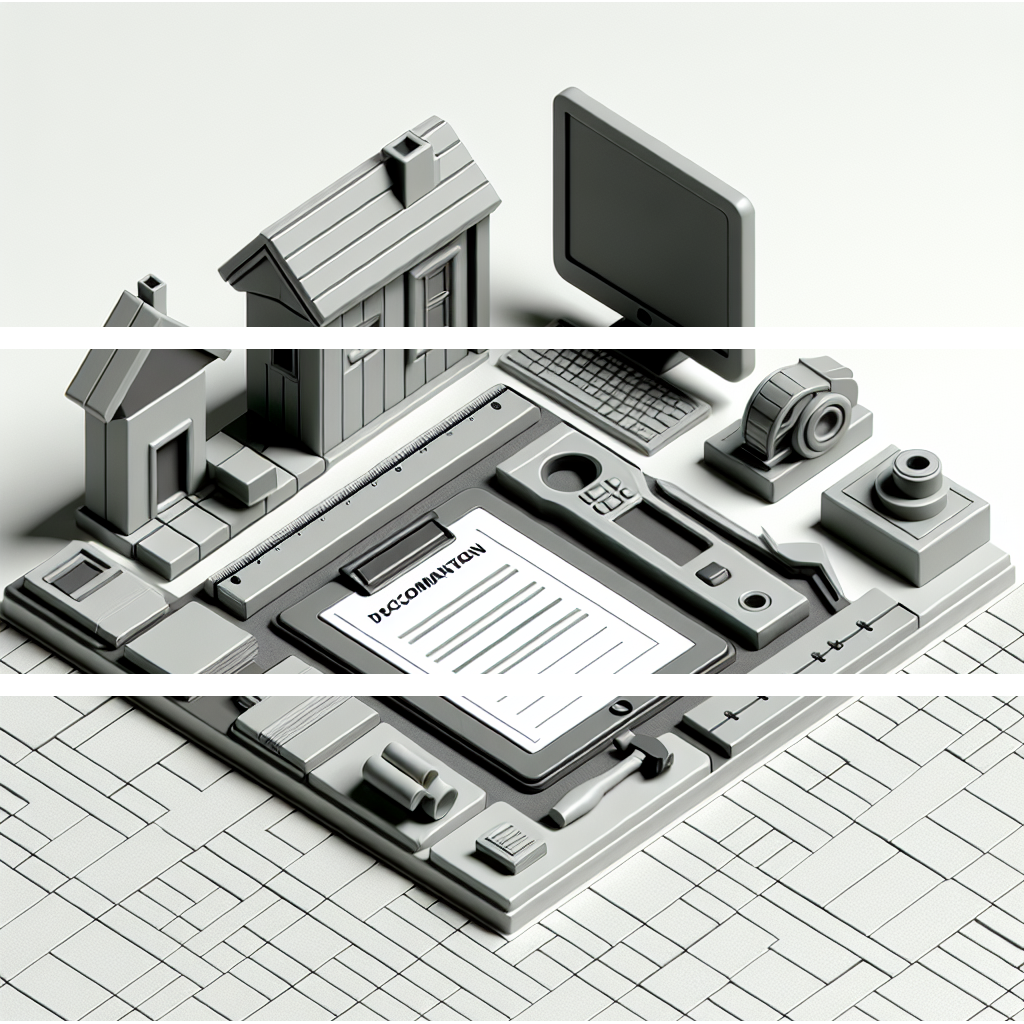


Company Primer

**Floorzap**

Generated on 19 August 2024



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# Quick snapshot

* **Company firmographics** (Source: Crunchbase)
  + Company Type: Startup; Operating Status: Active
  + Year founded: 2018; HQ: Texas, USA
  + No. of employees: 11-50
  + Website: <https://www.floorzap.com>
* **Product details** (Source: Wokelo Synthesis)
  + Product Category: Flooring Business Management Software
  + Industry: Business Operations Platform
  + Summary: Floorzap is a cloud-based software tailored for the flooring and remodeling industries, designed to streamline operations such as customer management, inventory tracking, quoting, invoicing, and contractor scheduling. Developed by experts in both flooring and software engineering, it enhances communication and coordination across business processes. Floorzap offers customizable, user-friendly features accessible from any device, making it an essential tool for managing a flooring business efficiently.

# Management profiles Beta

Note: Management profiles sourced across company websites, LinkedIn and other sources with links below - please validate key items

|  |  |  |
| --- | --- | --- |
| **Management** | **Background** | **Quick Bio** |
| **Mike** [1-3]  Founder | * + Mike is the Founder of Floorzap, a revolutionary software tailored specifically for the flooring industry. The product, a result of collaboration between flooring and software engineering experts, aims to streamline operations such as inventory management, contractor scheduling, sales commissions, invoicing, and customer management. | - |
| **Bradoc** [1-3]  Founder | * + Bradoc is the Founder of Floorzap, a business management software specifically designed for the flooring and remodeling industries.   + **Previous Experience:** Bradoc has collaborated with other experts to bring functional software tailored to the flooring industry. | - |

Sources:

[1] Floorzap [(link)](https://www.floorzap.com/testimonials/john-bhai/)  
[2] Floorzap [(link)](https://www.floorzap.com/about/)  
[3] Floorzap [(link)](https://www.floorzap.com/)

# Competitive landscape

## Overall categories of players

|  |  |  |
| --- | --- | --- |
| **Categories** | **Example Players** | |
| **Marketing Platforms** |  | [Broadlume](https://test.wokelo.ai/dashboard/workflows/company-deep-dive-new-v2/?company=broadlume): Broadlume focuses on providing local flooring dealers with a platform to bring their in-store experience to an online audience, heavily emphasizing marketing functions. |
| **Measurement Solutions** |  | [Measure Square](https://test.wokelo.ai/dashboard/workflows/company-deep-dive-new-v2/?company=measure-square): Measure Square delivers software solutions specifically aimed at managing measurements for flooring, granite, and tiling industries. |
| **ERP Solutions** |  | [Qfloors](https://test.wokelo.ai/dashboard/workflows/company-deep-dive-new-v2/?company=qfloors): QFloors develops ERP software tailored for the flooring, home improvement, and home furnishings industries. |
|  | [Pacific Solutions](https://test.wokelo.ai/dashboard/workflows/company-deep-dive-new-v2/?company=pacific-solutions): Pacific Solutions offers integrated management software for the flooring industry with a strong focus on ERP functionalities including operational, inventory control, and accounting needs. |
| **Web-Based Solutions** |  | [BlinQ Software](https://test.wokelo.ai/dashboard/workflows/company-deep-dive-new-v2/?company=blinq-software): BlinQ Software offers a web-based solution to help window furnishing and flooring businesses with quotes and order sheet management, along with overall customer management. |
| **Consulting and Software Solutions** |  | [FloorSoft](https://test.wokelo.ai/dashboard/workflows/company-deep-dive-new-v2/?company=floorsoft): FloorSoft combines software solutions with consulting services tailored specifically for the flooring industry. |

## Select startups

Source: Wokelo proprietary algo for company prioritization, Crunchbase firmographics

Note: This list may not be exhaustive and includes a sample set of companies in this space.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Company** | **Details** | **Funding** | **Product description** |
|  | [Broadlume](https://test.wokelo.ai/dashboard/workflows/company-deep-dive-new-v2/?company=broadlume) Flooring Industry SaaS Platform | Founded: 2015 HQ: Sarasota, United States | Funding: USD 90.3M Last Round: Jul'21 Stage: Private Equity Round | Vertical SaaS platform for the flooring industry. |

## Select private companies

Source: Wokelo proprietary algo for company prioritization, Crunchbase firmographics

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Company** | **Details** | **Employees** | **Product description** |
|  | [Measure Square](https://test.wokelo.ai/dashboard/workflows/company-deep-dive-new-v2/?company=measure-square) Flooring measurement software solutions | Founded: 2001 HQ: Pasadena, United States | 101-250 | Measure Square delivers software solutions to manage measurements for flooring, granite, and tiling industries. |
|  | [Qfloors](https://test.wokelo.ai/dashboard/workflows/company-deep-dive-new-v2/?company=qfloors) ERP software for flooring | Founded: 1999 HQ: South Jordan, United States | 11-50 | QFloors develops, sells, and supports ERP software for the flooring, home improvement, and home furnishings industries. |
|  | [Pacific Solutions](https://test.wokelo.ai/dashboard/workflows/company-deep-dive-new-v2/?company=pacific-solutions) Flooring industry management software | Founded: 1998 HQ: San Diego, United States | 11-50 | Pacific Solutions is an integrated management software for the flooring industry that offers operational, inventory control and accounting. |
|  | [BlinQ Software](https://test.wokelo.ai/dashboard/workflows/company-deep-dive-new-v2/?company=blinq-software) Business process management software | Founded: 2012 HQ: Fawkner, Australia | 11-50 | BlinQ Software provides process management software for the window furnishing and flooring industries. |
|  | [FloorSoft](https://test.wokelo.ai/dashboard/workflows/company-deep-dive-new-v2/?company=floorsoft) Software solution provider | Founded: 1992 HQ: Dalton, United States | 11-50 | FloorSoft is a software solution provider and consulting firm for the flooring industry. |

# Annexure

## Value chain

Note: This is representative based on analysis of companies in Wokelo database

|  |  |  |
| --- | --- | --- |
| **Categories** | **Role** | **Key players examples** |
| **Software Developers** | Software developers are responsible for creating and maintaining the flooring business management software. They design the architecture, write the code, and ensure the software is functional and user-friendly. They also handle updates and bug fixes to improve performance and security. Their role is crucial as they provide the core product that drives the entire value chain. | |  |  | | --- | --- | |  | QFloors | |  | RFMS | |  | FlooringSoft | |
| **Sales and Marketing Teams** | Sales and marketing teams are responsible for promoting the software to potential customers, which include flooring retailers, distributors, and contractors. They develop marketing strategies, manage advertising campaigns, and engage in direct sales efforts. Their role is essential for generating leads, closing sales, and driving revenue growth for the software companies. | |  |  | | --- | --- | |  | FloorForce | |  | Broadlume | |  | Creating Your Space | |
| **Customer Support and Training** | Customer support and training teams assist users in effectively utilizing the software. They provide technical support, troubleshoot issues, and offer training sessions to help customers maximize the software's capabilities. Their role is vital for customer satisfaction and retention, ensuring that users can fully leverage the software to improve their business operations. | |  |  | | --- | --- | |  | MeasureSquare | |  | Comp-U-Floor | |  | RollMaster Software | |
| **Integration and Implementation Specialists** | Integration and implementation specialists help customers integrate the flooring business management software with their existing systems and workflows. They customize the software to meet specific business needs, ensuring a seamless transition and optimal performance. Their role is critical for minimizing disruption during implementation and maximizing the software's value to the customer. | |  |  | | --- | --- | |  | Flooring Success Systems | |  | Floorzap | |  | QPro Software | |
| **Industry Consultants and Analysts** | Industry consultants and analysts provide insights and recommendations to both software developers and end-users. They analyze market trends, customer needs, and competitive landscapes to guide product development and business strategies. Their role is important for ensuring that the software remains relevant, competitive, and aligned with industry demands. | |  |  | | --- | --- | |  | Floor Covering Institute | |  | Catalyst Consulting | |  | Strategic Solutions International | |

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