Mission

To revolutionize the landscaping industry through AI-driven estimation, visual analysis, and voice automation, empowering small landscaping businesses to deliver fast, accurate, and transparent project quotes — without needing technical expertise. " We help landscapers spend less time quoting and more time creating."

Strategy

1. Empower through simplicity — WorkRockPro uses voice, photo uploads, and AI intelligence to make estimating as easy as talking. 2. Integrate seamlessly — Connects with JotForm, Pipedream, and Render for instant use. 3. Build trust with transparency — Estimates clearly show costs and materials. 4. Automate the flow — Every interaction generates data to refine pricing and insights.

Product Overview

WorkRockPro is an AI-powered estimation and communication platform for landscapers and home maintenance pros. Features include: • AI Photo Analysis — Identifies mulch, shrubs, and materials from images. • Voice Interaction ("Talk to Jared") — Speak naturally; Jared replies in real-time. • Smart Estimator Engine — Detailed, tiered estimates using company pricing. • Integration Ready — Works with JotForm, Sheets, and Pipedream. • Interactive Canvas UI — Mobile-first, voice-enabled, and adaptable to other trades.

Competitive Advantage

1. Voice-First AI — Feels human; Jared listens and talks back. 2. Built for Field Work — Mobile-optimized with camera and mic integration. 3. Local Business Empowerment — Simple tools for small teams to compete big. 4. Modular API Architecture — Scalable across multiple service industries. 5. Proprietary Insight Layer — Builds data intelligence on pricing and materials.

Goals

Short Term (Next 6 Months): • Deploy full AI speech + photo pipeline on Render. • Launch beta with 10–20 landscapers in Tennessee. • Build brand landing page and testimonial flow. • Integrate Stripe for service billing. Medium Term (6–12 Months): • Expand to Nashville and nearby regions. • Add 3D yard mapping and AR client preview. • Partner with material suppliers for affiliate integration. Long Term (1–3 Years): • License AI engine to other home-service industries. • Add invoicing and follow-up automation. • Build proprietary regional landscaping dataset.