

Kitchen Contractor

Build your dream kitchen

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Motivation

- Spent several summers working as a carpenter - noticed many inefficiencies
- Role of General Contractor
- Small projects
 - No specialized knowledge
 - Management ability
- Consistent steps
 - Scope of project

Goal

Give homeowners the ability to fulfill the role of General Contractor on kitchen renovation projects, allowing for greater control and monetary savings

Related Work

- Angie's List
 - Rate services in their communities
 - No project planning features
- Home Advisor
 - Connects users to contractors
 - No project planning features
- Building Guide
 - general advice for home builders, and sourcing contractors
 - very general, specific to NZ

Approach

- Capture the scope and specifics of a construction project
- Translate into building plan
 - Outline steps
 - Contractors
- Source contractors on the platform
 - Ratings - reliability
- Eliminates need for General Contractor
 - Creates plan
 - Provides contractors

Customers and Market

- \$18.2 billion on kitchen renovations last year
- Average cost of remodel : \$17,000 - \$37,000

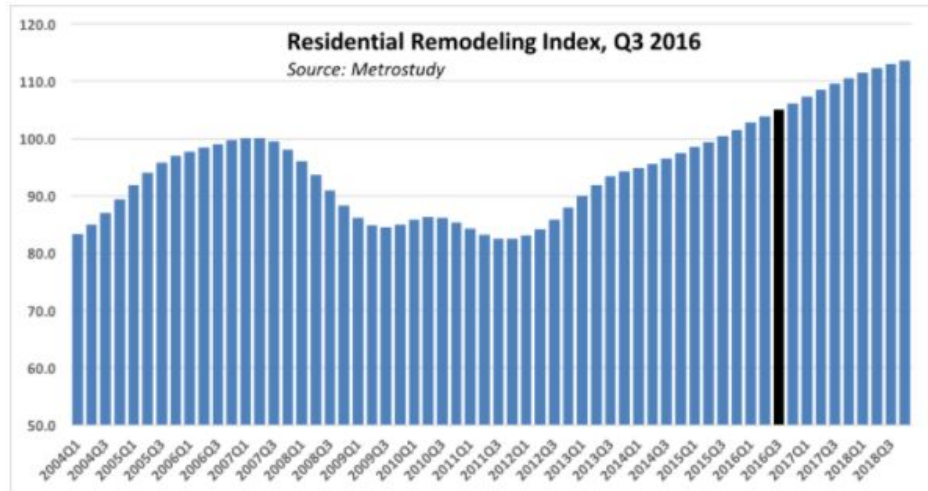
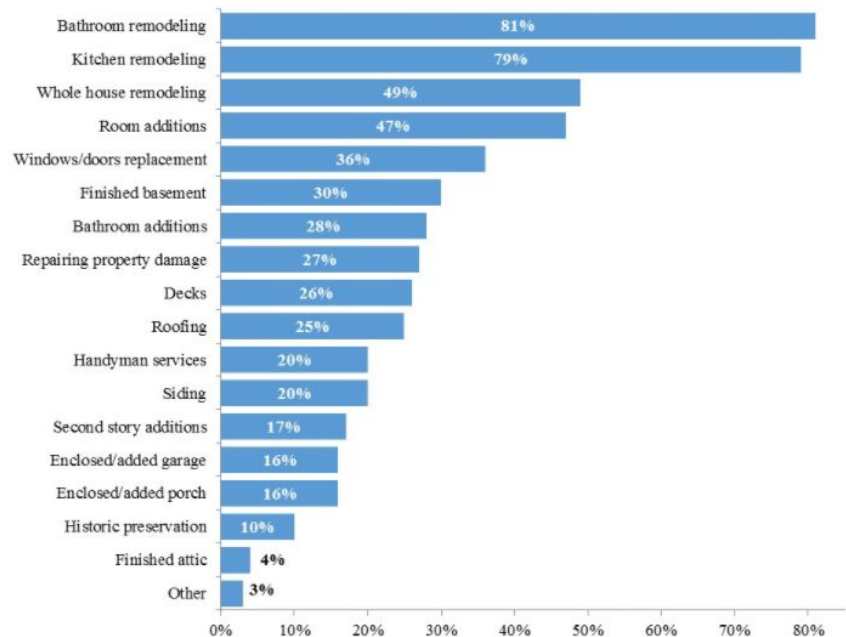


Exhibit 1: Most Common Remodeling Jobs Performed in 2015 (Share of remodelers reporting job as common)



Customer Acquisition

- Contractors
 - Union organizations
 - Referral rewards
 - Word of mouth industry
 - Free trial
- Home-owners
 - Targeted advertising
 - Magazines, websites
 - Referral rewards

Revenue and Pricing

- Business Model
 - Homeowners
 - Free
 - Contractors
 - Monthly subscription
 - Growth first
 - Ads
 - Sponsorships - feature products
- Revenue:
 - Initially low
 - Reduce variable costs - referral rewards/raffles

Implementation

- Build a MVP website that would allow users to plan and manage a kitchen renovation
 - Focus solely on steps, not project design
- Using: Flask, Javascript, CSS, HTML, SQLAlchemy
- To create a new project:
 - Questionnaire about scope of renovation
 - Outline of required steps to take
 - Search and source contractors for the project
- Manage project from project page

Results

- Survey information from various homeowners
 - Functionality
 - Ease of use
- Survey general contractors
 - Accuracy/correctness of the plans
 - What details should additionally be taken into account

Conclusions

- Capturing the scope of a construction project makes it possible to translate it to straightforward steps
 - Consistent steps in construction process
 - Contractors require specialized knowledge - manager does not
- Platform has the potential to resolve the need for a general contractor on small scale projects
 - Saves homeowners money
 - Added control

Future Work

- Different types of renovations/projects
- Closer work with an experienced general contractor
 - More accurate project plans
- Incorporate building codes and construction laws
 - Vary depending on place