



Recover Inc. – Pre-Seed Round
\$1.5M

The Operating Infrastructure For Property Restoration

A trillion-dollar industry still runs on phone calls and Excel. We built the fix.

Jeff Carron, CEO · recover.systems

The Problem

**Restoration is a \$900B industry
with no operating infrastructure.**

The workflows are broken. Receipts go one way, emails and photos go another. This is the reality:

- Clients on the line waiting for updates
- Documentation and timestamps gone missing
- Crews stuck asking for direction
- Mountains of forms and signatures to upload
- Invoices piling up, needing to go out

**Nobody built software for the guy actually running these jobs –
so we did.**



The Ecosystem

One Platform. Every Stakeholder.

Customers

Homeowners gain a live window into their project, ensuring they're never left in the dark.

Technicians

Guided workflows, state-of-the-art tooling, and real-time support mean no one gets stranded on the job.

Managers

Recover Intelligence provides true visibility into scope, efficiency, and performance across all operations.

Adjusters

Scope approvals, change orders, live updates — all in one place. The back-and-forth ends here.

Subcontractors

Receive assignments and enter competitive bids in the marketplace. Work orders and adjustments handled start to finish.

Executive Desktop

Total Visibility. Total Control.

Live field updates, admin tasks, and crew assignments—all centralized. Three views, one platform, zero blind spots.

Recover AI

Digests compliance requirements, pricing fluctuations, and job timelines to keep you ahead of problems, not chasing them.

Frontline

Tracks uploads, estimates, material orders, subcontractors, and crew assignments from a single dashboard.

Ridgeline

Mid-level oversight for multi-job management: compliance, estimate exports (Xactimate/Symbility), and scheduling.

Alpine

Executive altitude: financials, portfolio performance, carrier compliance, and owner-level reporting across operations.



Field iOS App

The Technician's Command Center

From inspection to sign-off, Frontline gives techs every tool they need, guided by AI and built for the field.

AI-Assisted Inspection

LiDAR scanning and dollhouse mapping capture real-time site conditions – no manual sketching, no missed details.

Intelligent Mini-Workflows

Guided flows for extraction, demolition, mitigation, monitoring; every step prompted and logged.

Real-Time Documentation

Timestamped photos, moisture, and psychrometric data captured on-site, instantly synced to project records.

Action-Based Frontline

A streamlined interface shows what's done and what's next – zero crew ambiguity.



Essential Investor Talking Points

Key signals for evaluating Recover's market position

Market Gap

\$65B managed repair ecosystem — no connected operating system exists

Product Fit

Built by an active Paul Davis franchisee and a team of operators — not outside observers

Live Traction

8 offices in active beta. 29 more on the waitlist with verified interest + Verisk partnership

The 1,200 Elite Firms

Our core power users – \$5M+ annual revenue restoration firms

1,200

Elite Restoration Firms

U.S. firms generating \$5M+ annually — the concentrated core of the managed repair market

\$7,500

Current Monthly Value

Per firm today, combining SaaS subscription and embedded payment rails margin

\$10k

24-Month Value

Per firm at scale, driven by continued platform use and payment volume growth

\$108M

Annual Segment Revenue

Total addressable revenue from this segment alone at current per-firm value
($\$7,500 \times 1,200 \times 12$)

At 24-month per-firm value, this segment alone represents **\$144M ARR** — without expanding beyond the elite tier.

Why Elite Firms Choose Recover

Benefits are most noticeable for high-volume, high-complexity operations

Volume Efficiency

Handles 50+ concurrent jobs with guided workflows and compliance automation — purpose-built for the complexity that overwhelms generic tools.

Margin Protection

3.5% materials take rate + 2.5% subcontractor take rate on \$1.1M+ materials spend and \$1.65M+ subcontractor payments annually — meaningful margin on every job.

Carrier Integration

Adjusters work inside the same platform — shared dashboards, live messaging, and a verified audit trail replacing the phone calls and email chains that slow every claim cycle.

Why Recover Wins

Go-to-market and competitive advantages

Carrier Pull

Adjusters at Nationwide, Amica and Liberty Mutual have expressed direct intent to advocate for Recover adoption upon full release

Paul Davis Network

Network franchisees are leading the round, in addition to being our earliest customers. Pressure applied internally by the network for Franchisor mandate beginning in 2028.

Business Model

SaaS + Embedded Rails — \$2,800/month per office + 3% blended margin on in-platform material and labor payments

Unit Economics

Revenue and Margin Per Restoration Franchise

Customer Overview & Key Assumptions

- Average franchise revenue: \$5.5M per year
- Materials spend: 20% of revenue (\$1.1M)
- Subcontractor payments: 30% of revenue (\$1.65M)
- Platform fee: \$2,800/month (small office) → \$5,000/month (large office)

Job-Based Marketplace Revenue

- Materials ordered via platform: 3.5% take rate
- Subcontractor payments processed: 2.5% take rate
- Materials: $\$1.1M \times 70\% \times 3.5\% = \$26,950$
- Subcontractors: $\$1.65M \times 50\% \times 2.5\% = \$20,625$
- Total rails: ~\$47,500/year per client

Combined Annual Revenue Per Office Customer Acquisition Economics

- CAC: \$770
- Cost to Onboard + Train: \$1,200
- Total customer acquisition cost: \$1,970
- Full CAC recovered within first month of mature onboarding
- Churn: <10% — driven by deep workflow integration and upfront client investment in onboarding

Traction

Where We Are Today

Live

- 8 offices in active beta — verified workflow usage confirmed via platform logs
- 100% 60-day retention across initial cohort — zero dropoffs
- First 4 offices showing expanded and deepening usage after 2 months
- All 8 offices actively engaged through structured check-in meetings and bug reporting cycles

Pipeline


- 29 offices on verified waitlist via verbal, text, and email interest — ready for access upon full release
- Paul Davis CTO engaged and supportive of network-wide adoption
- Two of Paul Davis's largest revenue-producing offices in active use and committed to championing platform rollout across the network

Carrier Relationships

- Adjusters at Amica, Nationwide and Liberty Mutual have expressed direct intent to push for Recover adoption in their markets upon full release
- Carrier-side demand at pre-launch stage signals genuine product-market fit in the compliance and documentation layer

Integration

- Xactimate estimate pipeline partnership secured — primary estimating standard used across Paul Davis network and the industry broadly
- Positions Recover as the connective layer between field documentation and carrier estimate acceptance

 *50+ jobs processed across beta offices since January to strong early feedback and zero churn*

Growth Trajectory

Revenue Scaling by Office Count – Blended revenue of \$7,500/month per mature office

| Milestone | Offices | MRR | Key Driver |
|-----------|----------------|--------------|--|
| Today | 8 | Beta pricing | Active workflow usage, zero dropoffs, 29-office waitlist |
| Month 2 | 8 (full price) | \$22,400 | Beta offices convert to full pricing — operational breakeven |
| Month 6 | 30 | \$180,000 | First cohort reaches maturity — 70%+ materials, 50% subs through Recover |
| Month 9 | 50 | \$300,000 | All early cohorts mature, training cycle compressed via best practices |
| Month 12 | 80 | \$475,000 | Franchise network expansion, Verisk integration mature, sales velocity increase |
| Month 18 | 120 | ~\$800,000 | Paul Davis Cotality contract replacement, margin expansion from volume discounts |

\$5.7M

ARR at Month 12

Platform fees only — rails revenue adds materially at cohort maturity

\$9.6M

ARR at Month 18

Platform fees only — rails revenue adds materially at cohort maturity

Fundraising Overview

Seed Round – \$1.5M

| | |
|-----------------------|---|
| Stage | Revenue-generating SaaS + embedded rails platform |
| Round | Seed SAFE |
| Funding Target | \$1.5M |
| Valuation Cap | \$15M |
| Discount | 20% |
| Runway | 15 months |

| | |
|------------------------------|--|
| Operational Breakeven | Month 2 — beta offices convert to full pricing |
| ARR at Month 12 | \$5.7M |
| ARR at Month 18 | \$9.6M |
| Follow-on Round | Series A targeted Q1 2027 from 80+ office position |
| Close Date | Rolling |

Fund Allocation

Strategic Allocation of \$1.5M

\$1.5M

Total Raise

Seed SAFE · \$15M cap · 20% discount

Q2 2027

Series A

Targeting from 80+ office position

| Category | Amount | Outcome |
|--------------------------------|--------|--|
| Engineering & Product | 30% | Specialist engineer team additions. Cash v1, Marketplace v1, Intelligence Graph v2, Frontline mobile |
| Compliance & Security | 20% | SOC 2 Type II — unlocks carrier and enterprise contracts |
| Carrier Liaison & Recover File | 20% | Recover File pilot, adjuster dashboard, carrier onboarding |
| Infrastructure & Ops | 20% | AWS, integrations, legal, admin |
| Reserve Buffer | 10% | 1.5x monthly burn coverage |

Competitive Landscape

| Axis | Cotality | Encircle | Recover |
|-------------------|------------------------------|---|--|
| Market | Design / Remodel | Restoration Tracking | Restoration - End to End |
| Workflow Stages | Job created → Status updated | Photo capture, form entries → Dashboard | Loss → Mitigation → Compliance → Rebuild |
| Data Intelligence | Marketing metrics | Reports / Notifications | Compliance Automation, Field Telemetry and Predictive Modeling |
| Monetization | Ads + Low-SaaS | Seat Licenses | SaaS + Marketplace + Financing |
| Core User | Homeowner | GC / PM | Technician → Manager → Carrier → Homeowner |
| End Value | Leads / Visibility | Project Oversight | Verified Outcomes + Payment Accuracy |


📌 **The gap no one is closing:** Cotality and Encircle give operators a place to log work without a system to complete it. Technicians get interfaces that create confusion instead of clarity, managers get dashboards that show a job exists without showing what's wrong or what's next, and everyone defaults back to phone calls. Neither platform has guided workflows, an intelligence layer, or embedded payments. Recover is built around a different premise entirely — that the software should run the job, not just record it.

Legacy Replacement

What Recover Replaces

| Line Item | Legacy Stack | Recover |
|---------------------------|---|-------------------------|
| CRM + Job Management | \$500-700/Month | Included |
| Compliance Software | \$200-500/Month | Included |
| Scheduling Tools | \$100-250/Month | Included |
| Admin Labor | 12 hrs × \$50 × 20 jobs = \$12,000/month | Eliminated |
| Total Monthly Cost | \$12,800–13,450/month | \$2,800/month |
| Annual Savings | — | ~ \$124,000/year |

"Legacy apps charge \$2,000 combined to give you another dashboard. Recover charges \$2,800 to replace \$20,000 in monthly overhead and make your technicians twice as effective."

 **The operator math:** Recover pays for itself on the first job of the month. Every job after that is pure recovered margin.

Execution Roadmap

Q2 2026 – Full Release + Begin Raise

8 beta offices convert to full pricing. Cash v1 and Marketplace v1 live. \$1.5M raise initiated.
29-office waitlist begins onboarding

1

2

Q3 2026 – Onboarding Acceleration

30 active paying offices. Boot Camp program scaled. Carrier pilots open. SOC 2 compliance work initiated

3

Q4 2026 – Compliance Expansion

Mature Verisk integration. Live carrier acceptance of Recover File. SOC 2 Type II certification in audit. 50 offices

4

Q1 2027 – Marketplace Scale

Supplier APIs live. Transaction volume >\$5M/month. SOC 2 certified. 80 offices

5

Q2 2027 – Series A

Recover Cash yield >\$2M revenue. 100+ offices. Series A raise initiated from position of demonstrated network penetration

Founding Team

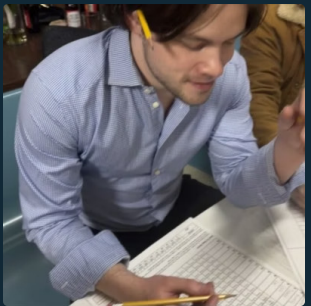
Built by Operators and Engineers Who've Done This Before

Four founders combining strategy, product, platform, and integrations to scale network and product-market fit



Jeff Carron – CEO, Founder

- Active Paul Davis franchisee; uses Recover daily.
- Founded Lapel, a clothing recommendation platform for menswear.
- Owns: investor relations, partnerships, vision.



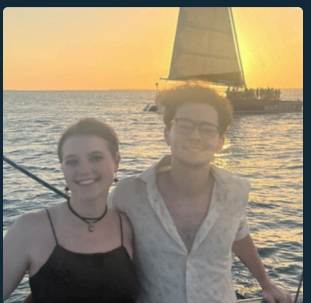
Dave Carron – CPO, Founder

- Software Engineer at Veeva Systems; enterprise compliance software.
- Geneticist at Bayer/Monsanto; self-taught developer.
- Owns: product strategy and design, roadmap, onboarding.



Will Carron – CTO, Founder

- Software Engineer at Caplinked; security-focused deal platform.
- Self-taught Ruby/Vue developer.
- Owns: technical architecture, backend, infrastructure.



Nathan Lee – CIO, Founder

- CS degree, UMSL; JavaScript & Java developer.
- Multi-platform systems integration specialist.
- Owns: third-party integrations, Xactimate pipeline, carrier APIs.

Investor FAQ

Why \$1.5M?

Enough to convert our beta cohort, clear our 29-office waitlist, reach 30 paying offices by month 6, achieve SOC 2 Type II certification for carrier and enterprise contract eligibility, and maintain 15 months of runway into our Series A. We raise larger from a position of proven scale.

How do you defend the \$2,800 price?

It replaces \$20,000+ in monthly overhead and eliminates admin labor entirely. Recover pays for itself on the first job of the month. The question isn't whether it's worth \$2,800 — it's why any operator would keep paying \$22,000 for less.

Competition?

Verisk owns estimating. Cotality owns marketing. Neither owns field-to-carrier job execution. That gap is Recover's entire market — and Cotality's Paul Davis contract is expiring.

Gross margin?

~70% software margin today. >80% by month 9 as rails revenue scales with cohort maturity.

What is the Paul Davis relationship?

Our CEO is an active franchisee. The Paul Davis CTO is engaged and supportive. Two of the network's largest revenue offices are in active beta. Formal network-wide rollout is positioned for Q3 2026 following full release.

What does SOC 2 unlock?

Carrier vendor approval, enterprise franchise contract eligibility, and removes the single biggest procurement objection at the insurance company level. It turns carrier-side interest into signed agreements.

Exit path?

CoreLogic, Verisk, ServiceTitan, Procore, or PE (Vista, Accel-KKR). A platform with embedded payment rails, proprietary compliance data, and network-level penetration into the restoration industry is a natural acquisition target for any of them.

Why now?

IICRC standard enforcement plus carrier pressure on documentation accuracy creates a 12–18 month window for compliance automation adoption. We are already operating inside the Paul Davis network during that window. Timing is not a projection — it's current reality.

The Operating System for Restoration and Reconstruction


Recover is the operating system for restoration and reconstruction.

Most software companies find a market and build toward it. We started inside the market — our CEO runs an active Paul Davis franchise and built Recover to run his own operation. The product exists because the founder needed it to exist.

That origin matters. The workflow is operator-built, the compliance requirements are understood firsthand, and the relationships are genuine. Our clients didn't take cold calls — they watched it work for people they know.

Today: 8 offices running live workflows, 29 waiting for access, Xactimate integrated, three national carrier adjusters committed to advocacy, Cotality's network contract expiring into our launch window.

What the \$1.5M raise builds: the engineering, sales, and compliance infrastructure to reach 30 offices by month 6, 80 by month 12, and a Series A raise from a position of \$5M+ ARR and SOC 2 certification.

 **The Paul Davis network alone represents \$31.5M in reachable ARR. We are already inside it. We are raising \$1.5M to finish building the door.**