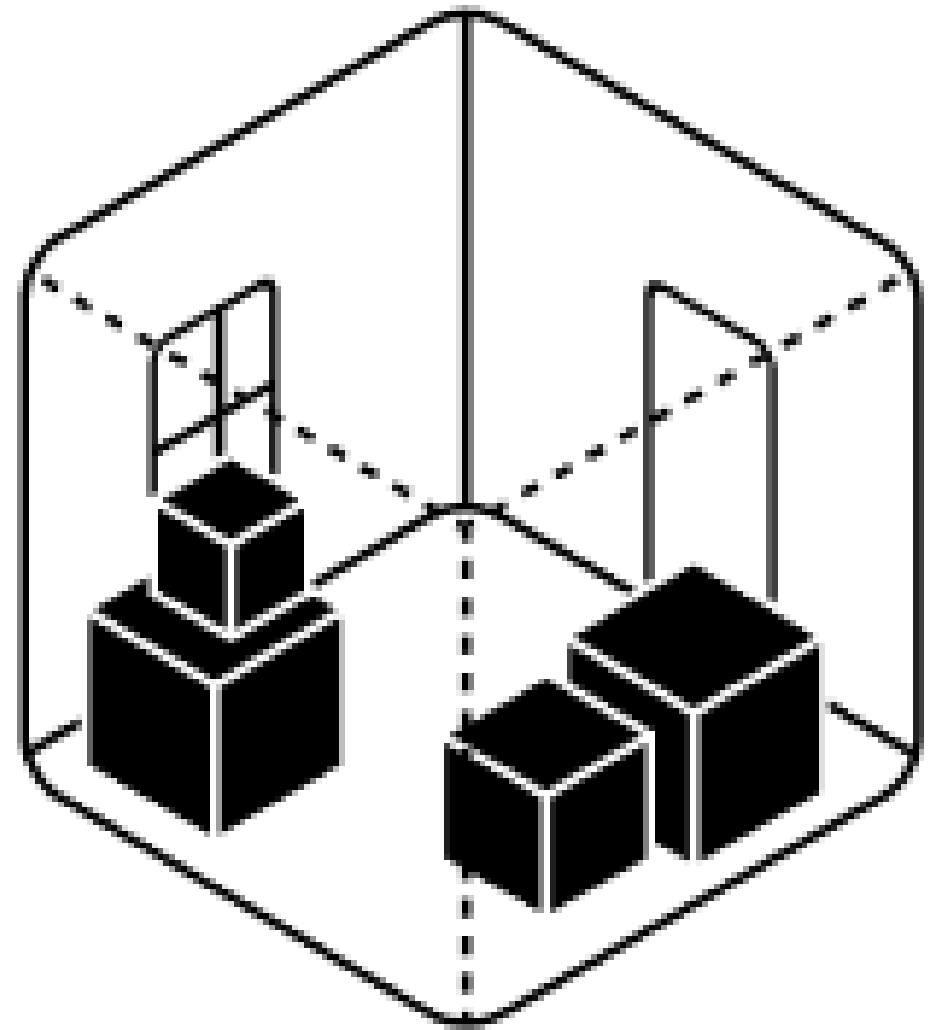
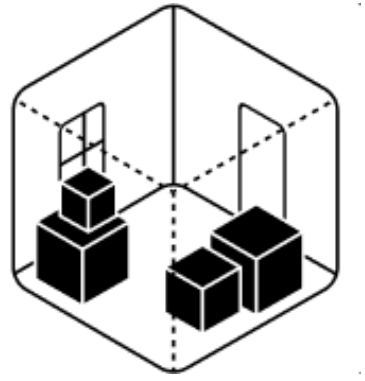


Homescan

Precision Moving Estimating



Problem

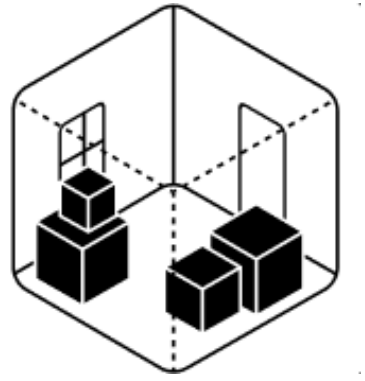


Moving companies face critical challenges that impact efficiency and profitability:

- **Inaccurate Estimations:** Leading to revenue losses and operational inefficiencies.
- **Customer Dissatisfaction:** Resulting from unmet expectations and delays.

These issues call for a scalable solution to optimize operations and enhance customer experiences.

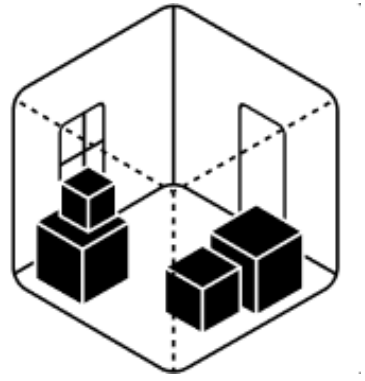
Solution



An AI-powered scanning tool that revolutionizes the moving industry by:

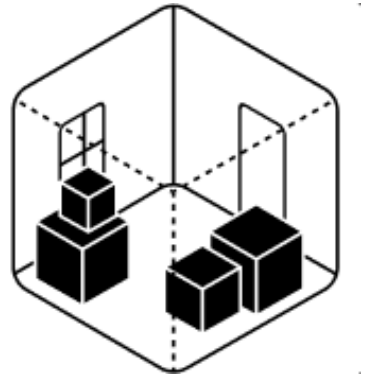
- **Automating Inventory Creation:** Auto-populates detailed inventory lists with precise dimensions, streamlining the estimation process.
- **Eliminating Misestimations:** Ensures accuracy, reducing operational inefficiencies and revenue loss.
- **Enhancing Customer Experience:** Provides reliable estimates, improving satisfaction and trust.

Features



- **AI-Powered Accuracy:** Generates precise inventory estimates, eliminating guesswork.
- **Revenue Protection:** Minimizes losses caused by misestimations.
- **Customer-Centric Quotes:** Delivers accurate and reliable moving quotes, enhancing trust.
- **Auto-Populated Inventory Lists:** Simplifies onsite estimations, saving time and effort.

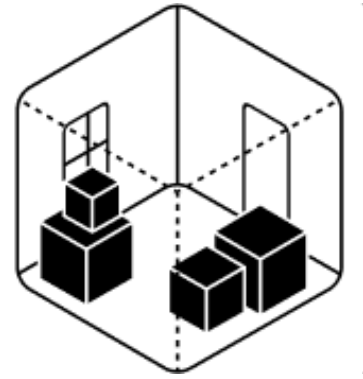
Business Model



1. Consumer Side (Lead Generation)

- **Free Tool:** Consumers can use the HomeScan AI tool for free to scan their inventory and generate moving quotes.
- **Data Capture:** Collect move details and contact information (with consent) from consumers to generate high-quality leads for moving companies.
- **Lead Generation:** Each scan creates a qualified lead that can be sold to moving companies.

Business Model



2. Moving Company Side (Revenue Generation)

Subscription-Based Model:

Moving companies pay a recurring fee to access qualified leads.

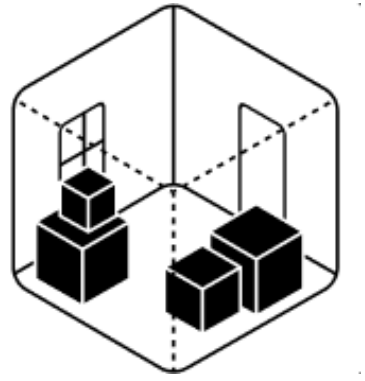
Tiers:

- Basic: 100 shared leads/month.
- Premium: 250 exclusive leads/month.
- Enterprise: 500+ exclusive leads, support, and analytics.

Pay-Per-Lead Model:

- Companies pay for each lead they purchase.
- Lead Cost: \$50 for standard leads, \$80+ for exclusive leads.
- Filtering: Filter by move type, location, or customer needs.

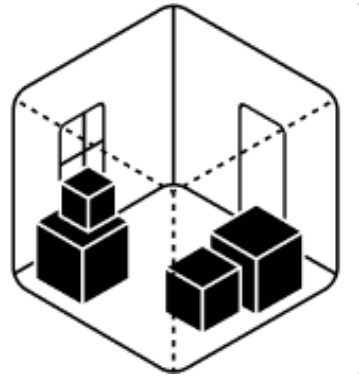
Business Model



3. Revenue Streams

- **Recurring Revenue:** From the Subscription-Based Model, where moving companies pay a regular fee to access leads.
- **Transactional Revenue:** From the Pay-Per-Lead Model, where moving companies pay for each individual lead.
- **Upselling Opportunities:** Additional services like premium leads, customer analytics, and training (for moving company staff) can be offered for an added fee.

TAM



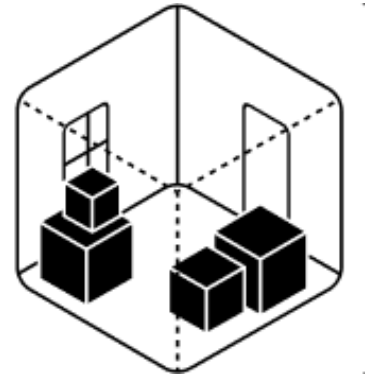
1. Subscription-Based Model:

- Annual Revenue per Moving Company (AR) = $\$1,200/\text{month} * 12 \text{ months} = \$14,400/\text{year}$ (Premium Tier)
- TAM from Subscription Model =
- TAM (Subscription) = $20,000 \text{ companies} * \$14,400/\text{year}$
- TAM (Subscription) = \$288 million

2. Pay-Per-Lead Model:

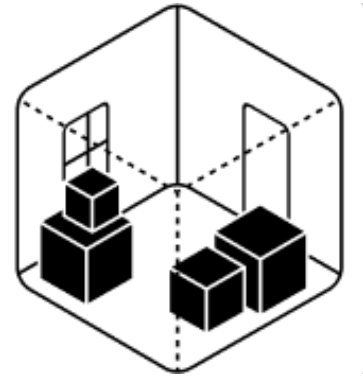
- Average Number of Leads per Year per Moving Company:
- Assuming each moving company purchases 500 leads per year.
- Revenue per Moving Company per Year from Pay-Per-Lead =
- $500 \text{ leads} * \$50 \text{ per lead} = \$25,000 \text{ per year}$
- TAM (Pay-Per-Lead) = $20,000 \text{ companies} * \$25,000/\text{year}$
- TAM (Pay-Per-Lead) = \$500 million
- Total TAM = \$788 million

GTM Strategy



Objective: Validate HomeScan's effectiveness, refine the product based on real-world feedback, and build case studies for scaling to a larger market.

Roadmap



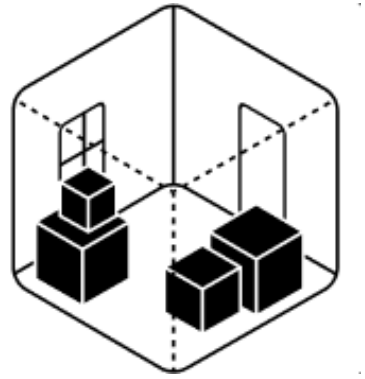
Phase 1: Preparation

- Identify 5-10 moving companies representing diverse customer segments.
- Set pilot goals: improve estimate accuracy, reduce losses, and enhance customer satisfaction.
- Offer tailored onboarding and exclusive early adopter benefits (e.g., discounted or free access).

Phase 2: Execution

- Deploy HomeScan with minimal disruption.
- Track key metrics (e.g., accuracy rates, time savings) using in-app analytics.
- Collect feedback through regular check-ins to refine the product.

Roadmap



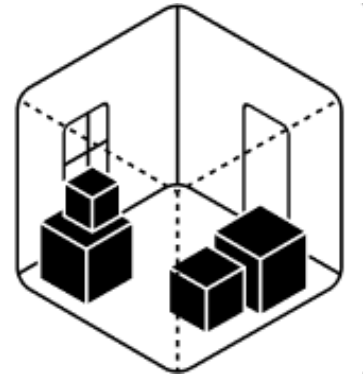
Phase 3: Evaluation

- Analyze pilot results and create case studies showcasing success stories.
- Develop marketing assets like testimonials and whitepapers.
- Convert pilot participants to paid plans with exclusive pricing.

Phase 4: Scale

- Use pilot insights to target broader markets via digital campaigns and partnerships.
- Expand customer support for scalability.
- Drive adoption with referral incentives from early adopters.

Future Updates



Goal: Optimize truck loading for efficiency and safety, while simplifying labor training and improving workflows.

Algorithm Development

- Develop a 3D bin-packing algorithm optimized for:
 - Item dimensions (height, width, depth)
 - Item fragility and stacking restrictions
 - Loading/unloading sequence for workflow optimization
 - Weight distribution for safe transport

Instruction Generation for Labor Training

- Generate step-by-step visual and textual instructions, including:
 - Item loading order
 - Placement for stability and space efficiency
 - Highlighted zones for fragile or priority items
 - Sequence aligning with unloading needs to minimize rehandling