



Your Home, Remembered™

The AI-Powered Cleaning Revolution

Platform Built

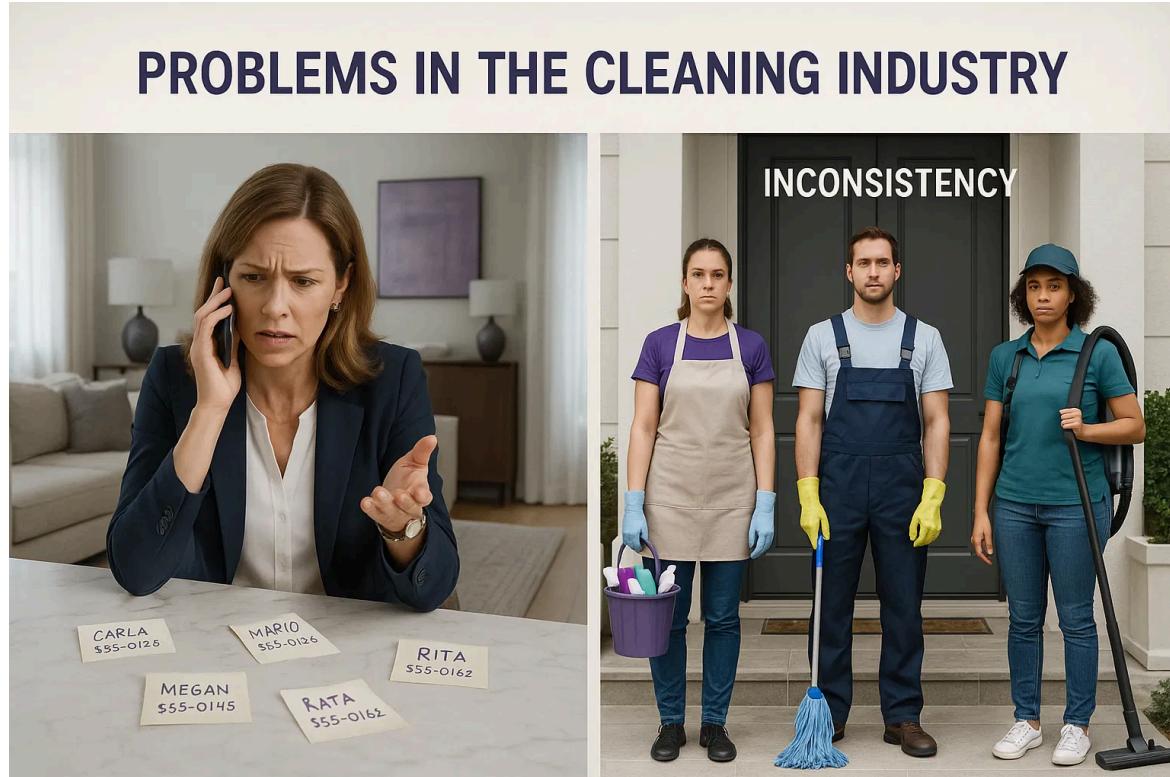
Team Assembled

Ready to Launch

\$100K Convertible Note | North Dallas Launch

Problems in the Cleaning Industry

"Every cleaning service treats your home like it's their first time"



- ✖ **Inconsistency:** Different cleaner each time, no memory of preferences
- ✖ **Trust deficit:** Strangers in homes with no accountability
- ✖ **Price opacity:** Hidden fees, unclear pricing structure
- ✖ **Poor technology:** Manual scheduling, no digital experience

North Dallas Market Reality:

842,691 residents 85,500 target households
 \$ 96K-\$142K median income ZERO tech-enabled cleaning services

Maidly.ai: The Cleaning Service with a Memory

AI-powered system that remembers every detail of your home

AI Memory System

Remembers where items belong, preferred products, and special instructions

Learning Loop

Improves service quality through feedback analysis and continuous learning

Predictive Analytics

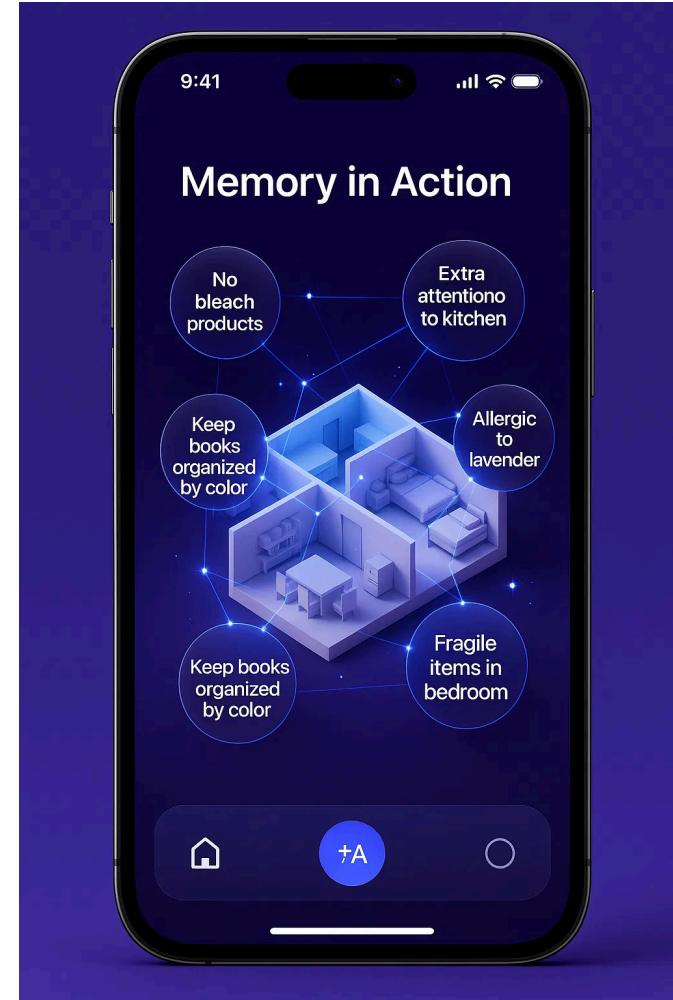
Suggests optimal cleaning frequency and services based on usage patterns

Crew Briefings

AI-generated personalized instructions for each visit

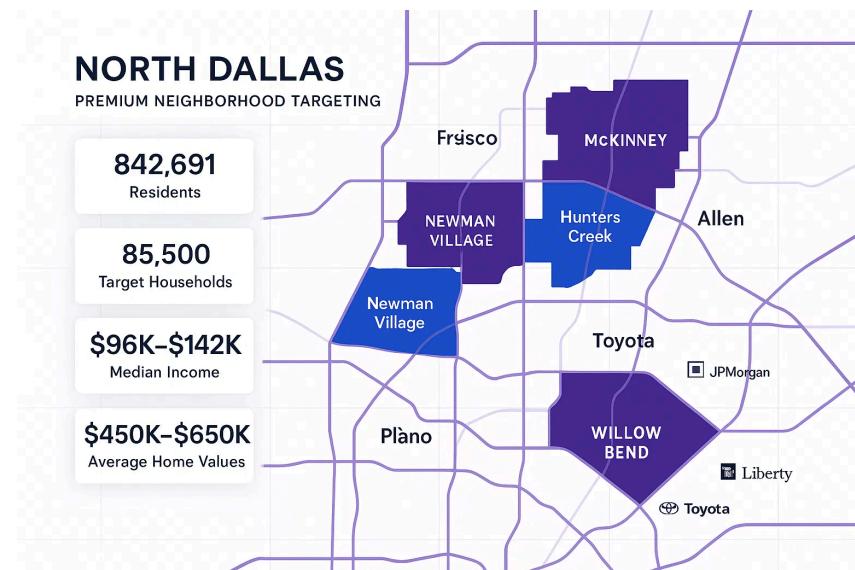
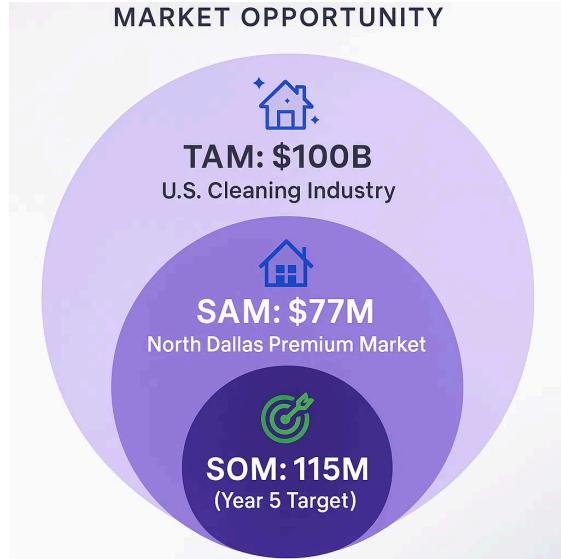
Same Team Consistency

Consistent crew assignment builds trust and familiarity



Market Opportunity

Massive Market, Perfect Timing



Market Size

- TAM:** \$100B U.S. Cleaning Industry
- SAM:** \$77M North Dallas Premium Market
- SOM:** \$15M (Year 5 Target)

North Dallas Demographics

- 842,691** residents across Frisco, McKinney, Allen & Plano
- 85,500** target households (top 30% income tier)
- \$96K-\$142K** median household income

How It Works

Simple 3-step process powered by AI

1



Smart Booking

Instant scheduling, transparent pricing,
preference selection

Dynamic Pricing Calculator

Home size 3000 sqft

Bedrooms 4

Bathrooms 3

\$266/cleaning
\$253 bi-weekly

Base: $\$50 + (\$0.03/\text{sqft}) + (\$20/\text{bedroom}) + \$25/\text{bathroom}$

Pricing Modifiers

Eco-Friendly Products +15%

BYO Supplies -20%

Weekly Frequency -10%

Bi-weekly Frequency -5%

2



AI Learning

Captures details, builds preference profile,
improves each visit

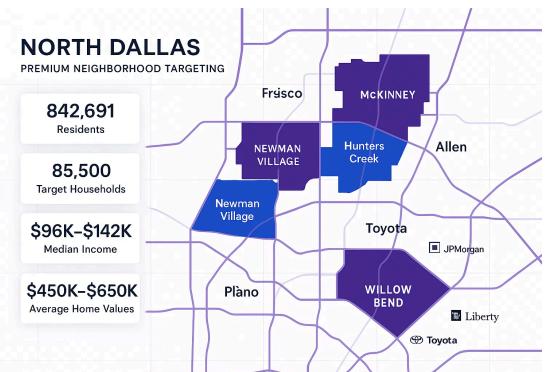


3



Perfect Service

Crew gets AI briefing, follows exact preferences,
customer rates and refines



Smart, Transparent Pricing

Dynamic pricing model based on home size and features

Dynamic Pricing Formula

Base: \$50 + (\$0.08/sqft) + (\$20/bedroom) + (\$25/bathroom)

Real Examples

2,000 sqft (3BR/2BA)

\$186

\$177 bi-weekly

3,000 sqft (4BR/3BA)

\$266

\$253 bi-weekly

4,500 sqft (5BR/4BA)

\$376

\$357 bi-weekly

Pricing Modifiers

Eco-Friendly Products

+15%

BYO Supplies

-20%

Weekly Frequency

-10%

Bi-weekly Frequency

-5%

Unit Economics

\$253

Average Ticket

65%

Gross Margin

\$75

CAC

81:1

LTV/CAC

Dynamic Pricing Calculator

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Bedrooms 4

Bathrooms 3

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Neighborhood Conquest Strategy

Phased rollout across North Dallas premium neighborhoods

Phased Expansion

Phase 1: Frisco

Target: Starwood, Newman Village, Panther Creek

Months 1-2

15,000 households

Goal: 50 customers

Phase 2: West Plano

Target: Willow Bend, Hunters Creek, Kings Gate

Months 3-4

20,000 households

Goal: 100 total customers

Phase 3: McKinney/Allen

Target: Craig Ranch, Adriatica, Twin Creeks

Months 5-6

25,000 households

Goal: 200+ total customers

Acquisition Channels

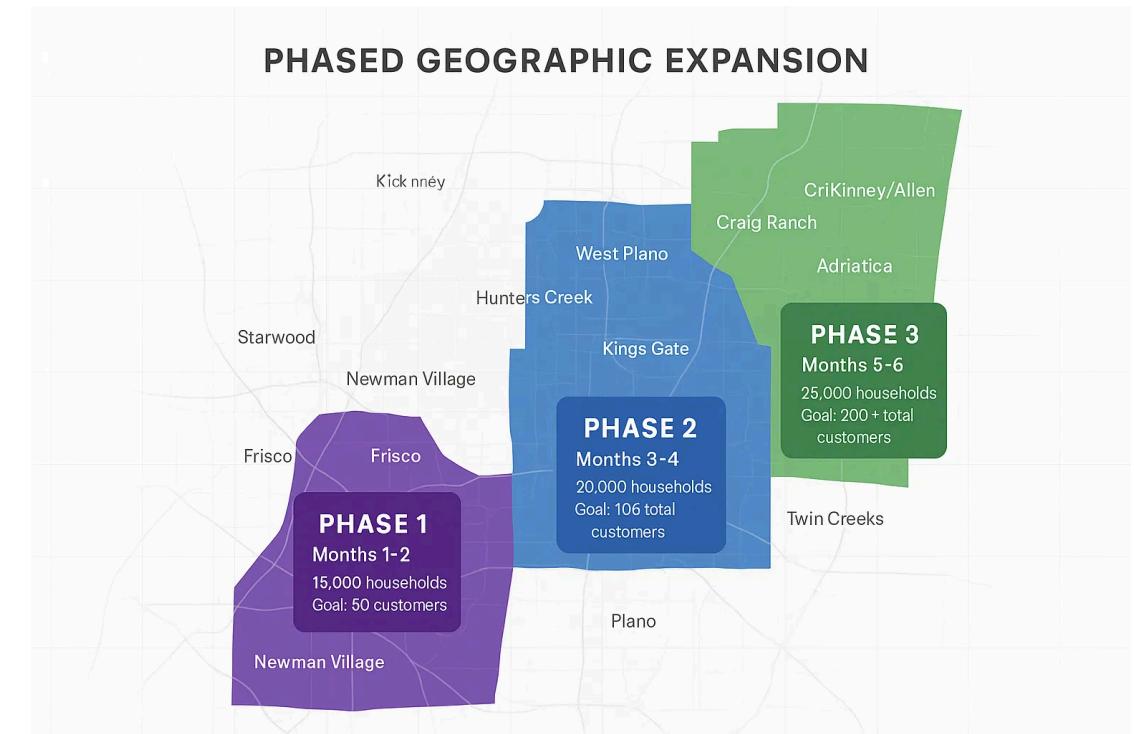
 Facebook/Instagram Ads

 Corporate Partnerships

 Real Estate Agents

 Nextdoor Marketing

 \$50 Referral Program



Competitive Analysis

The Only AI-Powered Cleaning Service in North Dallas

COMPETITIVE ANALYSIS

Comparison of Maidly.ai with North Dallas competitors

Feature	Maidly.ai	Dailas Maids	The Maids	Handy
AI Memory System	✓	✓	✗	✗
Consistent Teams	✓	✓	✓	✗
Transparent Pricing	✓	✗	✗	✗
Instant Calculator	✓	✗	✗	✗
Mobile App	✓	✗	✓	✗
Personalization	✓	✗	✗	✗
Average pricing	\$253	\$175	\$200	\$90



Data Network Effects

More customers → better AI → superior service → more customers



Switching Costs

Customers lose their trained AI preferences when switching services



First Mover

12-18 month head start on AI implementation in cleaning services

Proof Points

Honest assessment of our current status and validation



Product Ready

- ✓ Full platform built and operational
- ✓ Next.js, React, TypeScript stack
- ✓ Stripe integration live for payments
- ✓ AI memory system operational
- ✓ Dynamic pricing calculator functional



Market Validated

- ✓ Comprehensive competitive analysis completed
- ✓ **85,500** target households identified
- ✓ **Zero** AI-powered competitors in market
- ✓ Clear pricing advantage with dynamic model
- ✓ Neighborhood targeting strategy validated

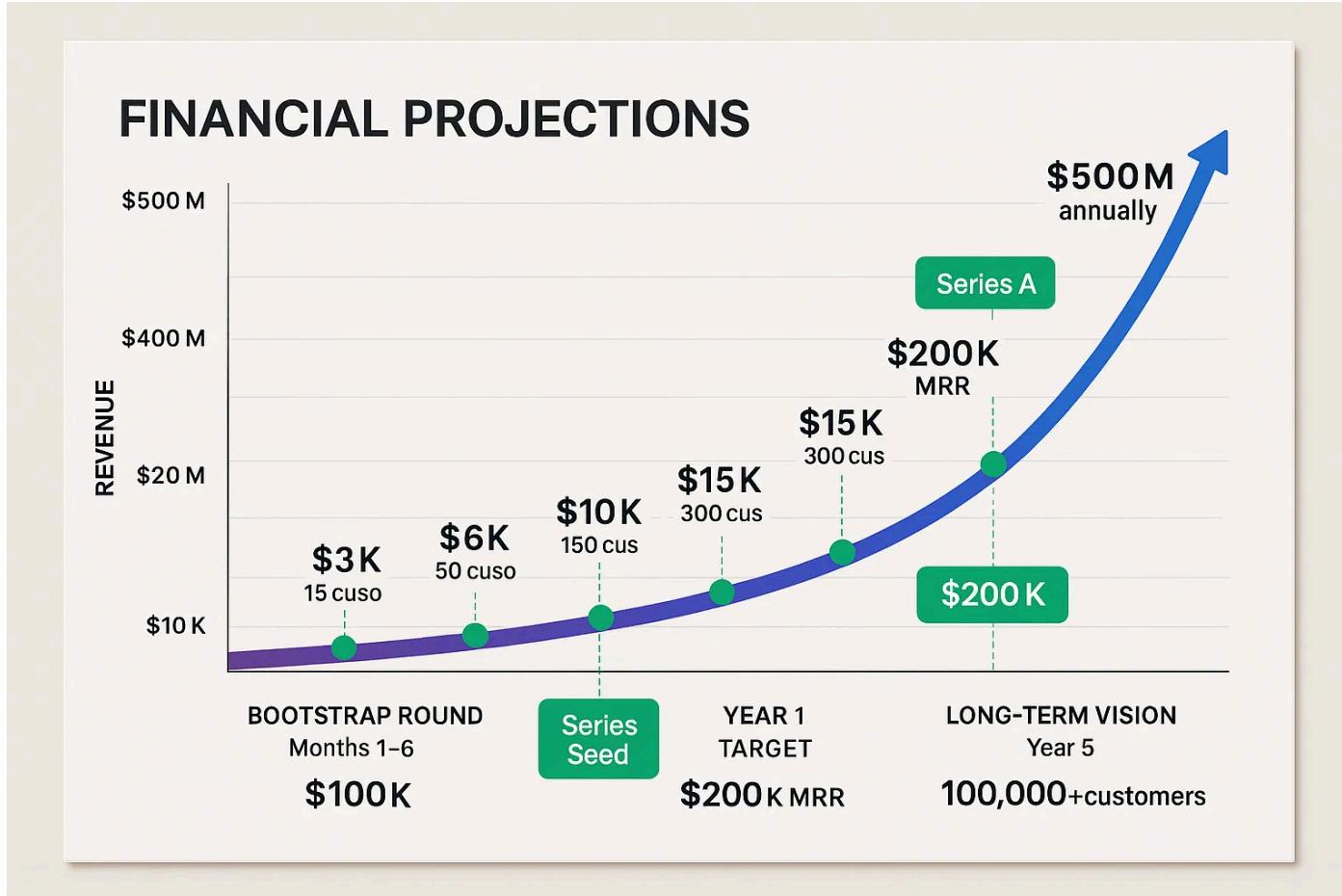


Team Assembled

- ✓ Board: Harrison (Chairman), Tim (CEO), Ian (Tech)
- ✓ Founding Partner Program launched
- ✓ Chief Maid candidate identified
- ✓ Equity structure finalized
- ✓ Corporate partnerships in discussion

Financial Projections

Path to \$500M Revenue



Bootstrap Phase (6 Months)

Month 1:	15 customers, \$3K revenue
Month 3:	50 customers, \$10K revenue
Month 6:	200+ customers, \$40K+ revenue
Month 6 Profit:	\$15K+

Series Seed Phase (Year 1)

Target Customers:	1,000
Monthly Revenue:	\$200K MRR
Monthly Profit:	\$50K
Retention Rate:	85%

Long-Term Vision (5 Years)

Annual Revenue:	\$500M
Markets:	50+ cities across U.S.
Active Customers:	100,000+
Target Valuation:	\$5-10B

Board & Leadership

Strategic leadership with operational execution

Board of Directors

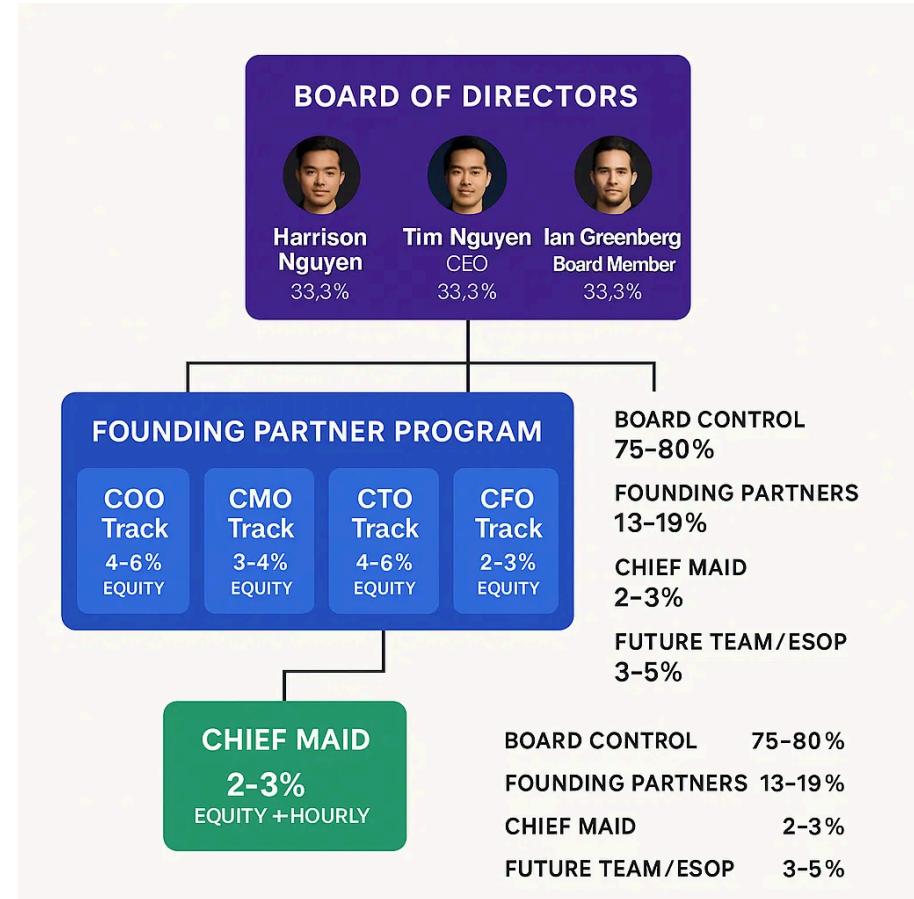
H	Harrison Nguyen Chairman of the Board	33.3%
T	Tim Nguyen CEO & Board Member	33.3%
I	Ian Greenberg Board Member & Strategic Advisor	33.3%

Founding Partner Program

 COO Track 4-6% equity	 CMO Track 3-4% equity
 CTO Track 4-6% equity	 CFO Track 2-3% equity

Equity Distribution

Board Control:	75-80%	Founding Partners:	13-19%
Chief Maid:	2-3%	Future Team/ESOP:	3-5%



\$100K Convertible Note

Strategic capital to accelerate growth

Convertible Note Terms

- ٪ 25% discount to Series Seed
- ⌚ 6% interest, 24-month maturity
- ➡ Converts at \$1M+ qualified round
- ⌚ Series Seed target: \$5-10M pre-money

What This Gets You

- 📍 Ground floor of billion-dollar opportunity
- ⌚ 25% discount to \$5-10M Series Seed valuation
- ⌚ Proven team with built platform
- 🚩 First-mover in massive market

CONVERTIBLE NOTE ALLOCATION

Marketing & Acquisition

- Facebook/Instagram ads \$10K
- Google Ads \$10K
- Local advertising \$5K
- Content creation \$3K
- Optimization \$2K

Operations & Team

- Chief Maid compens: 115K
- Second crew hiring \$10K
- Supplies & equipment \$5K
- Branding \$3K
- Insurance \$2K

50%
\$50K

35%
\$35K

10%
\$10K

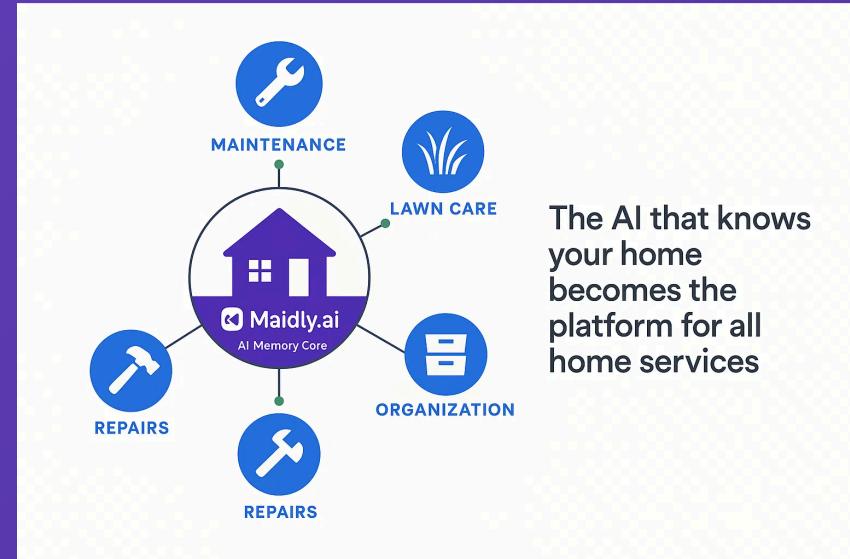
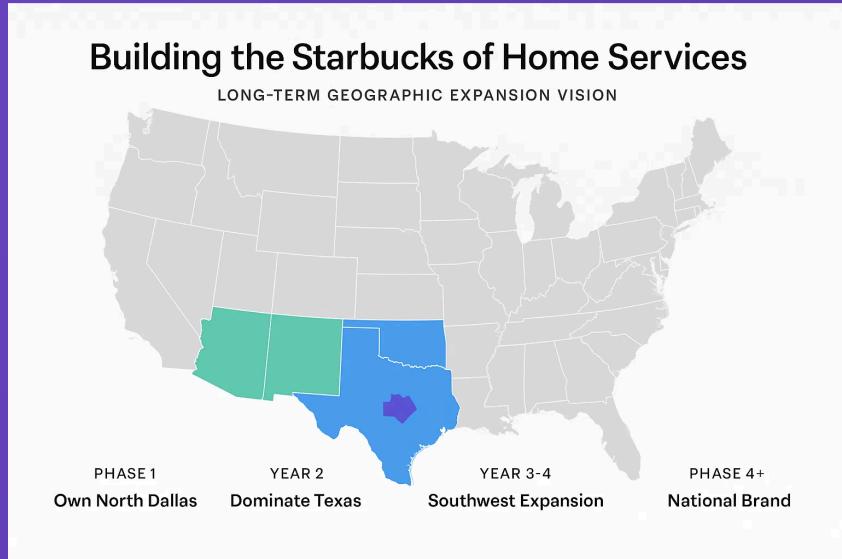
Marketing & Acquisition

- Facebook/Instagram ads \$30K
- Google Ads \$10K
- Local advertising \$5K
- Content creation \$3K
- Optimization \$2K

Business
Development
5%
\$5K

Building the Starbucks of Home Services

From Dallas to National Brand



📍 Geographic Expansion

- **Year 1:** Own North Dallas
- **Year 2:** Dominate Texas (Austin, Houston, San Antonio)
- **Years 3-4:** Southwest expansion
- **Year 5+:** National brand

🏡 Beyond Cleaning

- The AI that knows your home becomes the platform for all home services
- Maintenance, Lawn care, Organization, Repairs

↗️ Exit Opportunities

Strategic Acquisition

Years 3-5: Amazon, Google,
ServiceTitan, Angie

\$500M-\$1B

Financial Exit

Years 5-7: PE Rollup, IPO

\$1B-\$3B