[[Start with presentation deck]]

Story intro - 0:10

[Background: Picture of Kyle, maybe with Phoenix metro area] - done

“Kyle is a general contractor who spends his days running around Phoenix, Arizona, managing home improvement projects. He spends a large portion of his time going from site to site assessing prospective projects, often from referrals.”

Running total - 0:10

Story build up - 0:10

[Background: data about Phoenix market]

“Kyle has tried sites like Thumbtack, but competition is fierce and those homeowners often aren’t very good at scoping jobs. While there are many jobs out there, finding the right one requires lots of time, and for Kyle, time is always money.”

Running total - 0:20

Problem description - 0:15

[Background: images of a few we spoke with] - done

“In the last day and a half we’ve spoken with several contractors like Kyle - except that they are real contractors - who share the frustration of constantly assessing contract jobs that never work out.”

Running total - 0:35

Climax - 0:15

[Background: same as above]

“Across North America, almost 3 million contractors share this pain. This is why we built Home Hero, a new way to find and evaluate contract jobs. Let’s go back to Kyle’s story.”

Running total - 0:50

[[Move from slides to live demo]]

Story solution intro - 0:15

[Background: live dashboard page]

“After a day in the field, Kyle opens the e-bulletin for the Arizona General Contractors Association, and sees that Home Hero is a sponsor. Kyle clicks the link in the newsletter. He is taken to a page with a list of potential contract jobs in his area, with job values... interesting. He clicks the first one.”

Running total - 1:05

Story solution cont’d - 0:25

[Background: live property page]

“Kyle sees a page with the information about the property that he needs. Even before visiting the property; Kyle can examine the property using very recent photos. And no more relying on owners’ poor descriptions of a scope of work!”

“Kyle evaluates this property. [click] Hmm, this property needs some kitchen, bathroom, and exterior work done. Intrigued, Kyle clicks Favorite [click], and goes to bed.”

Running total - 1:30

Story conclusion - 0:20

[Background: Kyle’s gmail account, then trigger new listing]

“The next morning while eating breakfast in his bathrobe, Kyle checks his email. His newest is a message from the agent for the property he clicked on last night… they want a proposal! No problem.”

[star the email in gmail, go back to inbox, click new email]

“Oh hey - another new potential job has been identified that matches Kyle’s criteria. He clicks the link in the email to take a look without leaving the kitchen table.”

Running total - 1:50

Business relationships - 0:30

[Background: go to Kyle’s mock profile page, scroll around]

“Because contractors, and the agents they work with, are reliant almost solely on desk drawers full of business cards, we use standard profiles and make it easy to connect. Ultimately, with Home Hero, area contractors can pitch renovation jobs for a property, and the agent gets a set of bids to present to the buyer right after closing.”

“The contractor gets job opportunities catered to their individual preferences.

The agent gets a list of value improvement opportunities to present their client.

The homeowner gets well-scoped proposals for their renovation project.

Home Hero sets up the agent, contractor, and homeowner for success.”

Running total - 2:20

Technical overview - 0:10

[Background: Go to dashboard, click through property filters]

“The blood flowing through Home Hero’s anatomy is data from Retsly’s MLS API. Home Hero gathers information about listings in a sale pending status and calculates the results based on how well they match the user, and serve them in the order of their rating.”

Running total - 2:30

Technical development - 0:15

[Background: Click checkboxes on a property page]

“We developed a simple scoring system based on feedback we collected from contractors this weekend. But this is just the beginning. We’ve designed a data collection feedback loop to improve our scoring algorithm over time as contractors evaluate potential jobs. We also plan to enrich the experience by pulling in additional information from the Retsly API - including property descriptions - and other data from the Zillow network, like Zestimates for use in our reno value calculation.”

Running total - 2:45

[[Go back to slides]]

Close - 0:15

[Background: team slide w/ logo]

“Thank you for your time and attention, and our hosts Retsly for providing such awesome data to play with. We’d love to hear your questions and feedback about Home Hero. Thanks, yall.”

Running total - 3:00