

**P R E D I C T I V E**

Waking sleepy industries

## EXECUTIVE SUMMARY

# Move at the speed of weather

Severe weather produces property damages in excess of 10s of billions of dollars per year in the U.S.

Predictive opens the door for B2B clients to quickly engage their customers in real-time.



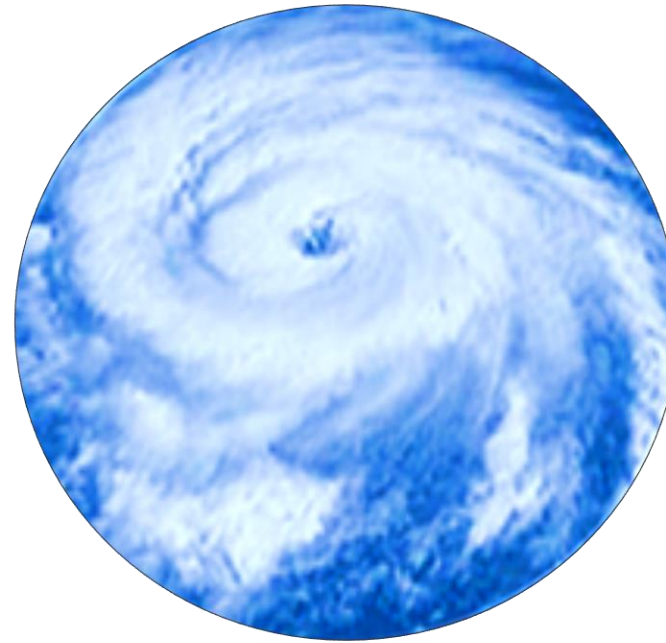
Severe weather damages massive amounts of properties every year, producing billions of dollars in claims & construction.



Users can leverage Predictive Solutions and the SmartCollar platform to access their opportunities at scale.



This allows users to derive actionable insights about where weather events have hit, who was impacted, and to directly engage with property owners, resulting in increased contracts, claims, and repeatable business.



## PROBLEM

There is no centralized, data-driven prospecting tool in the Public Adjuster, Roofer and Contractor space.

As a results, public adjusters and contractors are still using inefficient prospecting methods to find lucrative opportunities, thereby wasting time and money in the process, while missing opportunities to grow.



Using weather maps to guess what properties were impacted. They drive around and knock on doors that may not have been affected.



They scatter shoot direct mail campaigns for broad areas, often with poor results. This is slow and expensive.



They spend tens of thousands of dollars monthly on bloated traditional & digital paid media platforms.



At least half of a contractors day is spent researching the property owners contact information, often reach someone with no decision making ability



**\*\*Contractors are made up of: General contractors, roofers, restoration companies, and home service companies.**

SOLUTION

## SmartCollar – B2B SAAS

**Empowering contractors and insurance professionals with a platform that quickly and effortlessly allows them to scale.**

Timing is critical when weather impacts properties. Identifying the exact properties and owners, produces a powerful competitive edge and is a game-changer for their marketing and operations.



**Immediate knowledge of the exact properties and their owners that were impacted by severe weather.**



- ✓ Faster response times to help serve clients.
- ✓ Faster (and a lot less expensive) than waiting for bid platforms to produce leads.
- ✓ Faster than their competitors



**Immediately reach property owners and decision makers affected by severe weather.**

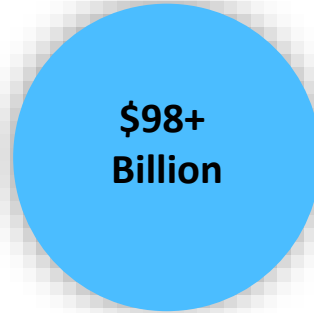
Our platform allows customers to maintain their finger on the pulse of weather events and the properties that become affected as well as retrieve the low-hanging-fruit of historical weather impact.

## MARKET SIZE



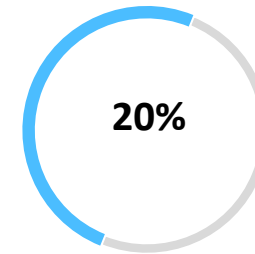
**# of Businesses in  
these industries**

1,233,000



Per Year in related insurance  
claims and construction  
payments and damages.

[Insurance Information Institute](#)



Average percent of  
revenue spent on  
prospecting efforts

# CURRENT STATE

## VERSION 1



- ✓ Currently we are bootstrapped
- ✓ SaaS for **Version 2** has been self-funded
- ✓ Organic marketing- no paid media



- ✓ Started in April and already generating \$10K/month avg in revenue
- ✓ Version 1 is selling customized data solutions (*the output of the future SaaS*)

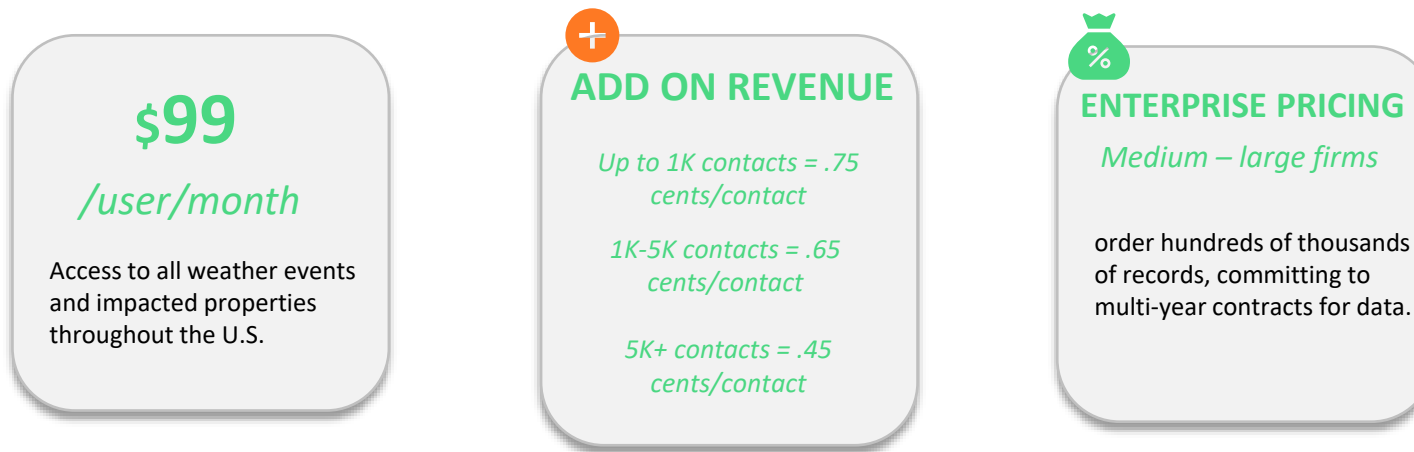


- ✓ Set to launch our SaaS – **VERSION 2** on September 15, 2020
- ✓ Remember, it has been **self-funded!**

# REVENUE MODEL

## VERSION 2

SmartCollar makes money in **3** different ways



Within the platform, members have the option to purchase premium contact data. These are typically ordered in the thousands or 10s of thousands.



What about hundreds of thousands of contacts???



\*Roofers, Public adjusters, general contractors, restorations companies, and home service providers multiply our membership universe.

# COMPETITION

**SmartCollar** competes against weather-based applications and Commercial Real Estate platforms that offer contact data. These are the only tools available to our customers. They are costly and fragmented.

## Hail Trace

The most robust offering currently on the market

The technology primarily focuses on claims management. It is cumbersome

While this solution allows users to collect residential contact information, the data is insufficient in terms of contact accuracy. It also excludes commercial and multi-family data, which is known to be the most lucrative

## Hail Recon

Primarily a mobile app-based application

Simply shows weather events over a mapping platform

This platform doesn't offer the user value other than knowing the general area of impact. There is no contact information available to engage the property owners

## Co-star & Reonomy

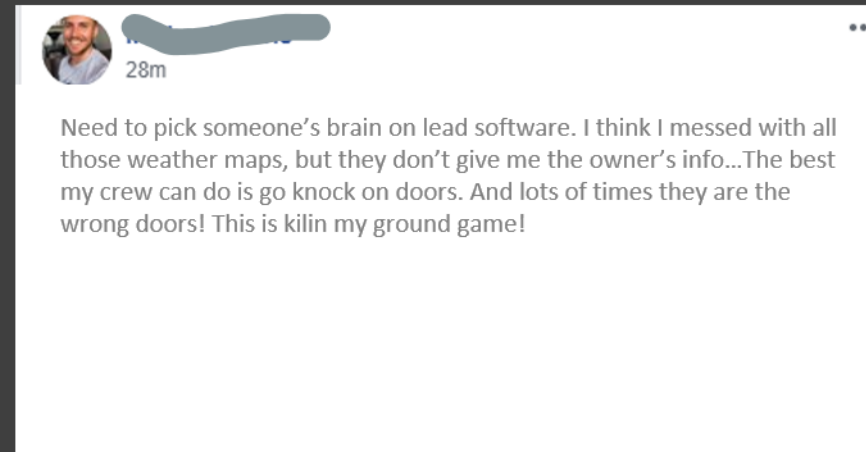
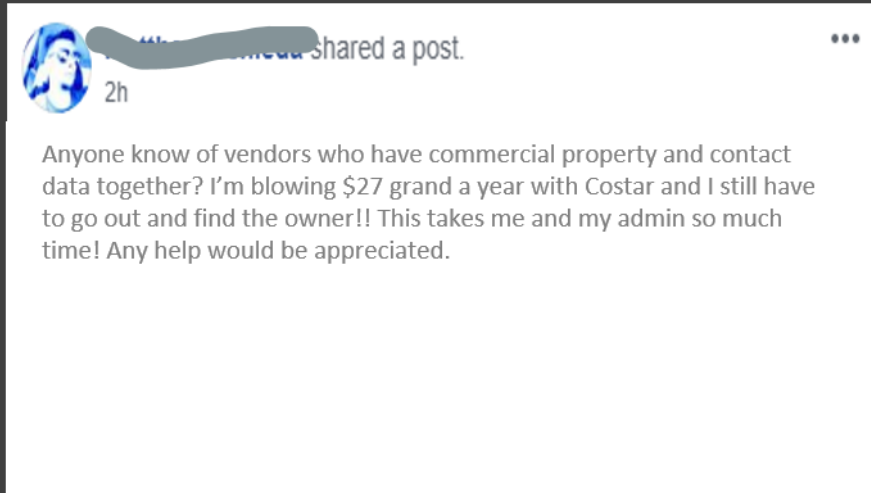
These platforms are exclusively for commercial real estate investors

Our customers used these platforms because other solutions lack the commercial contact information

Doesn't include weather data, ignores residential information, and is extremely expensive



# Voice of Customer



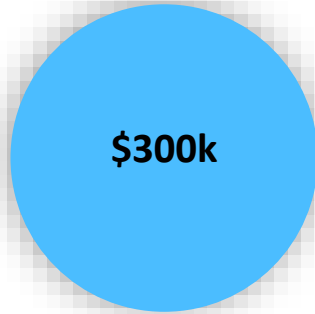
These are dull industries largely ignored by innovation.



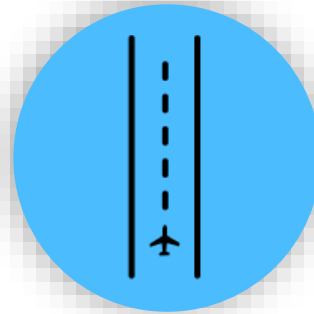
Awareness of our offering is contagious, and adoption will be rapid – We just need it to scale faster, nationwide.



## THE INJECTION WE ARE SEEKING



CONVERTIBLE NOTE  
EQUITY PARTNERSHIP



18 months of runway to work on:

- Enhancing SaaS offering
- Early retention efforts
- Scaling sales & marketing
- Profitability



FUTURE PLAN TO RAISE  
FURTHER ROUND TO CRANK  
UP MARKETING & SALES

# TEAM

## Stewart Severino

Co-Founder



Stewart, an experienced C-level professional brings over 20 years of mar-tech innovation, SaaS development, and servant leadership to Predictive Solutions LLC.



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## Theodore Patestos

Co-Founder



Theo, an Army veteran, is a seasoned technologist with more than 10 years of experience. Over the last decade, Theo has focused on geographic information systems and machine learning for real estate acquisitions. He has studied at Rutgers University, led data transition efforts for a national firm and supervised quantitative research teams for the public sector.



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PREDICTIVE

<https://www.predictivesolutions.io/>