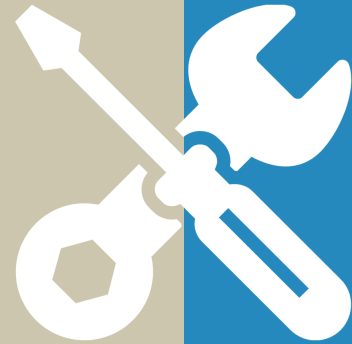


# 4P (Perfect Plumbing Partner Platform)



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.

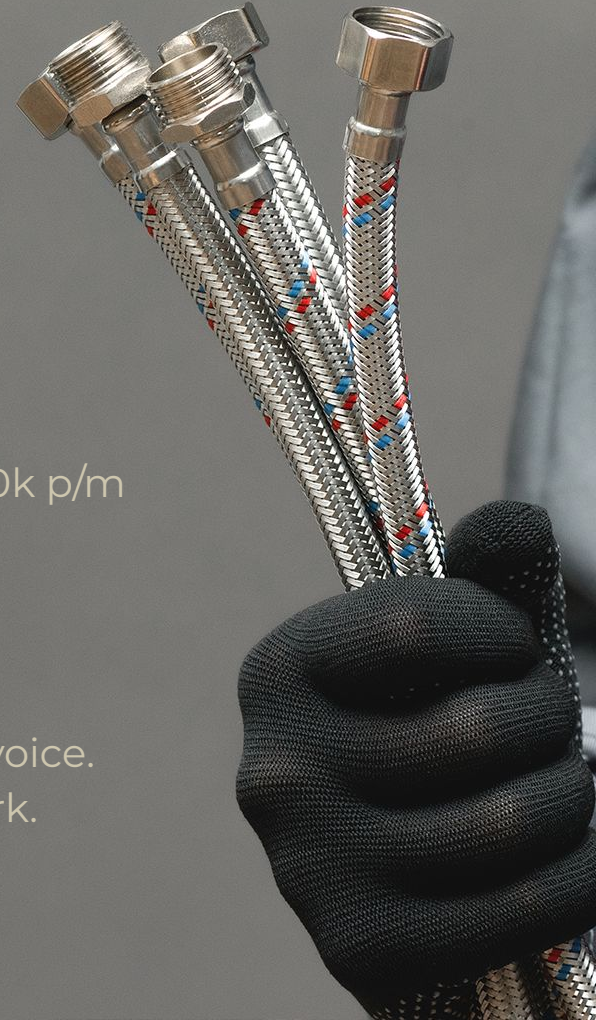
# Business Model

## 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.

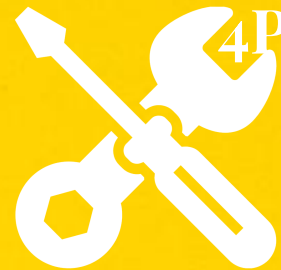
**Business certification course** · We have trained 100+ plumbers in our Micro MBA certification online training course. 98% of them are still on our platform after 12 months.

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





# Competitive Landscape



Easy to use

Generic tool



FieldEdge

Specialized for plumbing



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

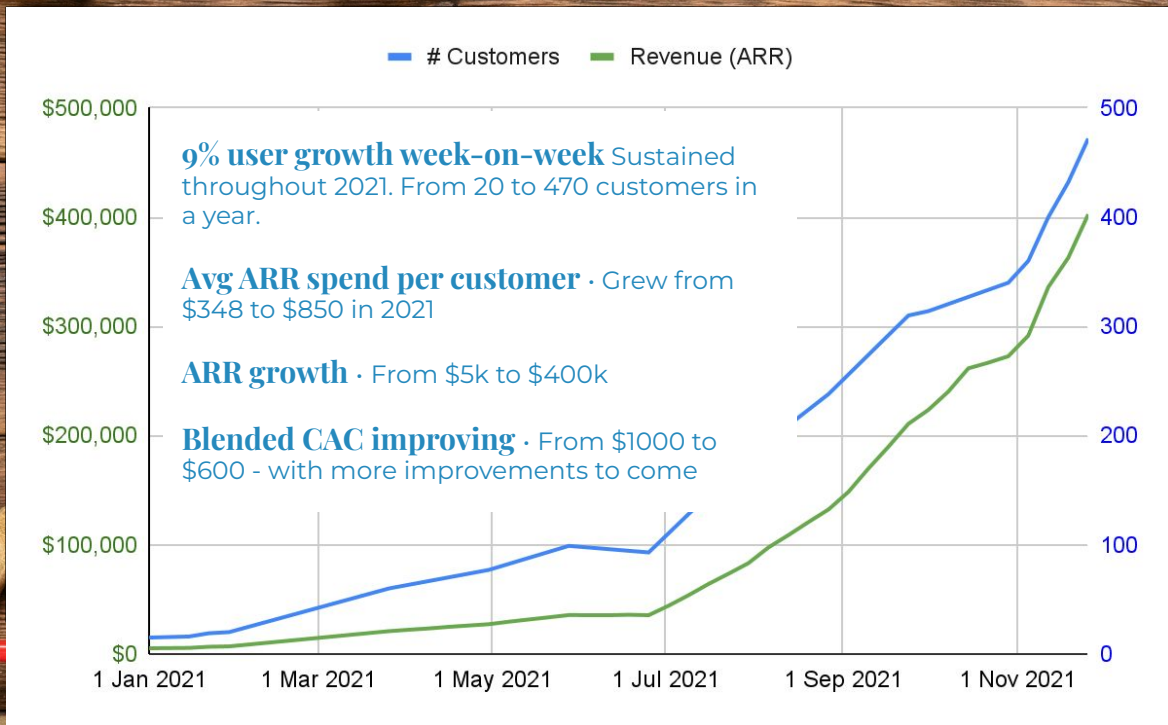
# 5-year financial projections

	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
<b>ARR</b>	<b>480,840</b>	<b>1,967,436</b>	<b>6,003,107</b>	<b>14,979,956</b>	<b>32,354,110</b>	<b>56,261,403</b>
<b>Total Revenue</b>	<b>144,020</b>	<b>1,286,075</b>	<b>3,925,114</b>	<b>10,738,441</b>	<b>28,488,081</b>	<b>51,855,157</b>
<i>Annual Revenue Growth</i>	-	793%	205%	174%	165%	82%
<b>Total Cost of Goods Sold</b>	-	<b>174,195</b>	<b>1,153,525</b>	<b>1,148,970</b>	<b>2,280,653</b>	<b>3,865,110</b>
<b>Gross Profit</b>	<b>144,020</b>	<b>1,111,880</b>	<b>2,771,588</b>	<b>9,589,471</b>	<b>26,207,428</b>	<b>47,990,047</b>
<i>GP Margin</i>	100%	86%	71%	89%	92%	93%
<b>Total Operating Expenses</b>	<b>1,322,100</b>	<b>6,098,713</b>	<b>12,942,844</b>	<b>17,626,112</b>	<b>34,023,960</b>	<b>53,936,810</b>
<b>Operating Income</b>	<b>(1,178,080)</b>	<b>(4,986,833)</b>	<b>(10,171,255)</b>	<b>(8,036,640)</b>	<b>(7,816,532)</b>	<b>(5,946,763)</b>
<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
<b>Total Customers</b>	<b>530</b>	<b>1,613</b>	<b>5,357</b>	<b>14,844</b>	<b>23,164</b>	<b>26,826</b>

# Traction & Milestones



# Any Questions?

**Elise Spanner**

CEO at 4P

[elise@kruze-consulting.com](mailto:elise@kruze-consulting.com)



# Operating Summary

	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23
<b>ARR</b>	<b>480,000</b>	<b>770,000</b>	<b>1,300,000</b>	<b>1,700,000</b>	<b>2,000,000</b>	<b>2,800,000</b>	<b>3,600,000</b>
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
<b>Total Revenue</b>	<b>96,000</b>	<b>170,000</b>	<b>270,000</b>	<b>380,000</b>	<b>470,000</b>	<b>630,000</b>	<b>830,000</b>
<b>Total Cost of Goods Sold</b>	<b>11,000</b>	<b>22,000</b>	<b>37,000</b>	<b>52,000</b>	<b>64,000</b>	<b>190,000</b>	<b>240,000</b>
<b>Gross Profit</b>	<b>85,000</b>	<b>140,000</b>	<b>230,000</b>	<b>330,000</b>	<b>400,000</b>	<b>440,000</b>	<b>590,000</b>
<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
<b>Total Operating Expenses</b>	<b>450,000</b>	<b>890,000</b>	<b>1,400,000</b>	<b>1,600,000</b>	<b>2,200,000</b>	<b>2,300,000</b>	<b>2,800,000</b>
<b>Operating Income</b>	<b>450,000</b>	<b>(748,400)</b>	<b>(1,121,100)</b>	<b>(1,299,200)</b>	<b>(1,818,100)</b>	<b>(1,886,600)</b>	<b>(2,180,200)</b>
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
<b>Total Customer Count</b>	<b>530</b>	<b>750</b>	<b>1,100</b>	<b>1,400</b>	<b>1,600</b>	<b>2,000</b>	<b>2,600</b>
<b>Average Customer LTV</b>	<b>4,500</b>	<b>4,900</b>	<b>5,200</b>	<b>4,900</b>	<b>4,700</b>	<b>5,700</b>	<b>4,600</b>
<b>LTV / CAC</b>	<b>6.4x</b>	<b>5.7x</b>	<b>7.0x</b>	<b>5.4x</b>	<b>3.5x</b>	<b>5.7x</b>	<b>5.2x</b>

## 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