



HOUSECRAFT TECHNOLOGIES, INC.

Overview

Business Summary: HouseCraft Technologies has developed an integrated eCommerce solution, using Web 2.0 technologies, to reduce inefficiencies in commercial & residential construction and deliver significant profitability to our users. Our “first to market” technology will position HouseCraft to deliver exceptional returns at a relatively low market share. This combined with our superior team gives great confidence we can deliver impressive returns.

Industry Problem & Pain: The U.S +\$400 billion construction industry operates at an unacceptable level of inefficiency and waste. Industry sources estimate this to be costing at least \$40 billion each year. Existing business processes are poor, cumbersome, complex and inefficient. Small builders (70% of market) lack the expertise and resources to adapt existing planning and management processes. For large projects millions can be lost in the same inefficient work processes.

Our Solution: We are starting our “One Stop” portal with tools that help builders and subcontractors run their business more profitably. We begin with tools that drive the critical areas of property investment, lead generation, sales, operations and finance in a patent pending process. Our green-eco friendly information portal is a clearing house for services, technologies and products.

Products: Market Analytical & Lead Generation tools to identify qualified prospects. 3D web-sales tool for lifelike floor plan rendering and great customer experience. Integrated Construction Management Systems and Sales Management Tools built around maximizing CRM.

Target Market: Stage 1 - One million builders and subcontractors in the US. A builder engages 30 subcontractors on each job providing a market of 3000 subcontractors for every 100 builders. Our plan captures 2.9% of an identified \$7 billion market by year 5 and focuses on only 4 of 14 identified revenue streams to grow sales from \$0 to \$203 million at an IRR of 67%.

Stage 2 - Will expand to include other identified revenue streams and the global marketplace with an eye on Canada, UK, Australia & emerging markets.

Business Model: A scalable transactional ecommerce solution combining set-up and ongoing subscription, advertising and service fees for Stage 1.

Sales/Marketing Strategy: Build strong relationship industry networks within our target market, direct industry advertising and PR, careful targeted awareness building, attendance at trade shows and a strong emphasis on testimonials as a selling tool. Marketing and sales investment levels reflect the importance of building awareness and credibility within our target market. Our Green-Eco portal will help buyers in selection and expand builder and installer offerings. For larger construction projects this is a bolt-on addition.

Competitors: Over 150 software products addressing small parts of the overall process with no clear market leader and little market penetration. Some competitors have expressed a desire to work with us. Their products are point solutions with little/no integration and a high degree of complexity and not the key business process.

Competitive Advantage: Our patent pending end to end process is designed to support the small builder with a fully integrated business solution and profitable add-ons for the large builders. Our builders prefer easy to use solutions as they will have parity with the bigger builders. We have identified an additional 20 potential patents.

Management: A focused and committed world class team of seasoned experts in the fields of management, technology, marketing operations, finance, construction and sales. Our team has leadership experience with many Fortune 50 companies, including IBM, eBay, HP, Google, Compaq, Wal-Mart, AT&T, and MBNA

Company Profile:

www.HouseCraftTechnologies.com
Industry: IT Services
Employees: 4
Founded: Aug. 2003

Contact:

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Financial Information:

Funding Stage: Prototype Ready
Previous Capital: \$515,000
Monthly Burn Rate: \$10,000
Pre-Money Valuation: \$5,000,000
Capital Seeking: \$2,000,000
We are raising a total of \$7,600,000 over 2 years.

Management:

Bill Rowland, Chairman and CEO
Don Mann, CFO
Tandy Camilli, CTO
Patrick Smyth, CMO

Advisors:

Lawyer: James Burk
Accountant: Actively Interviewing
Hoyman Dobson
Michael Foley

Investors:

Mark Goebel
Dean Stickler
Mark & Tori Blackhart

HouseCraft Technologies
Bill Rowland, CEO (321) 698-9969
Don Mann, CFO (302) 561-5555

Financials (\$ '000)	2009	2010	2011	2012	2013
Sales	1,000	17,000	51,000	115,000	203,000
EBITDA	(2,562)	(1,217)	6,920	47,395	107,250
EBITDA %					53%