

Update as of 3/20:

Since our last submission, we have been engaged in talks with a major US real estate brokerage firm to onboard all their affiliate realtors into Bridgly. These ongoing discussions are time consuming and sensitive in nature, focused on tailoring Bridgly into their current business processes.

This development could prove very significant for us and has taken up most of our time. Due to our immediate focus on acquiring a customer that could immediately solve our concerns with onboarding large numbers of high-producing realtors, we have had less time to work on the McGinnis competition.

As such, we would like to apologize for not having been able to completely revise our document into a comprehensive and extensive business plan. However, we have been able to incorporate and address specific issues and concerns judges raised within the document, including adding screenshots of parts of the initial product we've rolled out to trial realtors, as well as addressing specifics about team composition, proforma finances and realtor acquisition strategy.

For our revised business plan with the changes incorporated, please see below: