



Salesforce for construction

Customer story



- Negwer Doors
- 200+ employees
- **Annual revenue \$100 million+**
- Largest door contractor in St. Louis, MO

600,000 subs in U.S.

\$1.5 trillion industry

99% use email + excel for CRM

AutoSave 10/24/2019 9:20 AM EJR n Ruhmann

File Home Insert Page Layout Formulas Data Review View Help Tell me what you want to do

Clipboard Font Paragraph Styles Cells

0.3 10/24/19 9:20 AM EJR Negwer Door Systems - St. Louis, MO

Contractor STL "Hot List" Alberici, Ben Hur, Clayco, ICS, Kadean, Landco, McCarthy, Musick, Oshea, Pinnacle, Paric, Rhodey, United, Wetherhout

KC Contractors: JE Dunn, DeWitt

Columbia Contractors: Central States Construction, Coil Construction, Curtiss-Manes-Schulte, GBH, Grove Construction, Franklin County Const, Huebert, L & J Development, Little Dixie Construction, PCE

Sauget Contractors: Contegra, GI Construction, Holland, Impact Strategies, Littenken, L. Keeley, McCoy, Mid America, Poettker, Plocher, Samron, Todd Holland

Contractor Dont BID (Altman Charter, AJ Brown, Bingmann, Braun Construction, Buffalo Construction, Crossland Construction, Core Construction, C Rallo, Dar-Beck, DPL Construction, Evans, Interfa

L Wolf, Pernikoff, Rand, RD Lawrence, RK Builders, SIMMS, Tri-CO, TDS Construction, Wachter

CLICK for instructions if STATUS/ESTIMATOR/LOCATION is HIGHLIGHTED PLEASE LEAVE HIGHLIGHTS, Erich will add highlights and remove highlights once projects have been addressed CLICK for instruction

Vacations: St Louis Steven D. 10-16, 10-17, 10-18, 12-23, 12-24 Erich - Adam - 10-25, 10-31, 11-1 Brad - Dave Dothage 10-28, 10-29, 10-30, 10-31, 11-1

2019 Bid List by Erich Ruhmann Ext. 4429

DATE	PROJECT	Recv'd	Status	Estimator	Location	Openings	HW	Proj
November 2019								
11/27/19	Molly Bowden Neighborhood Policing Center Columbia Mo.		??	??	Col			
	Little Dixie, Crawford							
11/21/19	MU 3315 Berrywood Med center renov. Columbia Mo	10/24	Yes	??	Col			
	GBH							
11/21/19	Uoff Krannert Art Museum East Gallery Renovations	10/23	??	??	Stl			
	Grunloh							
11/19/19	New Early Childhood Center Sedalia Mo.	10/24	Yes	??	Col			
	GBH							
11/15/19	SMTD Interior Renovation	9/24	No	no	No			
	R.D. Lawrence Construction							
11/14/19	Bevier C-4 Ag Center shop	10/21	Yes	??	Col			
	JT Holman							
11/14/19	One Life Fitness Kansas City, MO	10/23	??	??	KC			
	Paric							
11/14/19	Delmar Divine commercial phase	10/18	??	??	Stl			
	Raineri							
11/13/19	Hampton Inn & Suites - St. Charles	9/27/2019, 10-14, 10-17	yes	Ray	Sau			
	Holland 11-8, Cissell Mueller Construction							
11/13/19	American Water Granite City WTP UV Disinfection Addition	10/18	??	??	Stl			
	Plocher							

bid list WEEK AT A GLANCE National Accounts Sargent no sub Assigned Contractors

Actual Customer

1:37 PM 10/24/2019

- 200+ employees
- Annual revenue \$100 million+
- Largest door contractor in St. Louis, MO

**Subs lack basic
software for healthy
sales and operations**

Old Way

- Read 70+ emails
- Manual data-entry
- Lots of mistakes
- Takes 2+ hours
- Repeat daily



Basis

- **0 emails**
- **0 data-entry**
- **0 mistakes**
- **Insights**

Old Way

- Read 70+ emails
- Manual data-entry
- Lots of mistakes
- Takes 2+ hours
- Repeat daily



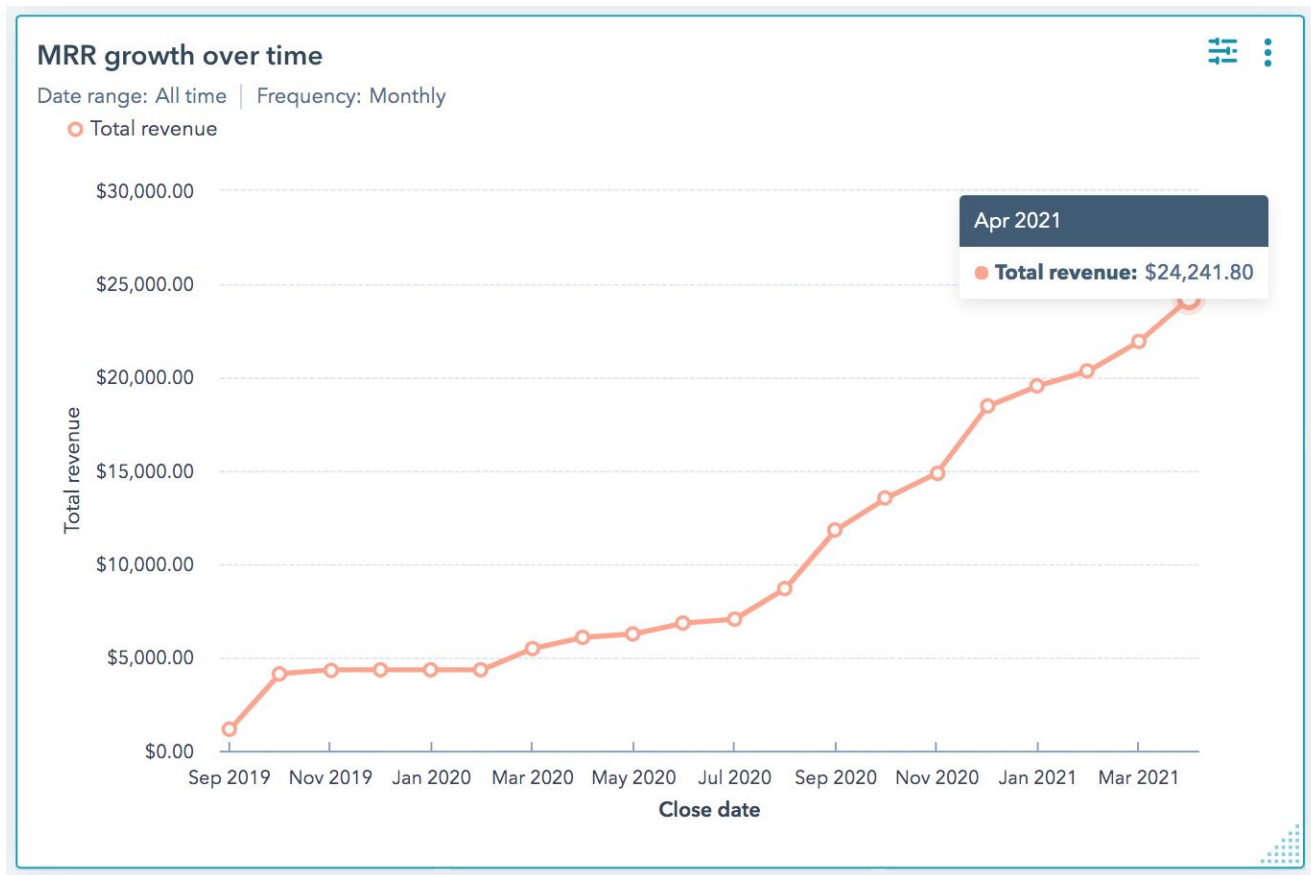
Basis

- **0 emails**
- **0 data-entry**
- **0 mistakes**
- **Insights**

We started with a CRM

- Basis = CRM + productivity tool
- Specific to construction
- Automates data-entry
- Shared inbox + team chat

\$24k MRR, growing 10% MoM



- Profitable in 6 months
- 57 customers
- Founder-led sales

75%

subs close after a free-trial

99% retention

Demo

**CRM is a product wedge
and growth wedge**

**100s of downstream
workflows still inefficiently
rely on excel and email.**

Product wedge



Sales

Bid tracking
Invite vendors
Proposal generation
Follow ups



Project management

Submittals
Email management
Manpower utilization
Payment reconciliation



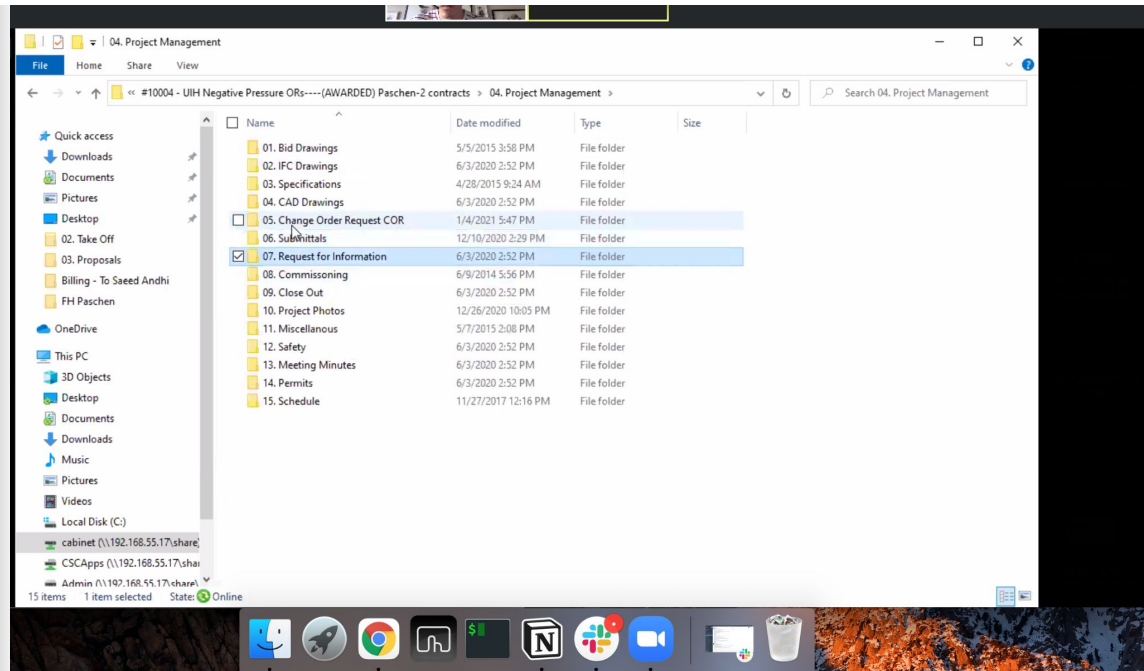
Reports

Job Profitability
Cashflow

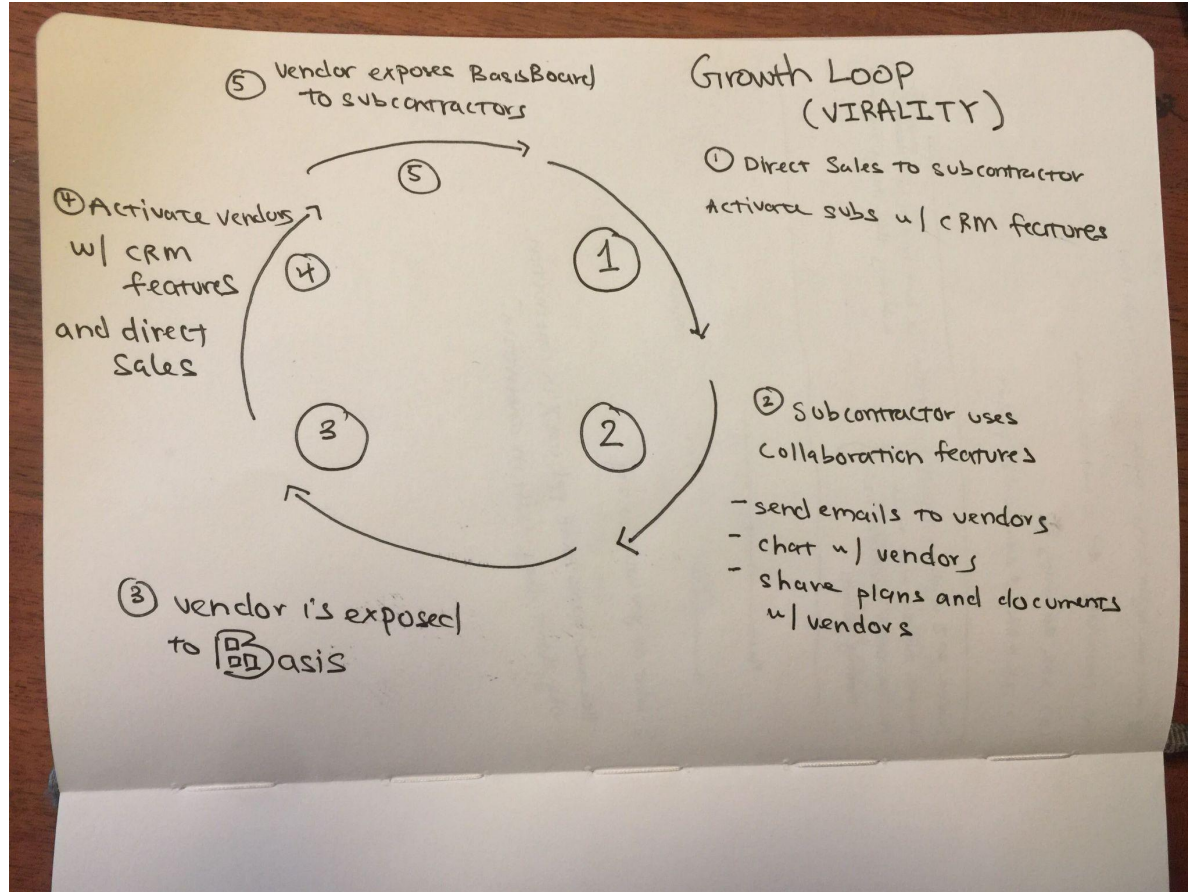
The screenshot shows the Outlook interface with an inbox list on the left and a selected email on the right. The 'Clear All Categories' menu is open, showing a list of categories with color-coded squares. The 'TM/CO' category is highlighted. The email on the right is from 'Allan Annex Lab' to 'BryanN@commercial' with the subject 'Lab - Magnum Drywall.pdf'. The email body contains a quote about a door and a closing statement about Labor Day.

Outlook Interface Elements:

- Top Bar:** Search People, Address Book, Read Aloud, Get Add-ins, My Account, Insights.
- Left Navigation Pane:** id, Move, Rules, OneNote, Assign Policy, Unread/Read, Categorize, New Group, Browse Groups.
- Inbox List (Left):**
 - our review. Note that this door will need to
 - s Lab has been approved. We expect to rec
 - ions posted - Miss...
id bidform
 - ions posted - Miss...
ad time to take a peek yet but I will have eye
 - ing Center
ady. We can do it again and send it in or send
 - ions posted - Miss...
this job for Hathaway? My drywall bid form
 - ing Center
ady. We can do it again and send it in or send
 - 1116 Psycho Runny Remenise Storage Utilities --
me know the lead time and install date when
- Selected Email (Right):**
 - From:** Allan Annex Lab
 - To:** <BryanN@commercial>
 - Subject:** Lab - Magnum Drywall.pdf
 - Body:** quote for your review. Note that this door will has a lead time of about 5-6 weeks from the time he manufacture.
- Open Menu (Center):**
 - Clear All Categories
 - Addendum
 - Bid Invite/Work Request/RFP
 - Issues
 - Job Awarded/Notice To Proceed/Contract/Bidding
 - Job Set Up Email
 - Lead Time
 - Material
 - Prints/Details/Photos
 - Proposal to Customer
 - RFI
 - RFP
 - Schedule
 - Submittals/Data Sheets/Submittals
 - TM/CO (Highlighted)
 - Vendor Pricing
 - All Categories...
 - Set Quick Click...



Growth wedge



Vendors also lack CRM

Jobs Bidding Week of March 8th (so far) - Message (HTML)

File Edit View Help Adobe PDF Tell me what you want to do

Ignore Move to? Meeting Move to? Team Email Done To Manager Rules OneNote Mark Categorize Follow Find A Read Zoom Delete Archive Reply Reply Forward All Reply & Delete Create New Move Actions Unread Tags Editing Select Speech Zoom

Mon 3/8/2021 4:14 PM

quotes-a177 <quotes-a177@thelightingagency.com>

Jobs Bidding Week of March 8th (so far)

Sean

Monday 08	Tuesday 09	Wednesday 10	Thursday 11	Friday 12
KINESIS DANCE STUDIO - BREAKOUTS TLA21-158815 Quoted NREED 6601 E. 8th Ave TLA21-158815 Quoted JBRULOOK Alameda International - Renovation of Kitchen TLA21-158823 (new) USARICA CHI OMEGA ZETA CHAPTER HOUSE - Copied PH TLA21-158877 (new) SHEKETH The STEAD School - L.C. Fulerwider Campus - TLA21-158805 (new) SHEKETH Zivaro TLA21-158841 (new) STROJANOWSKI Another Art Gallery - Specialized Counts TLA21-158826 Quoted KLOPEZ McCoy Warming Hut - 100% CD's TLA21-158896 (new) KLOPEZ ENT Credit Union - Spares 2 - Copied Bid TLA21-158810 (new) WCOBB SCLMG - LMC Occupational Health Clinic - W2 - TLA21-158813 Order pending SYNGLING 31st & Brighton - Complete TLA21-158845 (new) SHEKETH Montessori - Wheel Ridge TLA21-158832 (new) KLOPEZ T-MOBILE at McGregor Square - Return subs TLA21-158796 (new) SHEKETH DENVER WATER - S55 QUIVAS STREET BUILD TLA21-158813 Quoted NREED E & K OFFICE LIGHTING - CONTROLS - Addition TLA21-158838 Quoted GRATH Aurum - Orders TLA21-158822 Order pending SYNGLING Newton Middle School - LA LENS SAMPLE - ORI TLA21-158829 Order pending USARICA Alameda International - CONTROLS: Renovation TLA21-158830 (new) GRATH 990 Logan ST - TYPE IN TLA21-158851 (new) KLOPEZ Rocky Mountain Family Vision TLA21-158150 (new) SYNGLING	Kansas Dairy Ingredients, Inc. TLA21-158805 (new) JBRULOOK KULLERSTRAND ELEMENTARY SCHOOL RENO TLA21-158878 (new) NREED Monarch Dermatology TLA21-158623 (new) JBRULOOK Warriors Revolution TLA21-158869 (new) JBRULOOK 990 N. Barnock TLA21-158879 (new) USARICA Tointon Academy of Pre-Engineering PK-8 TLA21-157783 (new) SYNGLING Seneca Management TLA21-158843 (new) KLOPEZ F45 Training Studio - 1699 S. Colorado TLA21-158797 (new) SHEKETH Washburn University - School of Law TLA21-158842 (new) STROJANOWSKI Ziggi's Coffee - Lafayette TLA21-158871 (new) SHEKETH Ziggi's Coffee - Aurora TLA21-158816 (new) SHEKETH Banner Skyline Elevator Infill TLA21-157979 (new) KLOPEZ Jeffco Public Schools - D'Evelyn Jr-Sr High Scho TLA21-158847 (new) SYNGLING 1100 Westmoor - Westmoor Deli Cafe - Copied TLA21-158852 (new) STROJANOWSKI 1100 Westmoor - Westmoor Fitness Center - C TLA21-158853 (new) STROJANOWSKI 1100 Westmoor - Common Corridor Remodel TLA21-158853 (new) STROJANOWSKI One River Run Keystone - Permit/Construction TLA21-158836 (new) USARICA Gold's Marketplace - Suite 10051 TLA21-158815 (new) KLOPEZ HCA HealthONE Lobby Refresh TLA21-157885 (new) SHEKETH Ziggi's Template TLA21-158800 Quoted SHEKETH	MetLife Campus 470 - Building #8744, Building TLA21-157374 Quoted SYNGLING Ziggi's Coffee - Van Buren TLA21-158813 (new) NREED BoulderCentre For Orthopedics & Spine TLA21-158858 (new) SHEKETH Westmoreland Mining TLA21-158857 (new) SYNGLING Greenwood Pediatrics TLA21-158825 (new) SYNGLING Premier Members Credit Union - Arvada TLA21-158824 (new) SHEKETH Union Apartments TLA21-157897 (new) USARICA	SCLHMC - Lutheran Cancer Center Study - 100 TLA21-158869 (new) JBRULOOK BANNER HEALTH - SKYLINE MEDICAL PAVILION TLA21-158877 (new) NREED Medtronic - PROJECT 321 - Louisville Lab - TI TLA21-158673 (new) USARICA In-N-Out Burger - Thornton TLA21-158392 (new) STROJANOWSKI Edwards Electric-CCR TLA21-158801 (new) SHEKETH	GTC Office Building - Rebid TLA21-158627 (new) JBRULOOK TRADE AT 2534 - 4151 RONALD REAGAN BLVD TLA21-158848 (new) NREED Laramie Plains Federal Credit Union - Remodel TLA21-158877 (new) SYNGLING Alexan Evans Station - REBID TLA21-158869 (new) USARICA Marshdale Elementary School TLA21-158361 (new) USARICA Ace Hardware - Louisville Plaza TLA21-158846 (new) STROJANOWSKI

00:30:29 / 01:13:30

Speed

3/9/2021

\$3.6B

\$6,000/year x **600K** subcontractors

Team



Andy

Co-founder

Uber
ATG



Kevin

Co-founder

BCG

\$1.1m raised from institutional VCs + founders

VCs

- YCombinator
- AME Cloud Ventures
- Twentytwo VC
- Correlation Ventures
- FoundersX
- SignalFire

Founders

- Paul Buchheit
(inventor of gmail, YC partner)
- Nat Turner + Zach Weinberg
(founders of Flatiron Health)
- Xuan Yong (CEO of RigUp)

Raised on standard YC SAFE note (\$10m post, no discount)

Looking to raise \$3m seed-round