tdooz®

Service. Scheduling. Simplified.

The fastest way to book trusted home service pros - powered by tech, trust and transparency.

Today: Consumers expect instant solutions everywhere…



Uber: Car booked in 60 Seconds



Instacart: Groceries ordered in 5 clicks



DoorDash: Meals delivered in under an hour

…Everywhere except at home.

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Problem: Home service scheduling is **broken**

Booking home services is a time sink! The average homeowner spends 4-6 hours per request:



2-3 hours

Researching vendors (reviews, referrals & quotes)



1-2 hours

Coordinating schedules and follow-ups



Hours or Days

Lost to no-shows, bad quotes, or poor service

Why it’s Broken:

- **Fragmented platforms** (Angi, Thumbtack, Task Rabbit, Yelp) = too many options with no guarantees
- **Opaque pricing** = quotes vary wildly, often requiring in person visits and quotes
- **Trust gap** = limited to no vetting, inconsistent quality, high churn
- **Vendor inefficiency** = 30-40% of time lost to admin, quoting and no-shows

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Competitive Landscape

Tdooz differentiates itself through instant booking, vetted professionals, transparent pricing and a seamless user experience.

Platform	Speed	Pricing	Vetting	Admin Support	Differentiator
tdooz	✓ 30 Seconds	✓ Fixed	✓ Strict	✓ Full-Service	✓ End-to-end UX
Angi	✗ Days	✗ Variable	⚠ Mixed	✗ None	Lead gen only
Thumbtack	✗ Hours-Days	✗ Quotes	⚠ Mixed	✗ None	Marketplace
Task Rabbit	⚠ 1-2 Hours	⚠ Hourly	⚠ Light	✗ None	Gig-Based

Tdooz is the first home service platform that feels as effortless as ordering a ride.

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Solution: Booking like a ride-share app

Tdooz offers instant booking, vetted professionals, transparent pricing and a seamless user experience.

For Customers:

- **Book in 30 Seconds:** Select - Schedule - Pay - Done
- **Transparent pricing:** no haggling, no quoting, no surprises
- **Pre-vetted pros:** licensed, insured, interviewed & reviewed vendors
- **Real-time updates:** secure payments, seamless booking, timely communication

For Vendors:

- **Zero marketing spend:** Tdooz delivers the customers
- **No admin burden:** scheduling, payments and support all handled
- **Fast payouts:** 80% of revenue, paid Net 15 upon satisfactory completion of job
- **Higher utilization:** fill scheduling gaps, reduce churn

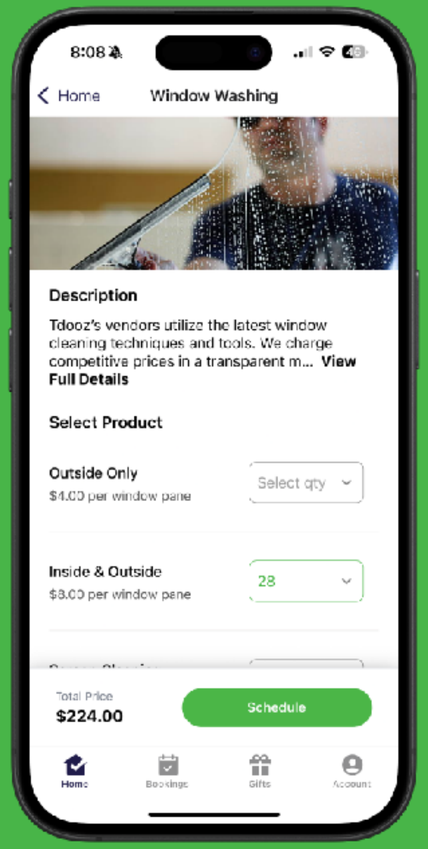
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The Mobile App: tdooz

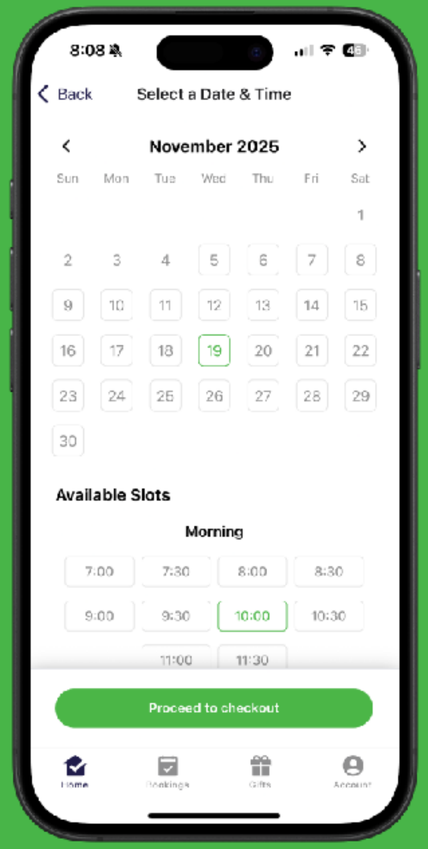
Schedule at-home services in 30 seconds, all from one convenient place, just like booking an Uber.

SELECT A SERVICE TYPE

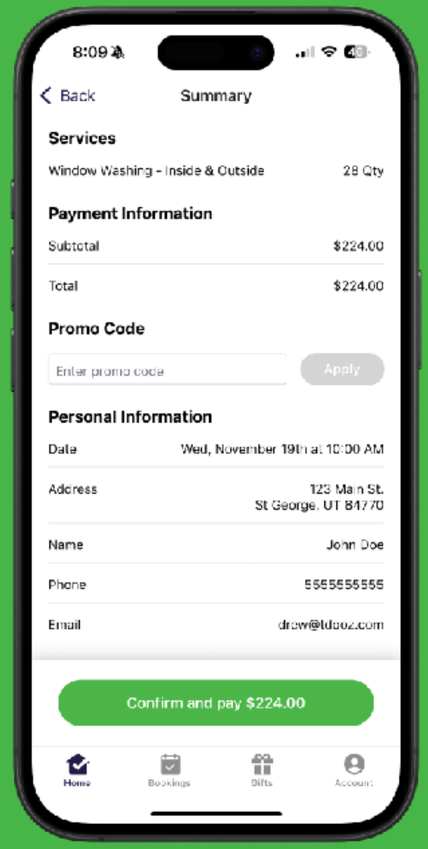




SCHEDULE

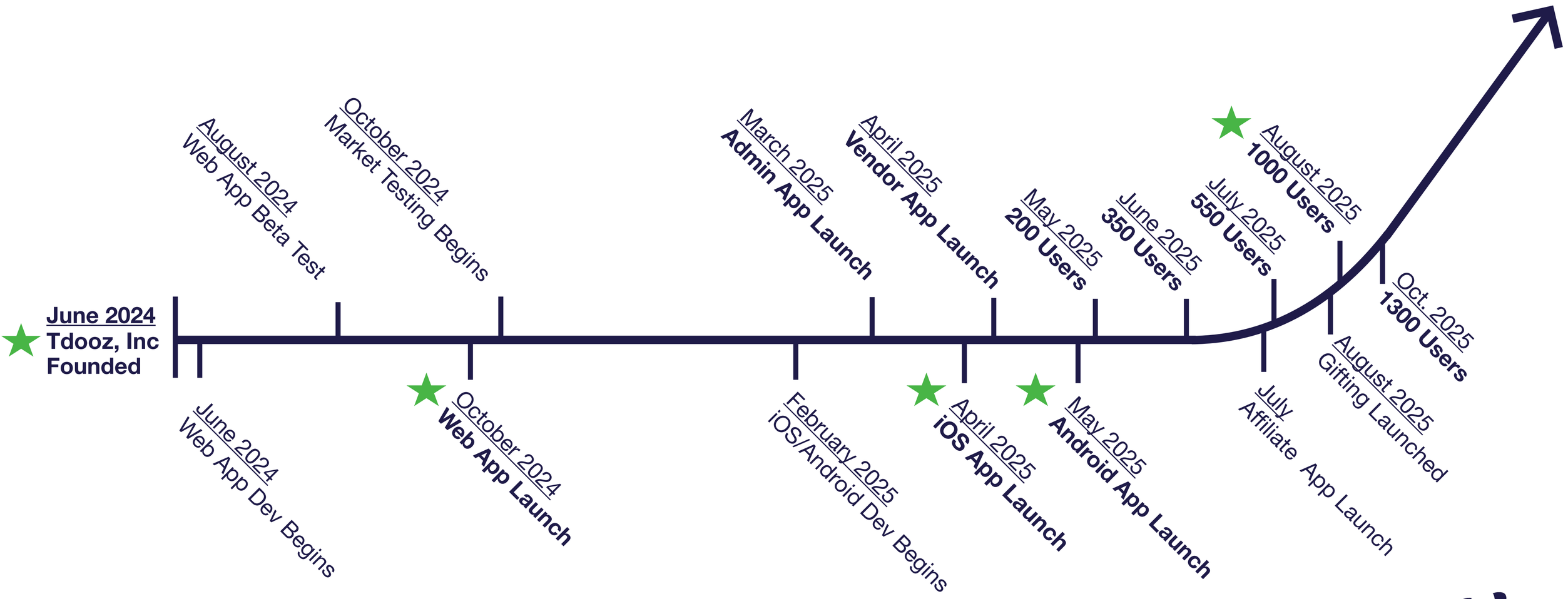


PAY



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Traction to Date: Bootstrapped by Founder



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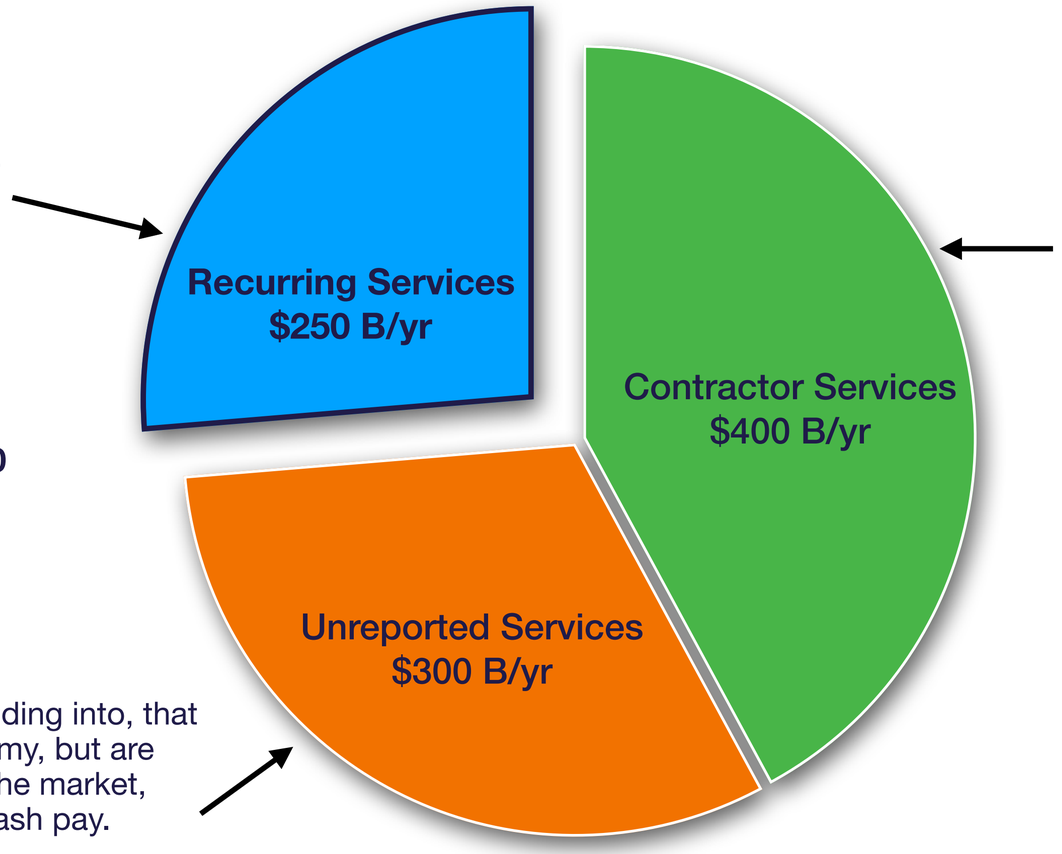
A massive industry with a clear, obtainable entry point

★ This is the core of what Tdooz is solving. Services that can be booked FAST, with minimal information provided by the Customer and does not require a skilled technician.

Example: Pest Control, Landscaping, House Cleaning, Window Cleaning, Etc.

SAM - $250 B/yr. In US**

****Angi's 2024 report, that estimates a $4,000 per/yr recurring home service spend.**



These services have more nuance and quoting requirements and do not fit easily within the Tdooz model. They are addressed on platforms like Angi, Thumbtack, or Task Rabbit.

Example: Electrical, Plumbing, HVAC & general handyman services, Etc.

SAM - $400 B/yr. In US*

***Angi's Home Advisor 2024 report.**

These are services we are expanding into, that are part of the current gig economy, but are underreported or unreported in the market, and transacted over Venmo or cash pay.

Example: Pet Grooming, Piano Lessons, Haircuts, Tutoring, Massage, Etc.

SAM - $300 B/yr. est.***

****Extrapolated from separate IMF, investopedia.com and New Yorker Studies.**

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Serviceable Obtainable Market Projections*

This chart represents revenue projections when customers have fully converted their home service scheduling onto the Tdooz app.

	Beta Test	*Phase 1*	*Phase 2 - Regional Role Out in Year 2-3*				*Phase 3 - Years 3-5+*
	St. George	Phoenix	Las Vegas	Salt Lake	Dallas	Denver	Chicago	**National Potential**
SFR (Single Family Residences)	65,000	1,400,000	570,000	350,000	2,000,000	852,000	2,341,000	85,000,000
Market Penetration	2%	2%	2%	2%	2%	2%	2%	2%
Customers	1300	28,000	11,400	7,000	40,000	17,040	46,800	1,700,000
*Annualized Total Revenue	$5.2M	$112M	$45.6M	$28M	$160M	$68.2M	$187.2M	$7B***
**Tdooz Gross Revenue	$1M	$22.4M	$9.1M	$5.6M	$32M	$13.6M	$37.4M	$1.4B

*Projection based on $4,000 per year household spend and market penetration reached, and not time in market.

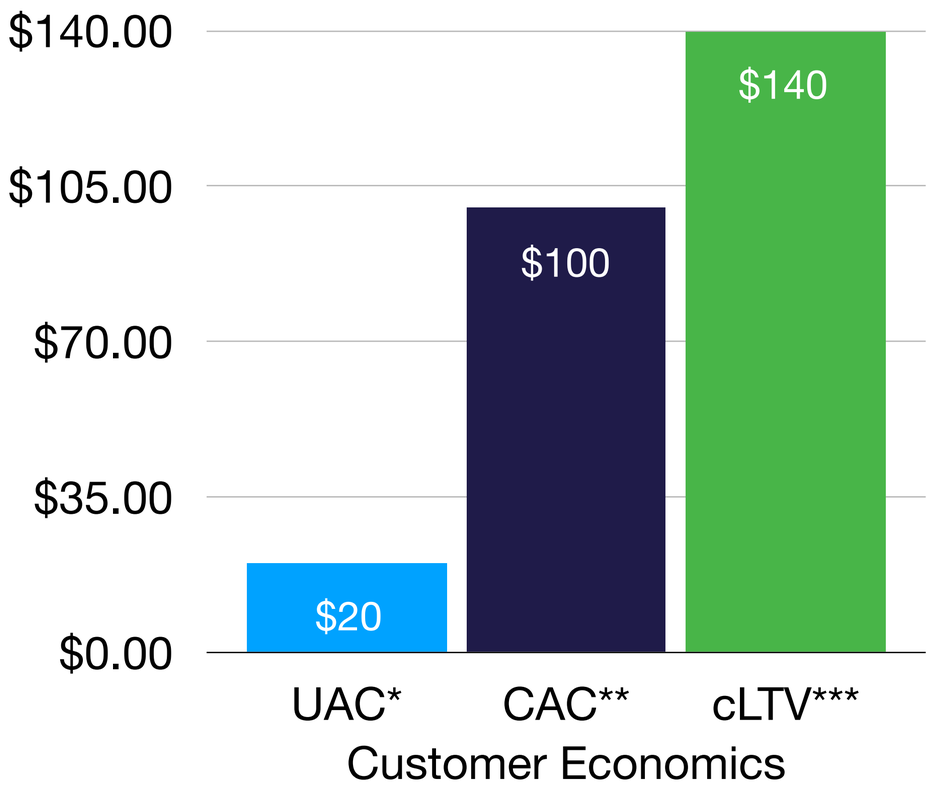
**Projection based on 20% of Gross Revenue with customers having sufficient time in app to convert all home service spend to Tdooz.

***While admittedly a large number, this is to illustrate the long-term potential of this market and not the immediate forecast.

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UAC vs. CAC vs LTV: The Economics Work

Each household we acquire pays back fast - and is projected to pay for years to come.



GTM Establishes Instant Results

- **User Acquisition Cost***: $20 per user. The initial goal of our marketing efforts has been to acquire users. Tdooz has achieved that at very low cost. We then pivot to shift their already existing spending habits to occur on our platform.
- **Customer Acquisition Cost****: $100 per customer. Once the user spends their first dollars on the platform, they officially become a customer. 20% of all users have already booked a service and 90% of those customers do so within 3 days of creating an account.
- ***Current* Lifetime Value*****: $140 per customer. In just a few months of our beta test, the LTV of our customers has already exceeded the spend to acquire them.

Why the Model Works

- **Average household spend**: The national average is $4,000/year gross on recurring services. With Millennials & Gen Z, that number is more like $12,000/year.
- **Tdooz takes 20%**: Minimum of $800/ revenue per household projected.
- **Retention Assumption**: 3-5 years is typical for subscription and recurring home service businesses. Though there is no direct 1:1 comparison for Tdooz to reference.
- **True LTV**: $2400 - $4000 based on national average, but **$7,200 - $12,000** based on target market.

Key Metric: LTV CAC Ratio

24 - 120x → Strong profitability path

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Go-to-Market: Faster Profitability & Stickier Retention

Following the now completed Beta test in St. George, UT, our low cost GTM projects swift expansion and growth in Phoenix and subsequent markets.

Local rollout in Phoenix metro 1

Phase 1: (Year 1)

- Paid & organic marketing with micro influencers, affiliates, giveaways, targeted SEM
- Expanding the strategies learned in Beta market at scale
- Continued service expansion
- Initial talent acquisition

Expansion to 5 additional metros 2

Phase 2: (Year 2-3)

- Strategic vendor partnerships in new markets
- Optimize CAC:LTV ratios base on Phoenix learnings
- Refine product market fit across diverse demographics
- Grow team and talent acquisition
- Begin Series A prep and raise

National expansion 3

Phase 3: (Year 4-5)

National expansion

- Layer on new verticals in wellness, construction, etc.
- Establish market leadership in target regions
- Series B preparation and raise

Unlike Angi or Thumbtack, Tdooz grows virally through affiliate and influencer channels, not paid leads.

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Leadership: Proven Founders & Technologists



Matthew Dickerson, JD

Founder | CEO

- 8x Founder
- Multiple Profitable Exits
- Cross discipline C-Suite & Leadership experience in Tech, Manufacturing, Construction, Marketing, Importing, E-Commerce and Law.



Drew Calder

CTO

- 15+ Years of Software Engineering
- 10+ Years in Technical Leadership and Mentorship roles
- Full Stack Development Expert
- Grown previous engineering teams from early stage start-up to scale-up.

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Advisory Board: Industry & Technical Experts



McKay Bodily
Sales Advisor

- Home Service Sales Expert
- Experienced Founder
- Multiple 8-Figure Exits within Pest Control.



Kim Moore, JD
Legal Advisor

- 20+ Years Legal Expert in Tech
- Senior Litigation Counsel at Apple
- VP of Legal at Guardant Health
- Current Silicon Valley Founder



Trent Staheli
Technology Advisor

- 25+ years Software Engineering
- Experienced Multi-time Founder
- Multiple Profitable Tech Exits



Jeff Shumway
Cyber Security Advisor

- 10+ Years Security Engineering
- AWS Certified Cloud Practitioner
- Thousands of Security Implementations

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ASK: Pre-Seed Plus Round & Use of Funds

These numbers represent one year of anticipated expenses. All revenue will offset the use of funds and extend the length of this round.

$2M

Operations (720k)

Employee & Management

- Salary for onboarding 4 key members of the development team full time.
- Salary for 3 key operations team members for vendor and customer management and growth.

Office (100k)

- Rent (65k)
- Equipment & Computers (35k)

Marketing (1M)

SEM - Google and Meta (400k)

- Direct campaigns on Instagram, Facebook & Google Adwords, targeting user acquisition.

Discounts & Giveaways (300k)

- One of the most effective ways to convert users into loyal customers is through targeted discounts & giveaways.

Influencer (200k)

- **Social media campaigns and UGC are the best way to create word of mouth and organic adoption.**

Affiliates (100k)

- **Rev share and referral fees drive adoption through existing alternate networks.**

Software (80k)

External Software Costs and Tools

- Further iOS & Android native apps development from external teams.
- Costs associated with development that can not be performed in house.
- Data analysis software like Github, Post Hog, AI, Slack and other packages and tools.

Series A (100k)

- Legal and accounting fees surrounding a reparation for multi-city launch & Series A.

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It's Time to Disrupt At-Home Services



Matthew Dickerson
matthew@tdooz.com
www.tdooz.com

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