


IMPROVING HOME IMPROVEMENT



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A woman with dark hair, wearing a red polka-dot top and a pearl earring, is looking down with a bored expression at a glass bowl containing three brown eggs. She is resting her head on her hand. The background is a blurred kitchen setting.

The **chore** of home improvement is time consuming, cumbersome, unenjoyable and **uninspiring...**

Introducing ...



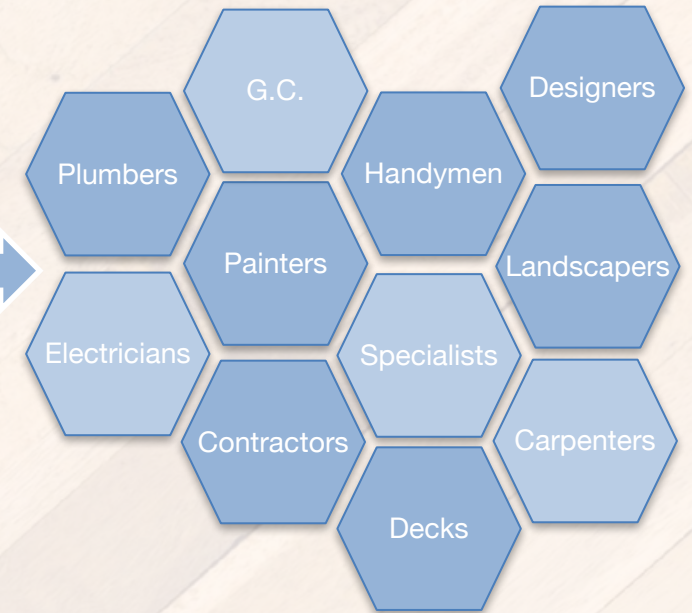
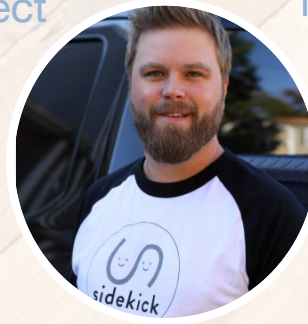
Your **home improvement concierge service**, serving as a **single point of contact and trusted advisor** for homeowners to manage **all** their home improvement needs.

Sidekick's **in-market concierge** serves as a **convenient** single point of contact, manages the home improvement process and leverages its **curated community** of contractors to handle **any** home improvement need.

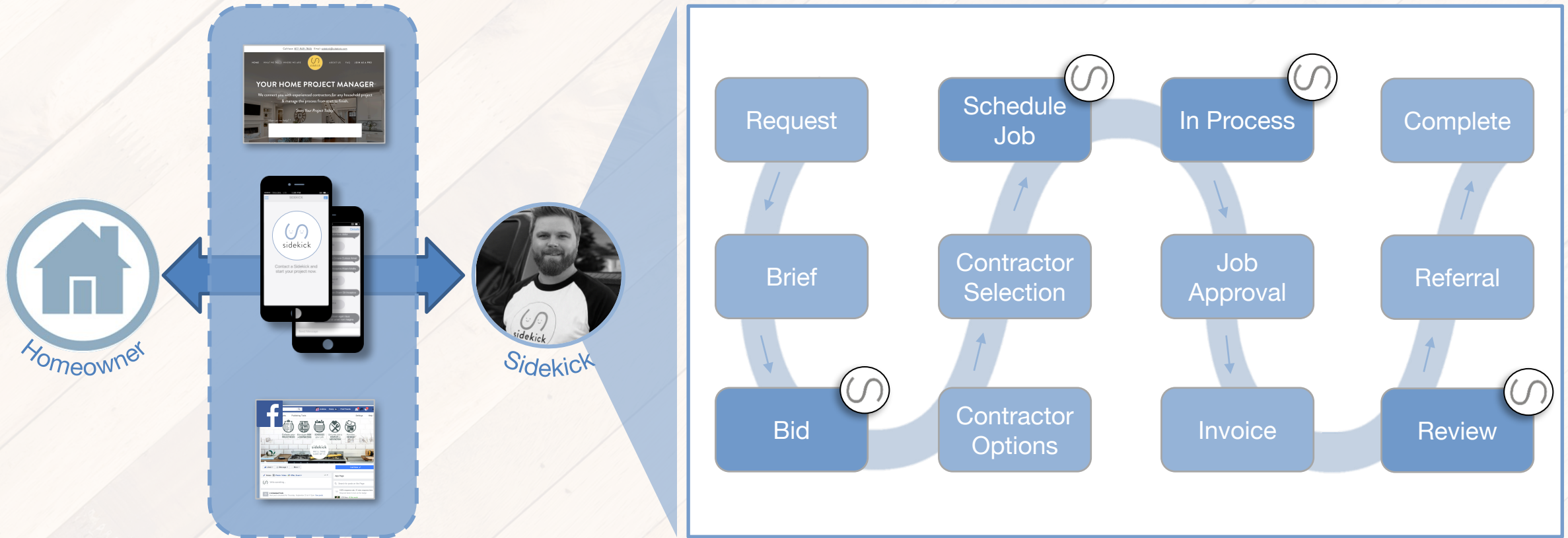
HOMEOWNER


SIDEKICK

COMMUNITY



The Sidekick **simplifies** the home improvement process and returns **time** to the homeowner with **localized** solutions and a **personal** touch – a welcomed **affordable luxury** for our customers.



 Sidekick interaction with contractors

Sidekick's business model makes it **easy for homeowners to engage** with their Sidekick **early in the process** and maintain a meaningful **relationship** with the flexibility of a tiered revenue model.

Sidekick receives its leads through modern day **conveniences** ...



... and services customers with a simple **3-tiered revenue model** based on scope and needs.

CORE

Project-based services.
Budget-driven pricing.
Relationship begins here.

MEMBERSHIP (Pilot)

Home property management.
Annual subscription.
Affordable luxury.

ADVISORY (Pilot)

Medium/large renovations.
Flat fee pricing.
Trusted advisor for larger projects.

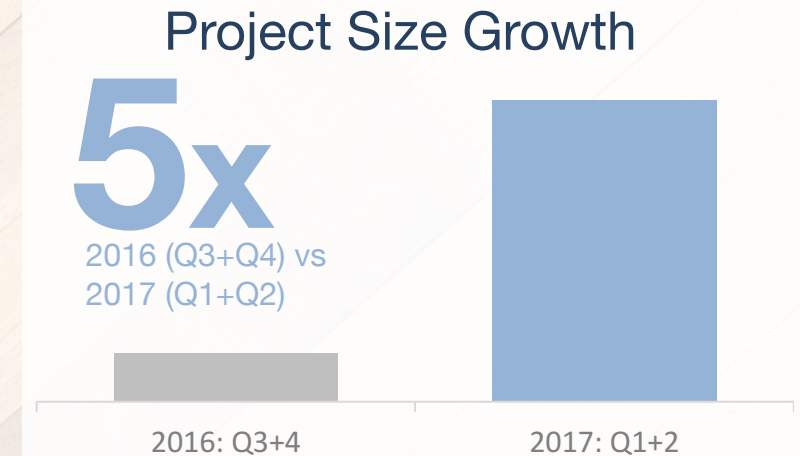
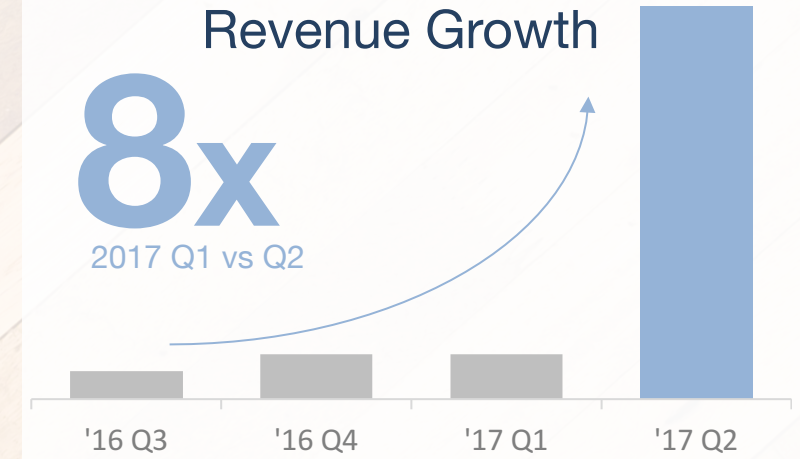
Organic demand from customers along with high repeat and referral rates are **compounding** each other and leading to **strong growth**.

Jobs Leads
per Month: **4x**
2016 vs 2017, same geography

Repeat Customers: 30%
*Customer that have launched a 2nd
(or more) job in last 8 months*

Conversion Rate: 90%
*9 out of 10 customers who approach
Sidekick book jobs*

Referral Rate: 40%
*4 out of 10 customers come to
Sidekick via word-of-mouth*



*NOTE: Includes active pipeline.
Excludes geographic expansion.*

Sidekick delivers as much **benefit** to its **pre-qualified contractor community** as it does to its homeowners. Sidekick **increases contractor productivity and convenience**, allowing them to focus more on their trade and less time on administration and marketing.

Many contractors are looking for more 'swing the hammer' and less 'administrative downtime'.

Workforce leads grown ... **3x**
of tradespeople that contact Sidekick to join community

BENEFITS TO CONTRACTOR COMMUNITY

BENEFITS

- Lead generation
- Invoicing/ payment
- Scheduling
- Marketing
- Customer service

IMPROVE

- Job leads
- Revenue
- Productivity
- Ratings

REDUCE

- Administration
- Invoicing
- Scheduling
- Chasing payments
- Site visits

"I have used many lead generation services and only sidekick has provided a personalized approach between myself, as the contractor, and the customer."

- Mike, Sidekick contractor community

The Home Services industry is significant...

\$400-800B

But the model is
BROKEN

Unreliable

Untrustworthy

Inconvenient

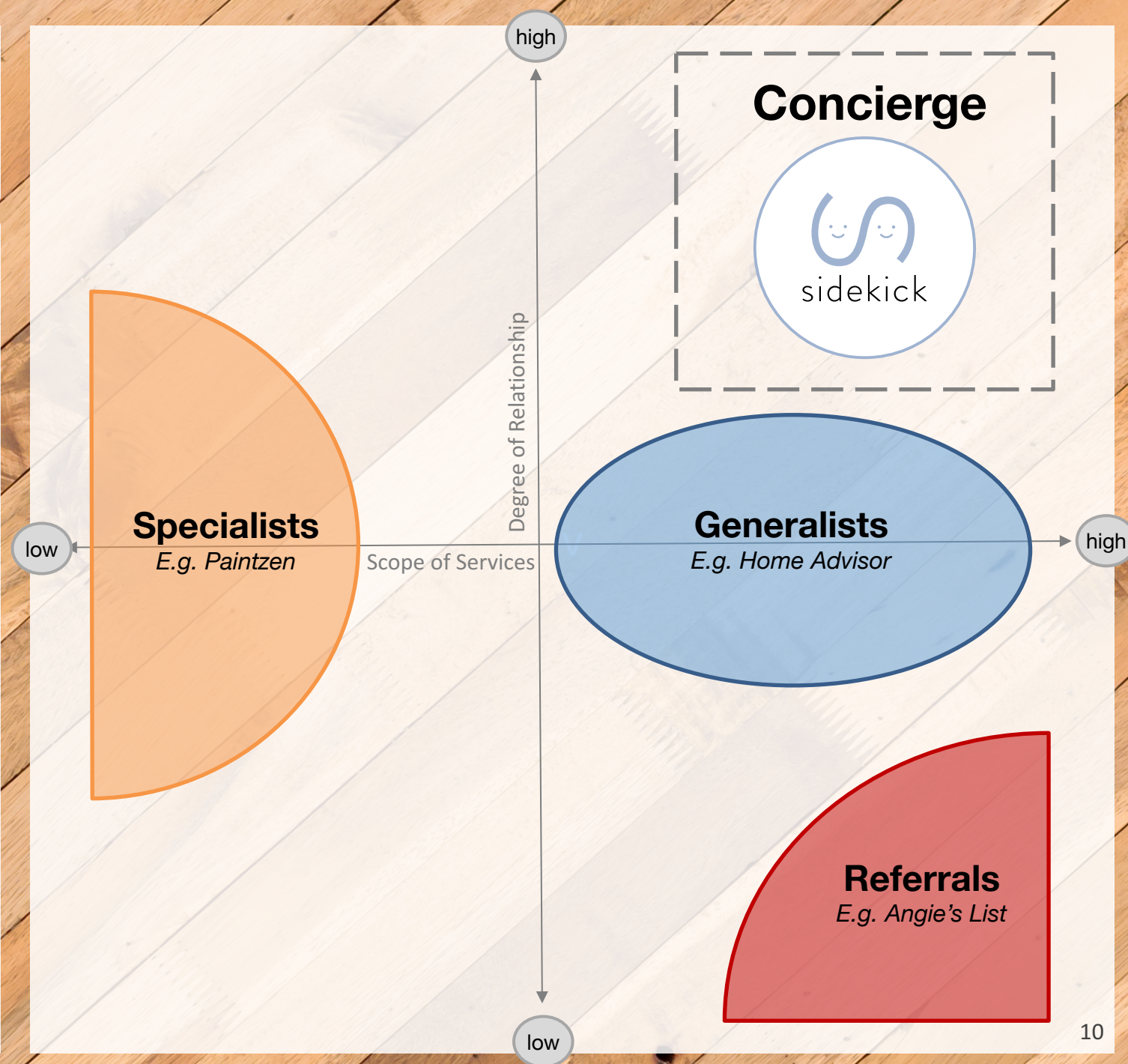
Fragmented

Hyperlocal

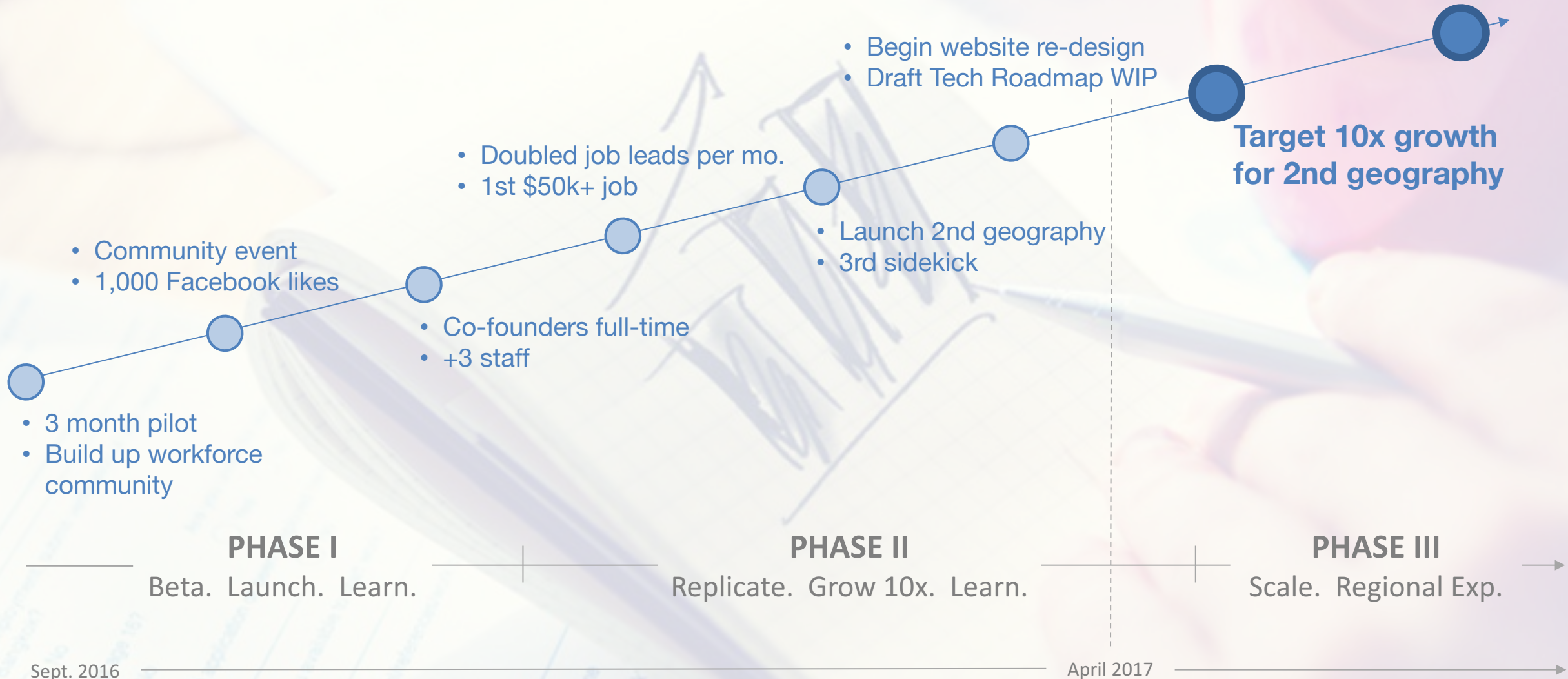
Market Opportunity

Other companies are trying but have taken a less **relationship**-based approach (e.g. Referrals), or fallen short of helping homeowners address **all** needs (e.g. Specialists), or tried to be everything to everyone at a national level to address what is a **hyper-localized** consumer demand (e.g. Generalists).

Sidekick sees significant opportunity in a **concierge approach**, acting as a trusted advisor to homeowners at a **local** level and serving as a **single point of contact** for **all** the homeowner's needs.



After successfully **proving business model viability**, Sidekick is constantly evolving its **expansion playbook** and testing its **growth strategies** in preparation for broader **regional expansion**.



While Sidekick currently practices a lean startup approach, it is developing a **Tech Roadmap** that will continually evolve to include features that directly **respond to customer needs**.

TECH ROADMAP

1

COMMUNICATION

- Project initiation
- Customer communication
- Social media & awareness
- App prototype

2

FUNCTIONALITY

- Fully functioning website
- App v 1.0
- Backend project management
- CRM
- Invoicing, billing & payment processing

3

ENHANCE

- Web & App v 2.0
- Field project mgmt. platform
- Scheduling
- Project cost estimator
- Predictive analytics platform
- Upgrades and enhancements

The Sidekick team relies on a range of backgrounds and experiences to **drive business forward**. New capital will be used to hire new Sidekicks to **expand**.

co-founders



ALEX ARATA: Held strategic leadership and consulting roles within established and early stage companies. Founding member of a disruptive crowdsourcing company that expanded internationally and recently sold.



ANDREW AUSTIN: Leadership roles within small non-profits and large multi-nationals with focus on developing long-term international growth and go-to-market strategies and business process improvements.



DAVE DOMBROSKI: Owner/operator of concierge handyman company for 10+ years. Skilled tradesman with vision for heightened customer service. Oversees all Sidekicks, training and workforce community.



MIKE TRACY: Part-time fireman, part-time Sidekick. Over 10 years experience as independent handyman – now lead Sidekick in 1st region. Leverages project mgmt. background to grow and operationalize business.



ANDREW CORSON: 5 years as project manager at MIT overseeing multi-million dollar construction projects. Current role with Sidekick includes contractor community development and seasonal program management.

sidekicks

DAVID OKSMAN: Extensive experience managing large brand marketing teams, developing vision and executing plans. Served as head of marketing at Life is Good; currently a marketing executive at Reebok.



Advisor

NANCY DEOL: Digital marketing expert with 10+ yrs experience developing & executing marketing strategies for various consumer facing and SaaS tech companies.



marketing

RACHEL CONROY: A 16 year resident of Greater Boston with deep local connections and understanding of target market and experience managing numerous house renovation projects.



Influencer

team & advisor experience



Sidekick is on a mission to **change** home improvement into what it should be ...

Trusted
Simple
Personal
Convenient
Hyperlocal

**Improving
Home
Improvement**