Investor Pitch Deck – HomeServicesEtc.com

# 1. Business Overview

HomeServicesEtc.com is a reverse job marketplace designed to connect homeowners and businesses with qualified service providers. The platform empowers job posters to submit task requests for free while tradies pay subscription fees to apply for listed jobs. This model promotes transparency, accessibility, and efficiency.

# 2. Problem & Opportunity

Homeowners struggle to find reliable and verified tradespeople, while tradespeople face rising costs from lead-based platforms. HomeServicesEtc.com bridges this gap by offering an affordable, subscription-based service with full verification protocols and no hidden fees.

# 3. Market Size & Demand

The home services market in Australia exceeds $50 billion annually, with increasing demand for verified, on-demand service providers. The platform is scalable across other English-speaking countries and can integrate verticals like real estate and business services.

# 4. Business Model

Revenue is generated through tiered monthly subscriptions and optional annual verification fees:  
- $10 to $95/month subscription tiers  
- $99–$149/year for Verified Pro Badge

# 5. Financial Projections

Year 1: 1,500 service providers → $200,000+ recurring revenue  
Year 2: 5,000+ providers → $750,000+ recurring revenue  
Break-even expected in 12–15 months with 25% net margin.

# 6. Use of Funds

- Platform development & security: 30%  
- Marketing & partnerships: 35%  
- Compliance & verification systems: 15%  
- Operational staff & support: 20%

# 7. Team & Milestones

Led by George M. Sparsis, with over 50 years of real estate and business development experience. Phase 1 beta launch in NSW; national expansion and CRM integration in Phase 2. Target of 10,000+ active users in Year 2.