BRIGHTLY

HOME & FILTER CARE

The Uber for Home Upkeep

Investor Presentation | August 2025

Why Home Maintenance is Broken

Forgotten Maintenance

Homeowners forget routine tasks, leading to costly emergency repairs and decreased property value over time

Accessibility Barriers

Elderly and busy professionals can't (or won't) climb ladders, replace filters, clean gutters, or perform routine maintenance

Property Management Pain

Property managers & short-term rental owners need reliable upkeep but waste time and resources chasing multiple vendors

Fragmented Service Market

The "gig" economy for home services is fragmented, untrustworthy, and inconsistent, creating headaches for homeowners

Home maintenance shouldn't be this complicated or stressful

Brightly's Solution

Subscription-Based Home Upkeep

$160-$250/mo

Recurring Revenue

- HVAC Filter Swaps
- Bin Cleaning
- Safety Checks
- Gutter Maintenance
- Light Bulb Replacement
- Water Filter Changes

One-Stop À La Carte Services

- Pressure Washing
- Solar Panel Cleaning
- Window Cleaning
- Seasonal Decorating

Tech-Enabled Platform

- Mobile app: "Uber for Home Upkeep"
- Schedule, track, and manage services
- Automated reminders and reporting

Future expansion: Concierge services, vetted handymen, in-home wellness add-ons

Why Now

Rising Demand

Significant growth in demand for home concierge and lifestyle services as consumers value their time and convenience more than ever

Demographic Shifts

Aging population needs more support to age in place, while the **boom in short-term rentals** creates demand for professional property care

Subscription Economy

Consumers now embrace subscription models for everything from lawn care to fitness equipment, preferring predictable recurring costs

Technology Enablement

Mobile technology and automation now enable trusted, scalable outsourcing with real-time tracking, quality control, and efficient contractor management

The perfect market timing for Brightly's subscription model

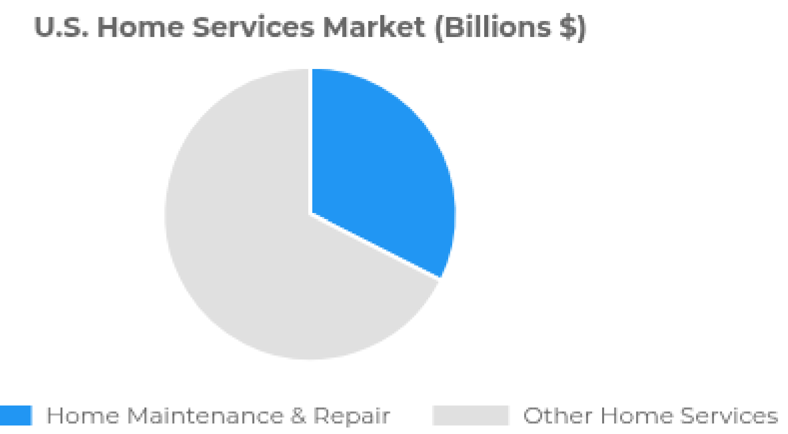
The Market

$616B

U.S. home services market size (Harvard JCHS report)

$200B+

Home maintenance & repair segment alone



Scottsdale Pilot Market

7,500+ Airbnbs

Affluent homeowners (prime CAC/LTV)

Expansion Path

Scottsdale	Phoenix	Las Vegas	Dallas/Houston	Miami
Starting Point	Year 1	Year 1	Year 2	Year 2-3

Traction / Foundation

Service Library Built

30+ upkeep & lifestyle services defined and ready for deployment

Service Coverage: 90%

Pricing & Subscription Tiers

Clear model established with tiered options:

- Basic: $160/month (essential upkeep)
- Premium: $205/month (expanded services)
- Complete: $250/month (comprehensive care)

Target Audience Defined

Clear customer segments identified:

- Affluent Professionals
- Elderly Homeowners
- Busy Families
- Airbnb Hosts

Operational Readiness

Infrastructure in place to launch:

- SOPs and safety policies documented
- Tech starter kit developed
- Contractor vetting process established
- Quality assurance measures ready

Strong foundation built for immediate market entry and rapid scaling

How We Win

Recurring Revenue

Monthly subscription model ($160-$250/mo) creates predictable cash flow and long-term customer relationships with higher lifetime value

Trust Moat

Branded, uniformed, background-checked contractors create a premium, trustworthy experience that homeowners value and competitors can't easily replicate

Tech Edge

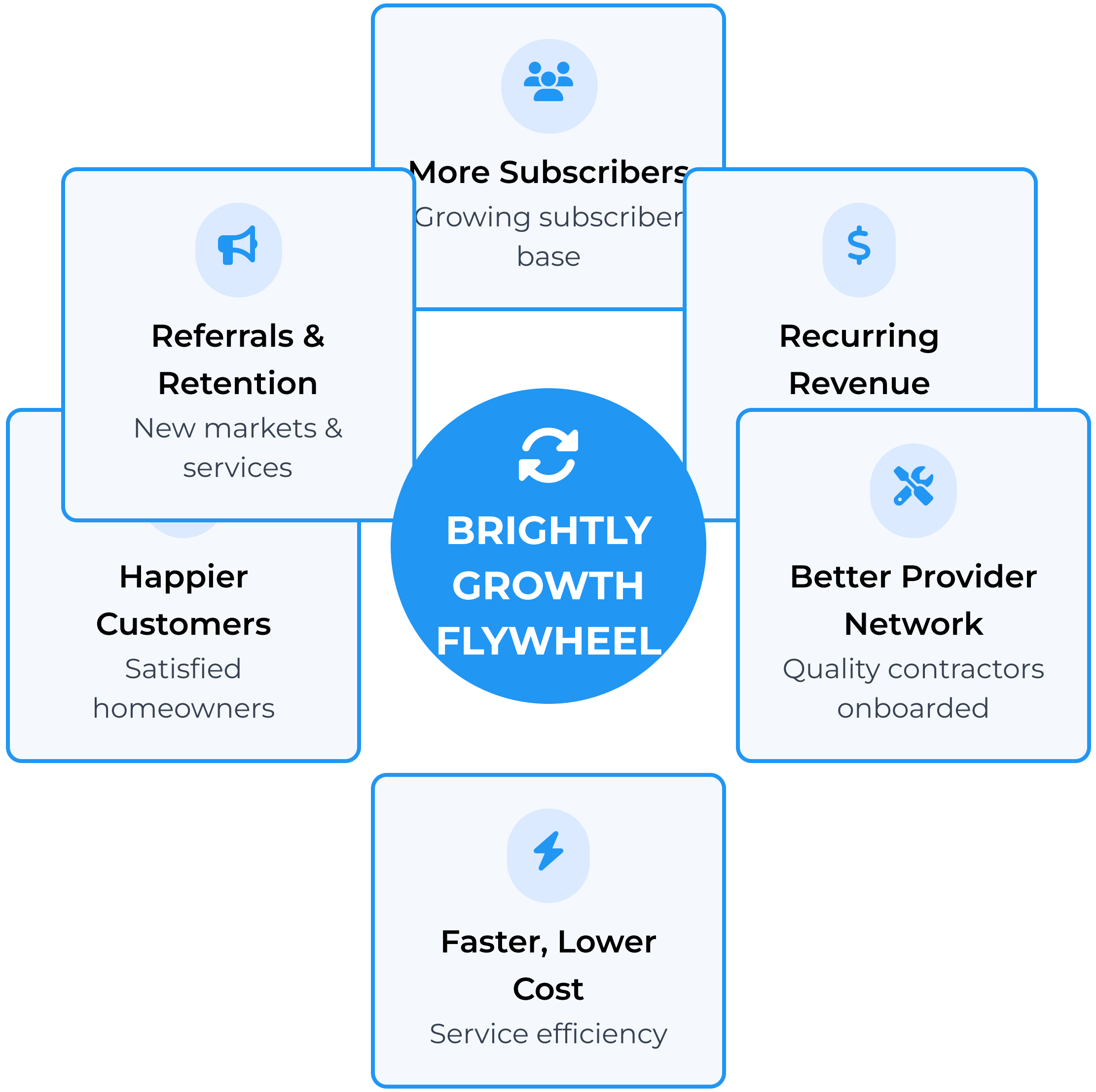
Proprietary app + automation for scheduling, reminders, reporting, and payments creates operational efficiency and superior customer experience

Network Effect

More subscribers means more vetted contractors onboarded, leading to faster service, lower costs, and a virtuous cycle of growth that scales efficiently

Building a defensible business with sustainable competitive advantages

The Flywheel



The flywheel effect: Each element reinforces the next, creating compounding growth and a sustainable competitive advantage

Financial Model

Unit Economics (Scottsdale Pilot)

Average Subscription
$200/mo

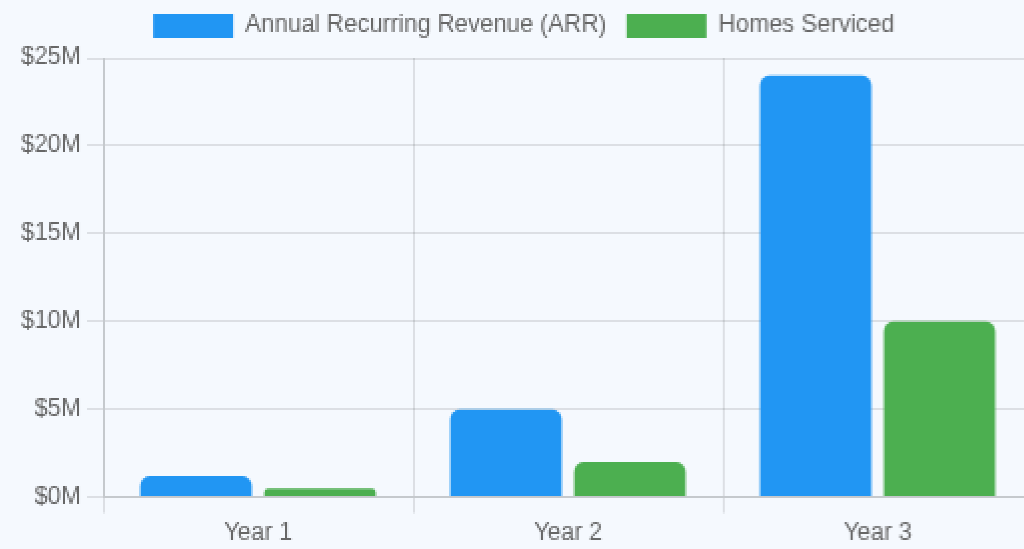
Customer Acquisition
$150/customer

Lifetime Value
$2,400/customer

Gross Margin
35-40%

- 12-month retention target
- LTV:CAC ratio of 16:1

3-Year ARR Targets



Year 1	Year 2	Year 3
500 homes	**2,000 homes**	**10,000 homes**
$1.2M ARR	**$5M ARR**	**$24M ARR**

- Yr 1: Scottsdale only
- Yr 2: Add Phoenix + Las Vegas
- Yr 3: Expansion to 5 total markets

Strong unit economics + market expansion = exponential growth

The Ask

$3M

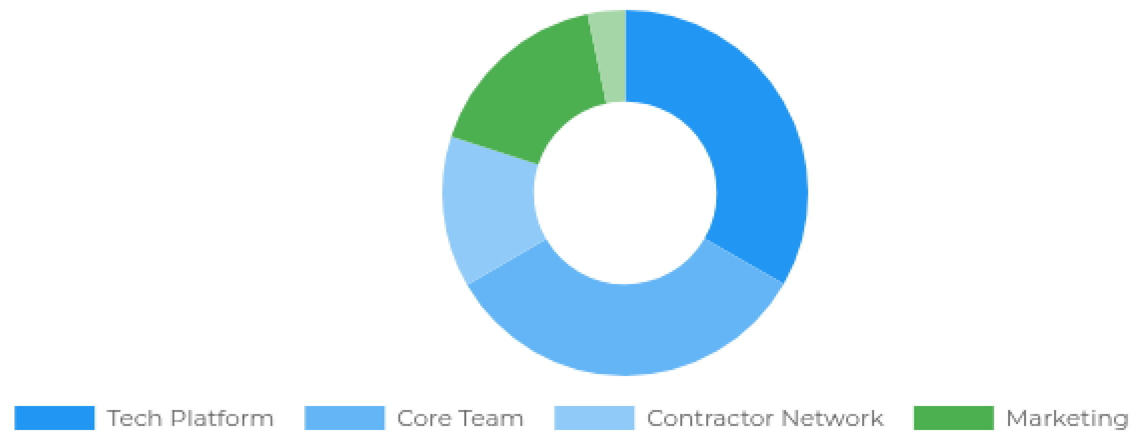
Seed Round

Structure: Delaware C-Corp
Valuation: $12M pre-money

Investor Return Potential

- Recurring revenue model → scalable national brand
- Multiple exit paths: strategic acquisition, franchise model, or PE roll-up
- Addressing an untapped $200B+ maintenance market

Use of Funds



Technology Platform
$1M - App & automation development

Core Team
$1M - Ops, Tech, Growth, Support

Contractor Network
$400K - Onboarding & training

Marketing
$500K - Scottsdale + 2 new markets

Operations Buffer
$100K - Risk management

Why Us

Experienced Operators

Team with proven track record in home services operations and scaling service businesses

Proven SOPs & Policies

Ready-to-scale operations with established service procedures, safety protocols, and quality controls

Tech-Enabled Model

Low overhead operations with scalable tech infrastructure designed for automation and efficiency

Founder Investment

Founder has invested personal capital and built initial tech systems, demonstrating commitment and reducing startup risk

Huge Market Opportunity

Targeting a $616B national market that's currently underserved by fragmented, low-quality service providers

The right team with the right model at the right time

The Next 18 Months

Months 1-3: Scottsdale Launch

Q3 2025

- Launch Scottsdale pilot market
- Target 100-200 initial subscribers
- Validate unit economics ($200/mo avg, 35% margin)
- Begin MVP tech platform development

Months 4-6: Tech Development

Q4 2025

- Complete mobile app MVP
- Implement scheduling automation system
- Expand Scottsdale to 500 subscribers
- Reach $1.2M ARR milestone

Months 7-12: Market Expansion

Q1-Q2 2026

- Launch Phoenix market
- Launch Las Vegas market
- Grow to 1,000+ total subscribers
- Enhance platform with payment automation
- Establish realtor partnerships program

Months 13-18: Series A Preparation

Q3-Q4 2026

- Hit 2,000 active subscribers
- Reach $5M ARR run rate
- Prepare for Series A funding round
- Initiate exploration of Dallas/Houston markets
- Begin developing concierge service add-ons

Key Target: 2,000 subscribers generating $5M ARR within 18 months

Exit Opportunities

Strategic Acquisition

Acquisition by established home service platforms

- Angi
- Thumbtack
- TaskRabbit
- HomeAdvisor

Franchise Model

Regional Brightly operators supported by technology platform

Centralized tech platform + branding
Local franchise operations
Scalable national presence

Private Equity Roll-Up

Home services consolidation play

Integration with complementary services
Market consolidation strategy
Economies of scale advantage

Multiple Exit Paths = Reduced Investor Risk

Recurring revenue model with strong unit economics creates attractive acquisition target

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Brightly: The Uber for Home Upkeep