Recover Inc.
Seed Round Overview

Operational Snapshot, Market Position, Financials, and Growth Strategy

Jeff Carron

Essential Investor Talking Points

Key insights for discussing our market opportunity and growth strategy

+ **Market gap:** $900B industry with no operating system

+ **Product fit:** Built by restoration operators for restoration operators

+ **Traction:** Dozens of offices onboarding; pipeline > 200

+ **Profitability:** Breakeven in six months, cash-flow positive after

+ **Business model:** SaaS + Rails (Marketplace + Payments + Financing)

Unlocking the $900B U.S. Reconstruction Market

Understanding market size, industry dynamics, and strategic positioning

1 Market Size

- **TAM (Total Addressable Market):** $900 B+ U.S. reconstruction / restoration spend
- **SAM (Serviceable Available Market):** $65 B North America Managed Repair Claims
- **SOM (Serviceable Obtainable Market):** $10B reachable with Recover's current model

2 Industry Insight

- 90% of built-environment spend is repair, not new build
- Industry still operates on disconnected tools and manual compliance

3 Positioning

- Verisk = Pricing/Estimating Solutions
- Cotality = Fragmented Proptech Ecosystem
- Recover = Sequential, Connected Job Completion Platform For Restoration Exclusively
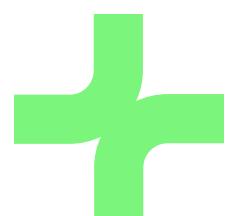
Recover Inc. Fundraising & Financial Overview

Key Metrics Driving Growth and Investment Potential

Company: Recover Inc.

Stage: Revenue-generating SaaS / rails platform

Round: Pre-Seed SAFE

Funding Target: $3m

Valuation Cap: $15m

Discount: 20%

Use of Funds: Compliance, Support, Security

Runway: 18 Months

Breakeven: Month 12

ARR Month 12: ≈ $6M

ARR Month 15: ≈ $10M

Projected Enterprise Value (12×): $120–150 M

Dilution: ≈ 20-25%

Close Date: Rolling

Unit Economics: Revenue and Margin per Restoration Franchise

One-customer view of job fees, marketplace take rates, and spend assumptions

1 Customer overview and key assumptions

- Average franchise revenue: **$5.5m** per year
- Materials spend: **20%** of revenue
- Subcontractor payments: **30%** of revenue
- $5K/month platform fee per office included in pricing

2 Job-based marketplace revenue

- 3.5% on materials ordered via platform
- 2.5% on subcontractor payments processed
- Annual marketplace take: 3.5% of 20% + 2.5% of 30% of revenue
- Marketplace revenue estimate: **$49,000** per year per client

3 Customer economics and acquisition

- CAC tracking at $770.
- Cost to Onboard + Train tracking at $1200
- Initial Onboarding is 1 month Cycle Time. Mature Onboarding is 3 Months.
- CAC + CTO is recovered by time of completed onboarding maturity.
- Churn is less than 10% due to significant time and capital investment upfront.

# Unlocking Product Architecture for Seamless Operations

Explore the layers powering workflows, management, insights, commerce, and predictive intelligence
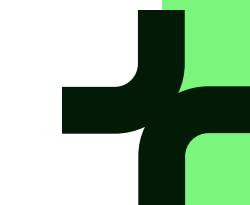
Layer	Function	Primary User
Frontline	Technician workflow: guided inspection, moisture data, photo capture, psychrometrics logging	Field Techs
Ridgeline	Job management + compliance tasks + estimate export (Xactimate/Symbility)	PMs / Coordinators
Alpine	Executive dashboards: financials, performance, compliance	Owners / Carriers
Marketplace + Cash	Commerce + financing rails (materials, labor, job funding)	Contractors / Suppliers
Recover Intelligence Graph	Predictive data spine for cost, drying time, and risk models	Recover Platform Core

Uncover Key Competitive Differences Across Leading Platforms

Comparing Market Focus, Workflow, Data, Monetization, User Base, and End Value
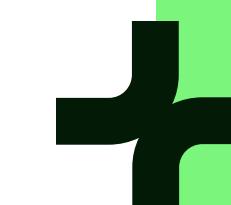
Axis	Cotality	Verisk	Recover
Market	Design / Remodel	Enterprise Construction	Restoration / Reconstruction
Workflow	Lead → Design → Invoice	Pre-Con → RFI → Closeout	Loss → Mitigation → Compliance → Rebuild
Data	Marketing metrics	RFIs / Docs	Field telemetry & compliance signals
Monetization	Ads + Low-SaaS	Seat Licenses	SaaS + Marketplace + Financing
Core User	Homeowner	GC / PM	Technician → Carrier
End Value	Leads / Visibility	Project Oversight	Verified Outcomes + Payment Accuracy

Maximize Profit by Replacing Legacy Stacks

Compare legacy costs with Recover's all-in-one $5K solution that eliminates admin labor and generates profit
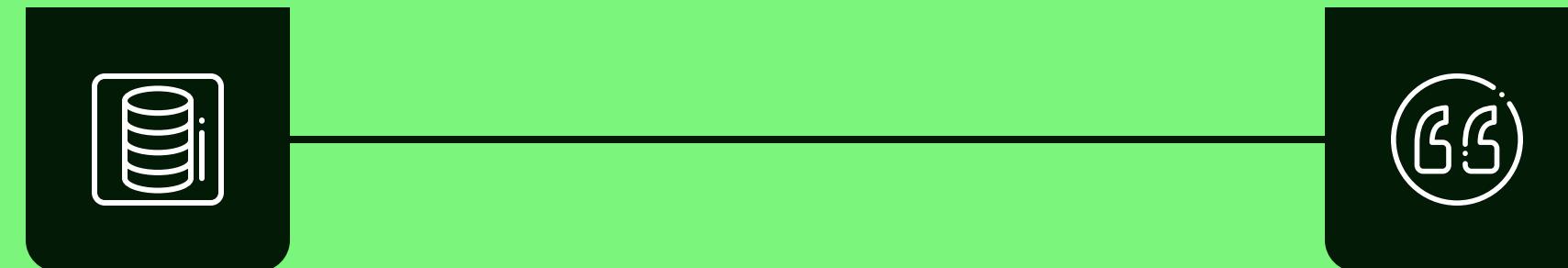
Legacy Stack vs Recover Equivalent Monthly

- **CRM / Job Management / Compliance / Scheduling:** $1.4–2.6K per month → Included in $5 K plan
- **Admin Labor:** 20 hrs × $50 × 20 jobs = $20K → Completely eliminated
- **Recover Fee:** $5K per month → Acts as a profit center through rails and time savings

Key Quote

"Legacy apps charge $2,000 combined to give you another dashboard. Recover charges $5,000 to double the productivity of your $50k payroll"
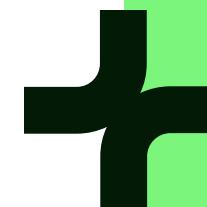
Revenue + Customer Growth

Key Monthly Metrics Highlighting Breakeven and Cash Flow Trends (Not Counting Marketplace Rev)
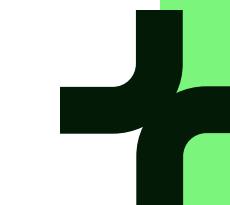
Month	Offices	MRR ($K)	Notes
1	8	20 (Beta Pricing)	Earliest clients paying deep discounts currently. Contracted price raises tied to milestones.
6	30	180	First clients reaching operational maturity - purchasing 70% or more of materials through Recover and paying 50% of subcontractors through Recover.
9	50	300	All clients onboarded within first six months have reached maturity, and training cycle compressed due to best practice implementations.
12	80	475	Sales velocity increases due to Paul Davis use case leverage, expansion deeper into competitive franchise networks, broader Verisk Integration, onboarding cycle reductions.
18	120	800	Paul Davis network replacement of Cotality products due to contract end, margin expansion due to volume discounts on repeat items.

Strategic Allocation of $1m Funding Round

Detailed breakdown of investment priorities and expected outcomes

| Category	%	Outcome
Engineering & Product	35%	Cash v1, Marketplace v1, Graph v2
Growth & Onboarding	25%	Boot Camp → 100 offices
Compliance & Carrier Liaison	20%	Recover File pilot + Adjuster dash
Infrastructure & Ops	15%	Servers + Legal + Admin
Reserve Buffer	5%	Liquidity insurance
Total	100%	15 mo runway, profitable by month 9

Recover: Revolutionizing Restoration Operations

Streamlining a trillion-dollar industry with data-driven workflows and self-funding transactions

"Recover is the operating system for restoration and reconstruction. A trillion-dollar industry still runs on phone calls and Excel.

We built Recover to replace that friction with a guided, compliant, data-driven workflow that connects field techs, project managers, and carriers. Our Marketplace and Recover Cash turn every job into a transaction stream, making the platform self-funding. We're raising $3M on a $15M cap SAFE to reach 100 offices, $6M+ ARR, and profitability in 2027. By next year, Recover will be the default standard for restoration workflows throughout the Paul Davis network and an emerging option in competing Franchise networks.
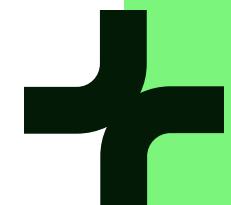
Operator Execution Plan: Driving Growth Through Strategic Focus

Quarterly priorities and key deliverables aligned to accelerate expansion and funding milestones

Quarter	Core Focus	Deliverables
Q1 2026	Product Polish + Begin Raise	Cash v1, Marketplace v1 live in five offices with primary team.
Q2 2026	Onboarding Acceleration	24 active offices; Boot Camp program scaled, Carrier Pilots Open
Q3 2026	Compliance Expansion	Mature Verisk Integration + Live Carrier Acceptance of Recover File
Q4 2026	Marketplace Scale	Supplier APIs + Transaction volume >$5 M/mo
Q1 2026	Financing Flywheel	Recover Cash yield >$2 M revenue; prepare Series A

Addressing Key Investor Questions

Clear answers to common investor concerns for confident engagement

Likely Question	Core Answer
Why only $3M?	Enough to reach profitability + 100 offices without dilution; self-funded beyond.
How do you defend the $5K price?	It replaces 6 tools and 20 hours of labor per job—Recover is a profit engine.
Competition?	Verisk/Cotality = Embedded Powers with sizable gaps in service offering that they're not closing.
Gross margin?	≈ 70% software, > 80% by month 9 with rails margin.
Exit path?	CoreLogic / Verisk / ServiceTitan / Procore / PE (Vista, Accel-KKR).
Why now?	IICRC standards + carrier pressure = timing window for compliance automation.