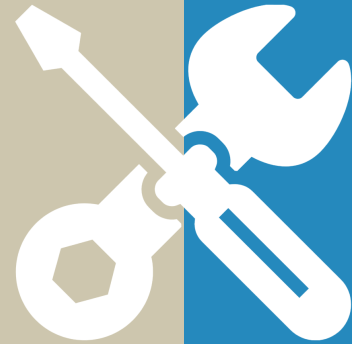


4P (Perfect Plumbing Partner Platform)



Less admin,
more plumbing.

'Salesforce for Plumbing'
Raising \$8m to disrupt a \$128bn
industry with a B2B SaaS solution
for sole traders and SMEs.



The Problem

Admin is a waste of time: a minute spent on billing is a minute you're not doing plumbing and making money.

Unhappy customers: Under-charging customers leaves money on the table, while over-charging makes them unhappy.

Feast or famine: plumbers are either way too busy, or desperate for work.





The Solution: 4P

Everywhere you go · powerful smartphone or tablet app to keep you up-to-the-minute

Nothing gets missed · automatic reminders of oft-forgotten tasks

Load balancing · Too busy? Refer customers to colleagues and earn a referral. Too quiet? Mark yourself as available, and get more work!

AI Assistant · is the heart and soul of the future of plumbing business management

AI Powered: 4P Assistant

- The world's first AI plumbing admin and logistics assistant
- Automatic time and mileage tracking + automatic billing
- Sales and quotation automation right in the app
- Automatic customer service: Calls and texts are routed to our call center for CS, scheduling, and billing enquiries - urgent calls for your current job go to your phone
- Automatically redirect jobs you can't take to a trusted colleague - and collect a 8% referral fee
- Micro MBA: Optimize your business based on expert advice and best practices from Harvard Business School



Demo time!



Market Size & Trajectory



- **127k** plumbing businesses in the US
- **566k** licenced plumbers in the US
- **\$124 bn** annual spend on plumbing
 - **72%** of that is on new installation & renovations
 - **\$35 bn** annual spend on emergency plumbing and maintenance
- Industry is growing at **3.5% CAGR**.
- Addressable market in the US: Approx. **350k** small businesses and sole traders.

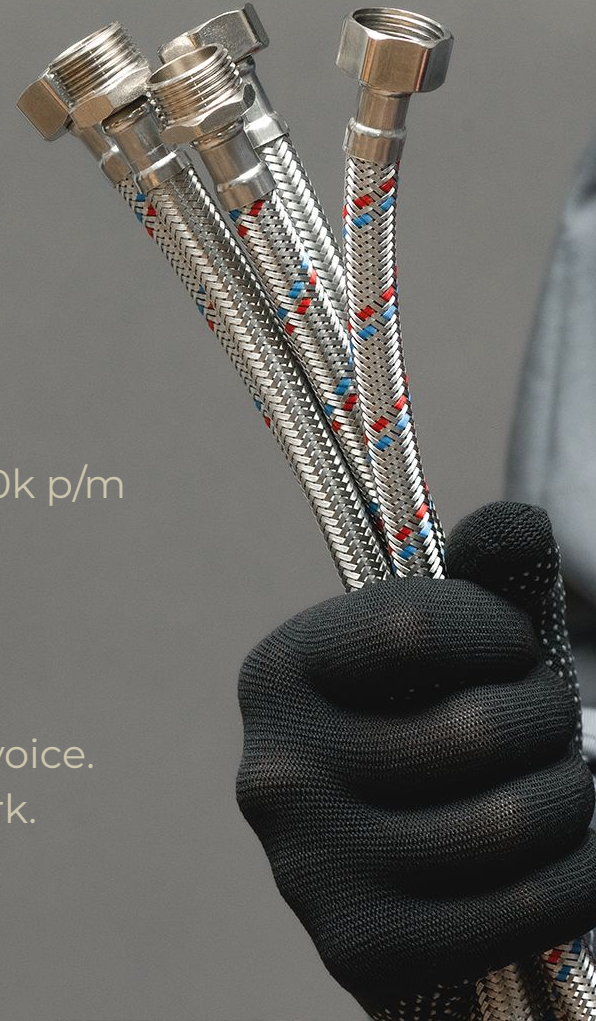
Business Model

SaaS tiered subscription model

- Basic · \$29 per month for sole traders.
- Pro · \$49 p/m for contractors turning over more than \$40k p/m
- Multi-user · from \$199 per month for contracting firms

Additional revenue streams

- Invoice financing · Get paid now, we charge 5% of the invoice.
- Referral fees · You get 8%, we take 2% of any referred work.
- Buy now pay later · Affirm for Plumbing - pay over time



Sales & go-to-market

Sales Team · Our sales team is extremely efficient, with an average CAC of less than \$90 per customer.

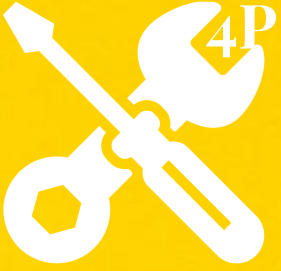
Word of mouth · We offer a \$500 referral fee, and more than 250 new customers have joined us as a result, with incredible retention: only 11% churn after 12 months.

Business certification course · We have trained 100+ plumbers in our Micro MBA certification online training course. 98% of them are still on our platform after 12 months.

Press / PR · Our earned media means we are getting broad coverage in all relevant trade press.



Competitive Landscape



Easy to use

Generic tool

Specialized for plumbing



FieldEdge



Advanced users only

Team: Founders

Billy Piper - CTO

- 8 years as an emergency plumber
- Accident meant he had to retrain
- Became a software developer
- 2x founder



Elise Spinner - CEO

- 4 years in operations at large plumbing firm
- Harvard MBA
- 2x Founder
- Built her own house and did all the plumbing herself



Operating Plan

| | Q4 21 | Q1 22 | Q2 22 | Q3 22 | Q4 22 | Q1 23 | Q2 23 |
|---------------------|---------------|---------------|---------------|---------------|--------------|---------------|---------------|
| ARR | \$450k | \$770k | \$1.5m | \$1.7m | \$2m | \$2.8m | \$3.6m |
| Revenue (\$) | 96k | 170k | 270k | 380k | 470k | 630k | 830k |
| Op Ex (\$) | 450k | 890k | 1.4m | 1.6m | 2.2m | 2.3m | 2.8m |
| P/L | 450k | -750k | -1.1m | -1.3m | -1.8m | -1.8m | -2.2m |
| Cash Balance | \$1.5m | \$9.7m | \$8.6m | \$7.3m | \$5.5m | \$3.6m | \$1.4m |
| 4P Team Size | 8 | 11 | 20 | 25 | 30 | 35 | 45 |
| # Customers | 530 | 760 | 1.1k | 1.4k | 1.6k | 2k | 2.6k |
| Avg. LTV | \$4.5k | \$4.8k | \$5.2k | \$4.8k | \$4.8k | \$5.7k | \$4.6k |

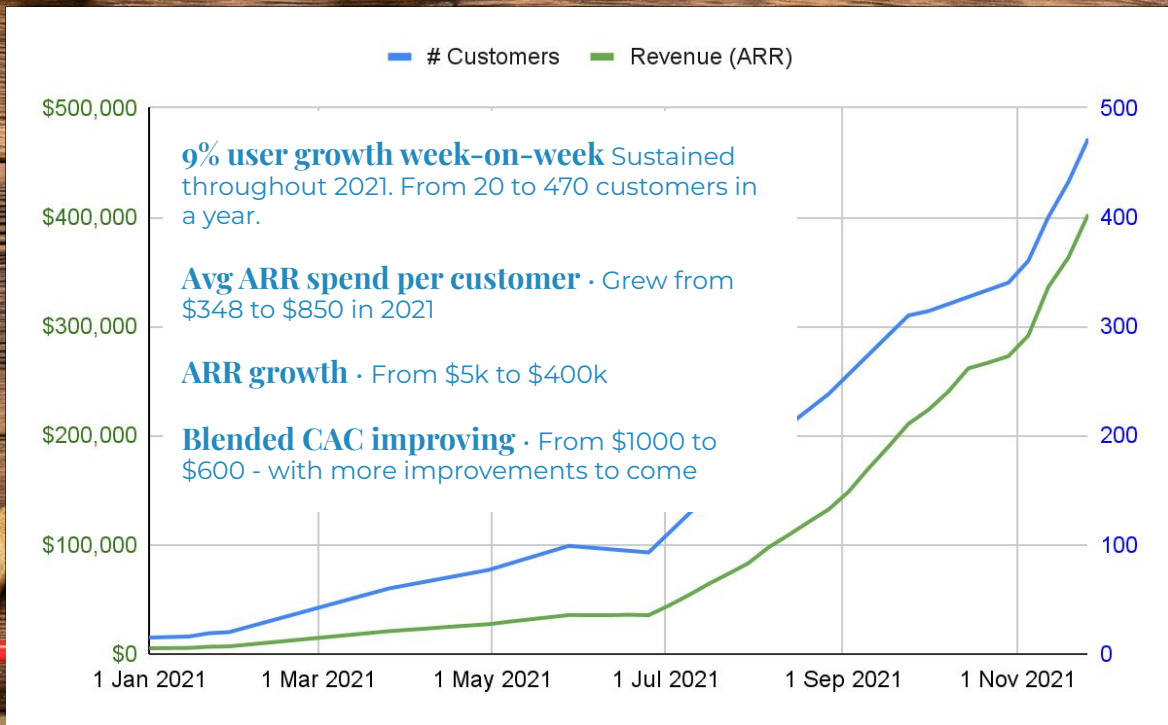
5-year financial projections

| | Year 0 | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---------------------------------|--------------------|--------------------|---------------------|--------------------|--------------------|--------------------|
| ARR | 480,840 | 1,967,436 | 6,003,107 | 14,979,956 | 32,354,110 | 56,261,403 |
| Total Revenue | 144,020 | 1,286,075 | 3,925,114 | 10,738,441 | 28,488,081 | 51,855,157 |
| <i>Annual Revenue Growth</i> | - | 793% | 205% | 174% | 165% | 82% |
| Total Cost of Goods Sold | - | 174,195 | 1,153,525 | 1,148,970 | 2,280,653 | 3,865,110 |
| Gross Profit | 144,020 | 1,111,880 | 2,771,588 | 9,589,471 | 26,207,428 | 47,990,047 |
| <i>GP Margin</i> | 100% | 86% | 71% | 89% | 92% | 93% |
| Total Operating Expenses | 1,322,100 | 6,098,713 | 12,942,844 | 17,626,112 | 34,023,960 | 53,936,810 |
| Operating Income | (1,178,080) | (4,986,833) | (10,171,255) | (8,036,640) | (7,816,532) | (5,946,763) |
| <i>Operating Margin</i> | -818% | -388% | -259% | -75% | -27% | -11% |

Key Metrics

| | Year 0 | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|------------------------|-------------|--------------|--------------|---------------|---------------|---------------|
| Free Cashflow | (1,206,863) | (4,996,553) | (10,182,055) | (8,052,240) | (8,308,532) | (6,438,763) |
| Funding Raised | 4,000,000 | 9,000,000 | 20,000,000 | - | 30,000,000 | - |
| Cash Minimum | 1,500,000 | 1,014,792 | 1,431,212 | 7,269,152 | 4,107,179 | 22,521,857 |
| Average Headcount | 6 | 20 | 45 | 56 | 84 | 140 |
| Ending Headcount | 8 | 30 | 57 | 61 | 112 | 156 |
| Total Customers | 530 | 1,613 | 5,357 | 14,844 | 23,164 | 26,826 |

Traction & Milestones



Any Questions?

Elise Spanner

CEO at 4P

elise@kruze-consulting.com



Operating Summary

| | Dec-21 | Mar-22 | Jun-22 | Sep-22 | Dec-22 | Mar-23 | Jun-23 |
|---------------------------------|----------------|------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| ARR | 480,000 | 770,000 | 1,300,000 | 1,700,000 | 2,000,000 | 2,800,000 | 3,600,000 |
| Revenue | | | | | | | |
| Basic | 22,678 | 28,800 | 33,400 | 38,600 | 44,600 | 51,600 | 59,800 |
| Pro | 16,170 | 27,800 | 48,000 | 69,300 | 83,900 | 102,000 | 135,800 |
| Multi-User | 57,500 | 109,300 | 189,500 | 273,000 | 340,000 | 476,600 | 634,400 |
| Total Revenue | 96,000 | 170,000 | 270,000 | 380,000 | 470,000 | 630,000 | 830,000 |
| Total Cost of Goods Sold | 11,000 | 22,000 | 37,000 | 52,000 | 64,000 | 190,000 | 240,000 |
| Gross Profit | 85,000 | 140,000 | 230,000 | 330,000 | 400,000 | 440,000 | 590,000 |
| <i>GP Margin</i> | <i>89%</i> | <i>82%</i> | <i>85%</i> | <i>87%</i> | <i>85%</i> | <i>70%</i> | <i>71%</i> |
| Payroll + Contractors | 360,000 | 440,000 | 800,000 | 1,100,000 | 1,600,000 | 1,600,000 | 2,000,000 |
| Sales & Marketing Programs | 34,000 | 75,000 | 120,000 | 100,000 | 81,000 | 130,000 | 180,000 |
| Total Operating Expenses | 450,000 | 890,000 | 1,400,000 | 1,600,000 | 2,200,000 | 2,300,000 | 2,800,000 |
| Operating Income | 450,000 | (748,400) | (1,121,100) | (1,299,200) | (1,818,100) | (1,886,600) | (2,180,200) |
| Cash Burn | (361,619) | (750,900) | (1,123,500) | (1,301,600) | (1,820,600) | (1,889,300) | (2,182,900) |
| Ending Cash Balance | 1,500,000 | 9,700,000 | 8,600,000 | 7,300,000 | 5,500,000 | 3,600,000 | 1,400,000 |
| Ending Headcount | 8 | 11 | 20 | 25 | 30 | 35 | 45 |
| Total Customer Count | 530 | 750 | 1,100 | 1,400 | 1,600 | 2,000 | 2,600 |
| Average Customer LTV | 4,500 | 4,900 | 5,200 | 4,900 | 4,700 | 5,700 | 4,600 |
| LTV / CAC | 6.4x | 5.7x | 7.0x | 5.4x | 3.5x | 5.7x | 5.2x |

The Timing: Why Now?

Older gen plumbers are retiring. New customers are digital natives & happy to work with messenger etc over phone calls. Asynchronous communication is crucial.

AI tech has gotten to a place where it's ready to go

Revolution in consumer financing.

Team: The Rest of the Gang

Product

• asd

Operations

• asd

Sales & Marketing

• asd

Advisors

• asd



The Ask & Use of Funds

DO NOT USE - use as operating plan slide - include round size there.

Order of slides

Order of slides conversation - play to your strengths