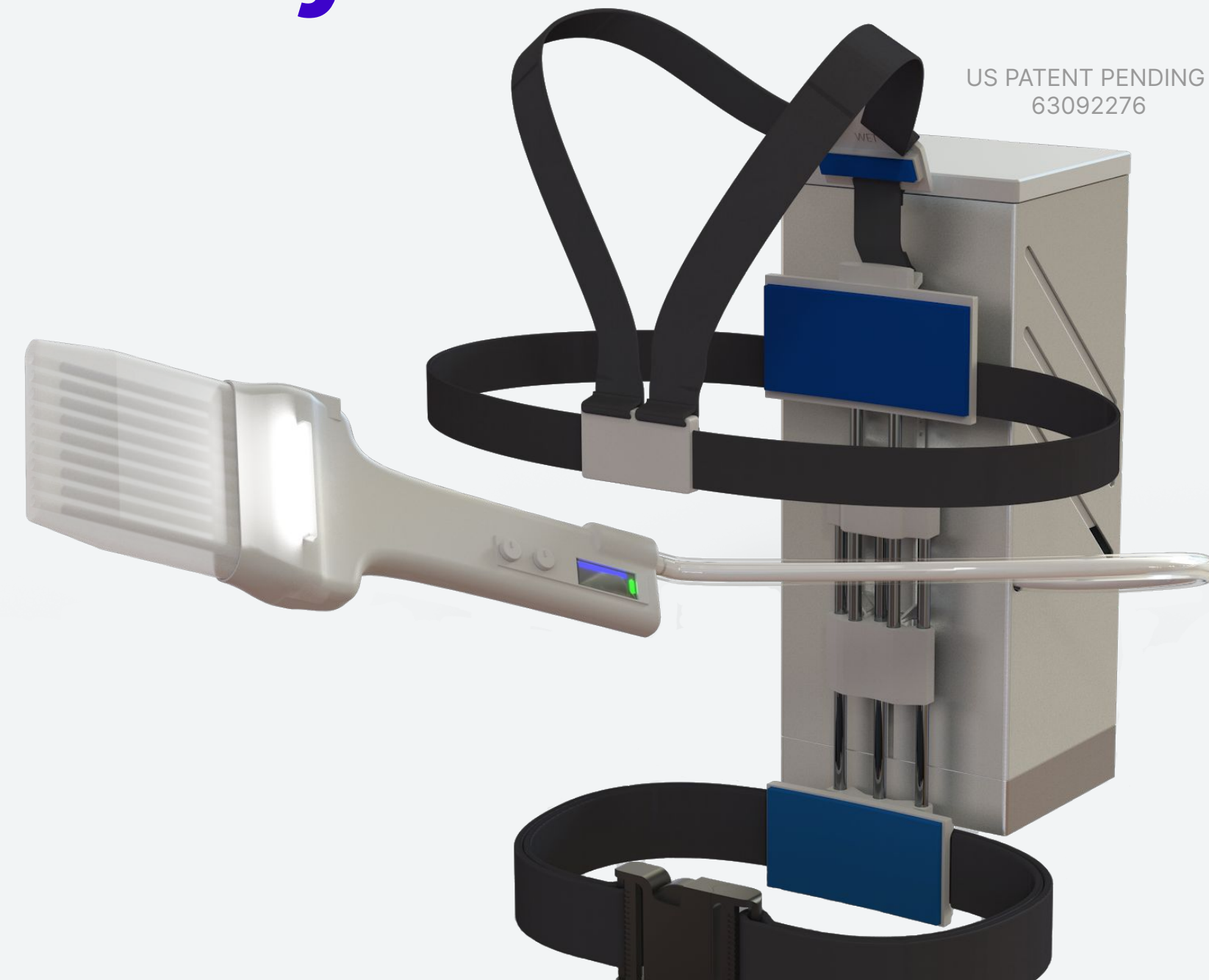
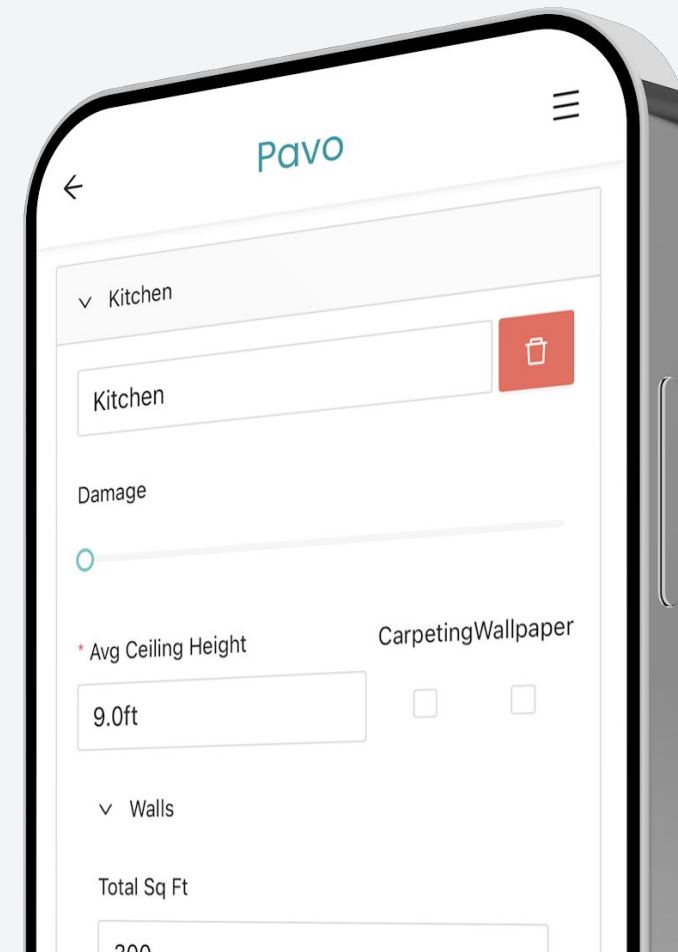
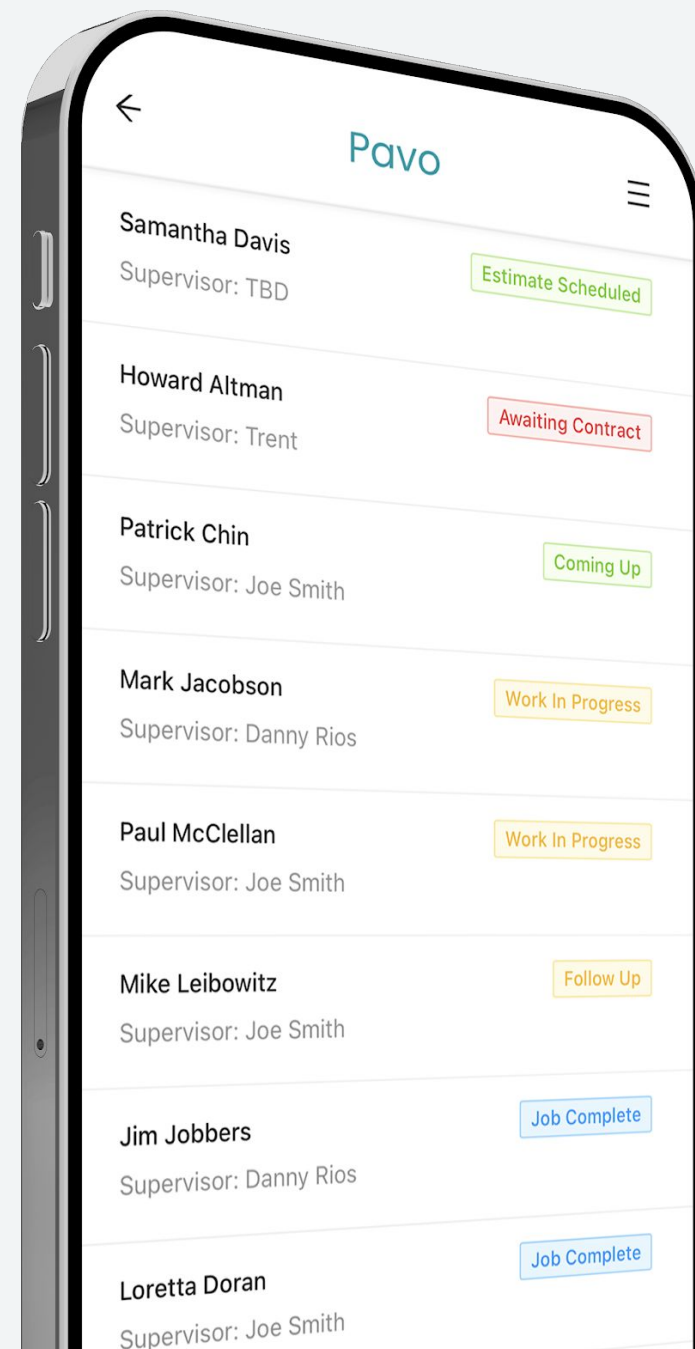




the automation-centric franchise alternative

At Pavo, we're working to shape the future of home services—starting with interior painting. When contractors partner with us, they save time and money while revitalizing their customer interactions.

bringing interior painting into the 21st century



Interior painting industry overview

Large Market — Highly Fragmented

\$33B

US TAM

218,300

Enterprises in the US

86%

“Non-employing”

70%

Labor as a percentage
of operating costs



Interior painting industry overview

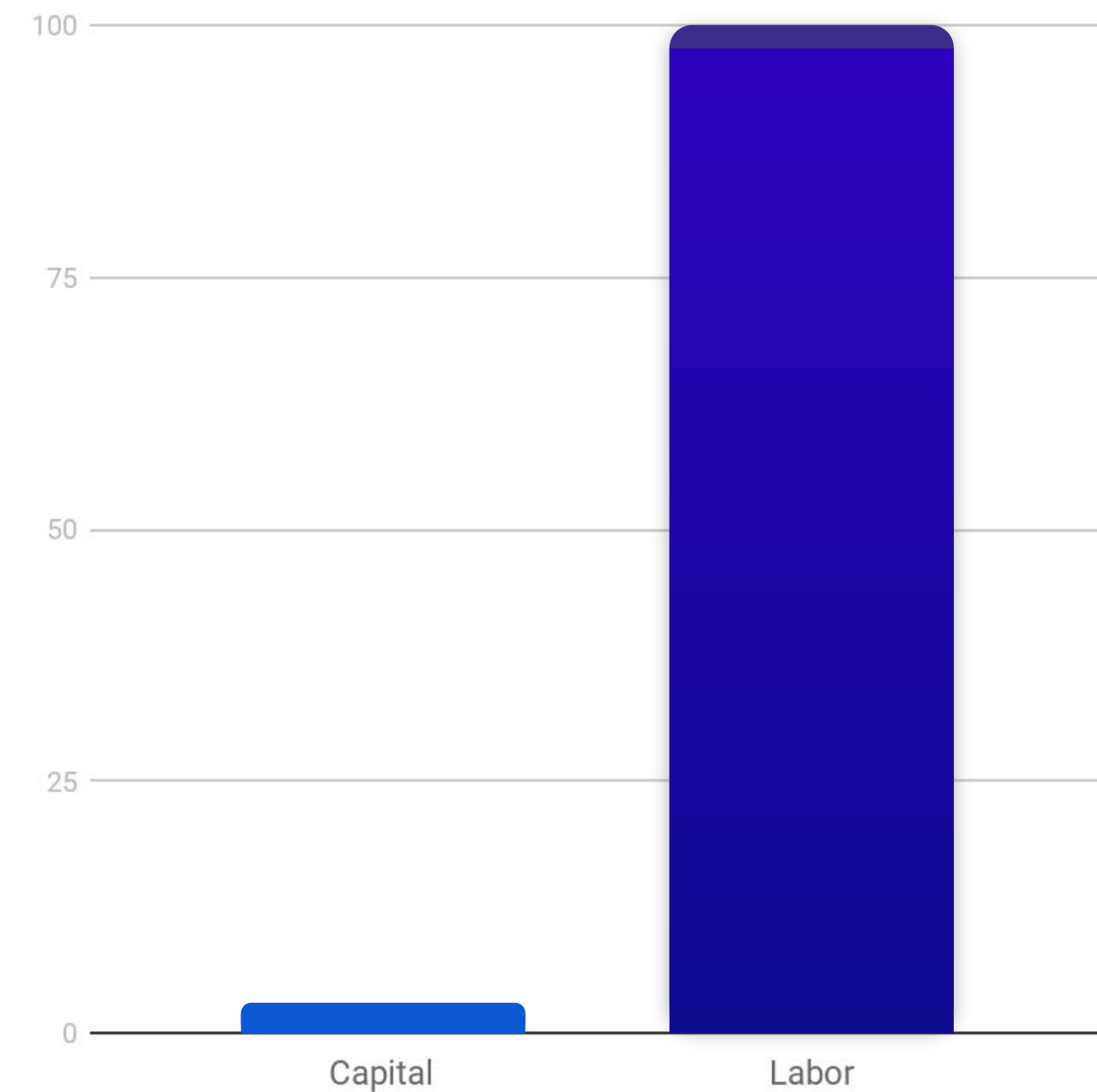
Serious lack of labor-efficiency innovation

"Paint projects for residential homes and apartments are **extremely labor intensive**, but require a small amount of equipment."

- IBIS World Reports, 2018

Capital vs Labor Costs

3¢ spent on capital per dollar of labor



Meet Joe › Owner of “Joe’s Pro Painting”



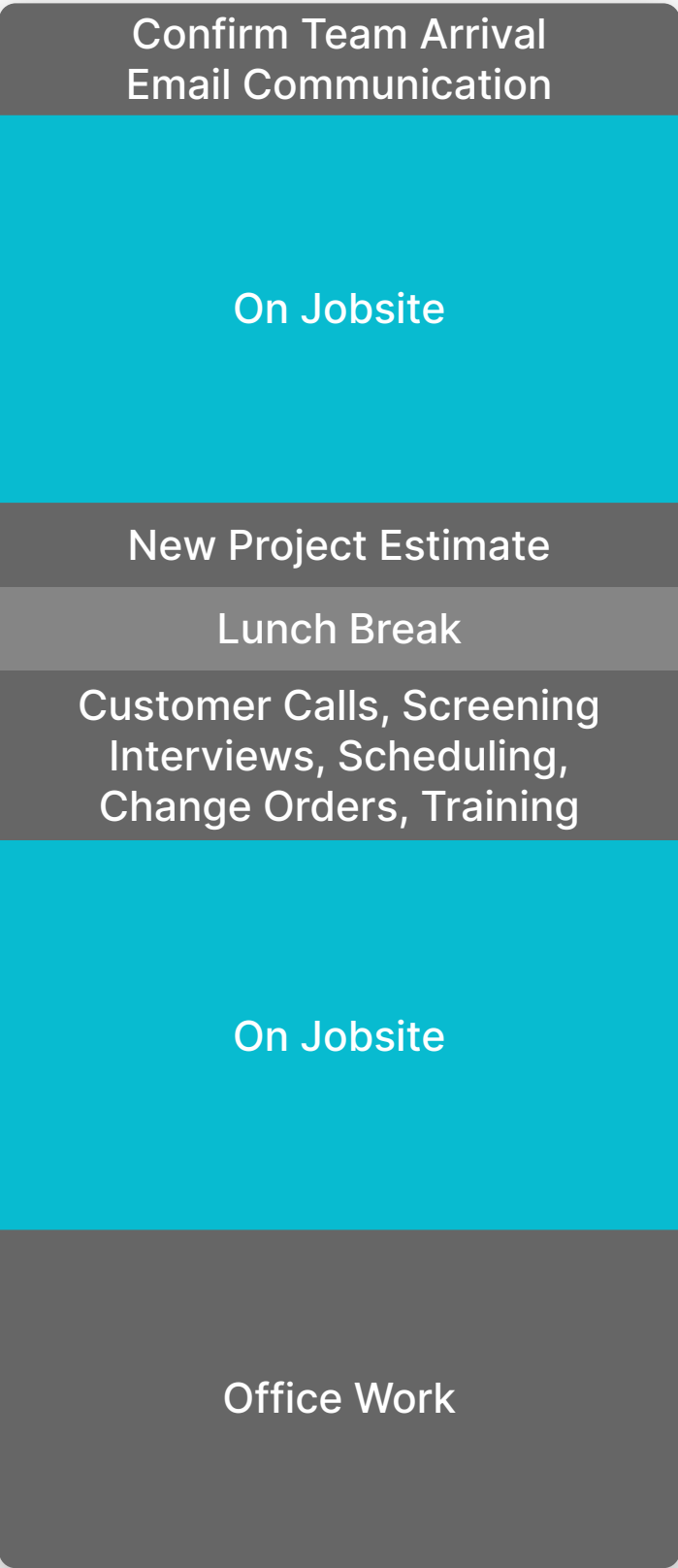
Joe only spends half his time painting

Makes \$300K revenue; just \$18K profit

Has no competitive moat

Often works 12 hr days

Typical Work Day

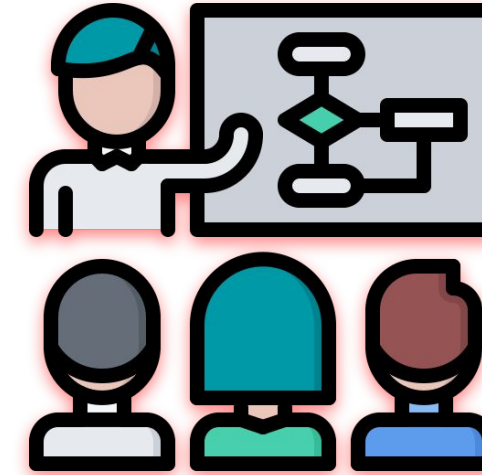


Joe is providing a poor customer experience



Inconsistent, obscure pricing

Slow, unreliable customer support



Unfit, poorly trained employees

Amateur marketing materials

He's losing customers, profits, and referrals

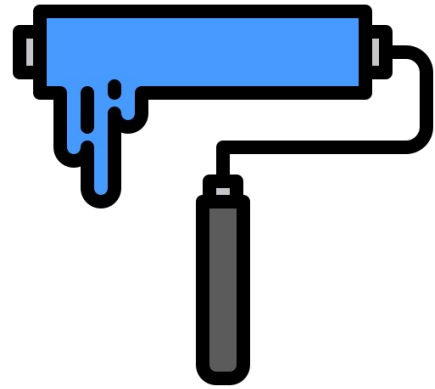
And Joe isn't effectively leveraging internet tools



Creates a high CAC and hurts his brand image

When Joe partners with us, we provide:

Projects



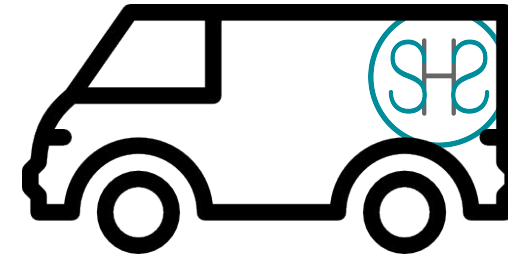
- Lead source management
- Ad templates
- Scheduling
- Knowledge base access

Automation Tools



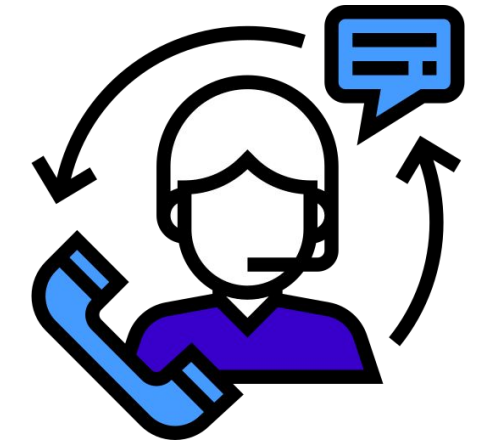
- Solutions comprising hardware and software**
- Extensively tested processes & procedures

Branding



- Partners co-brand with us**
- Website & marketing materials from efficient templates
- Manage entire online presence

Support



- Rigorously tested SOPs
- Employee hiring materials
- Virtual project manager
- Call center
- Project scheduling

Joe makes more money and adopts a simplified workflow



We keep 15% of revenue



Homeowners choose Joe for his low prices and premium experience

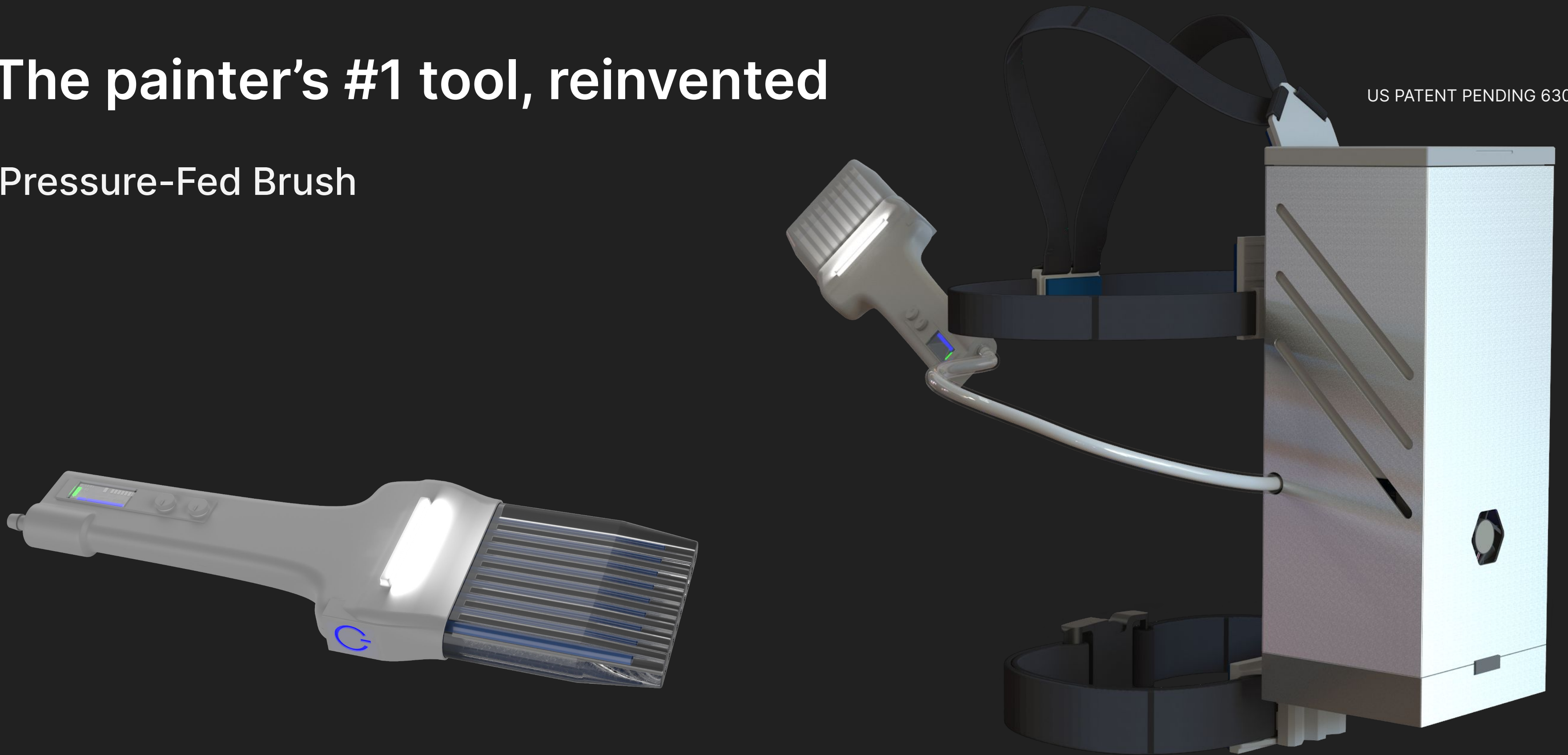
Our Automation Portfolio

**Tightly focused on improving
labor-efficiency for providers**

The painter's #1 tool, reinvented

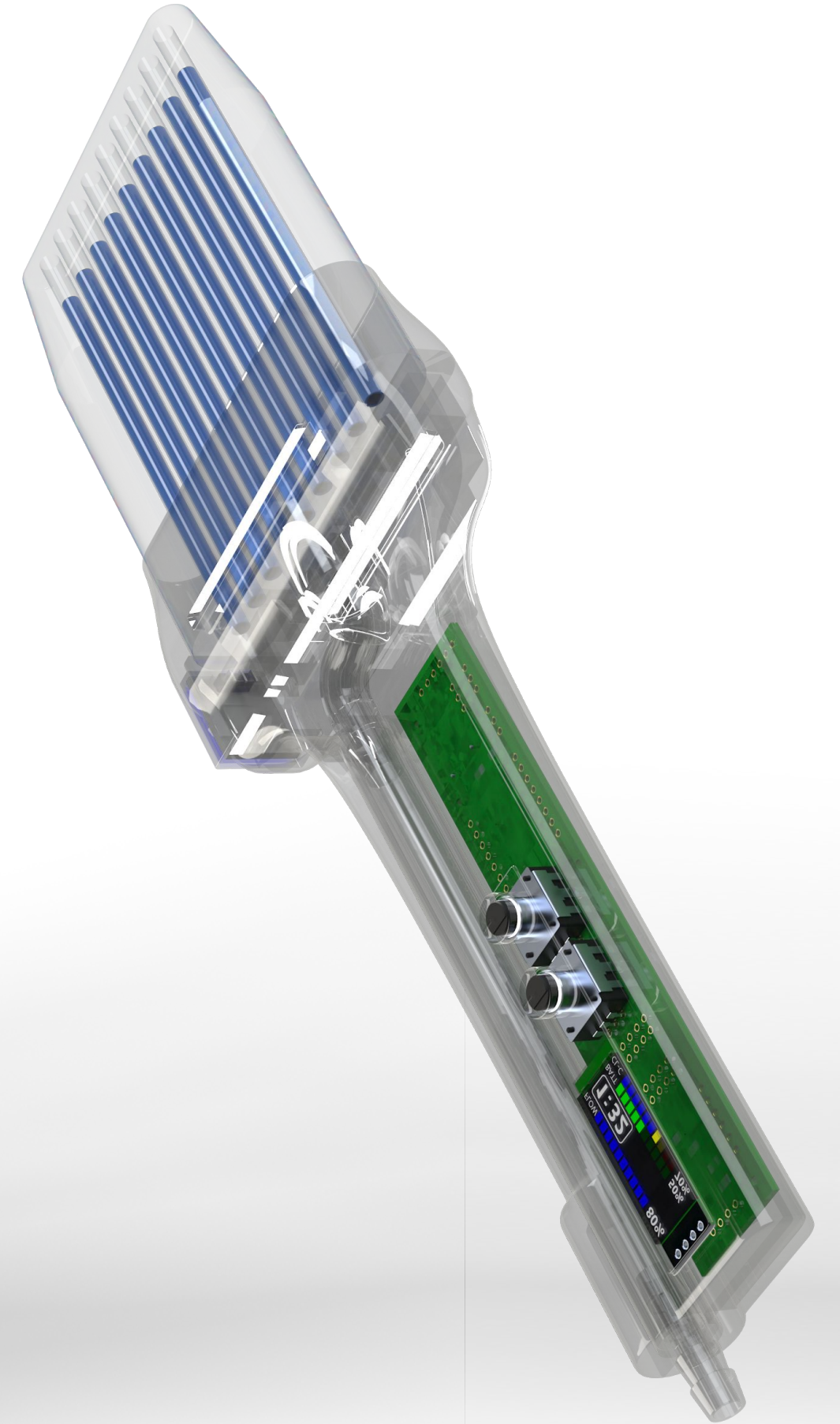
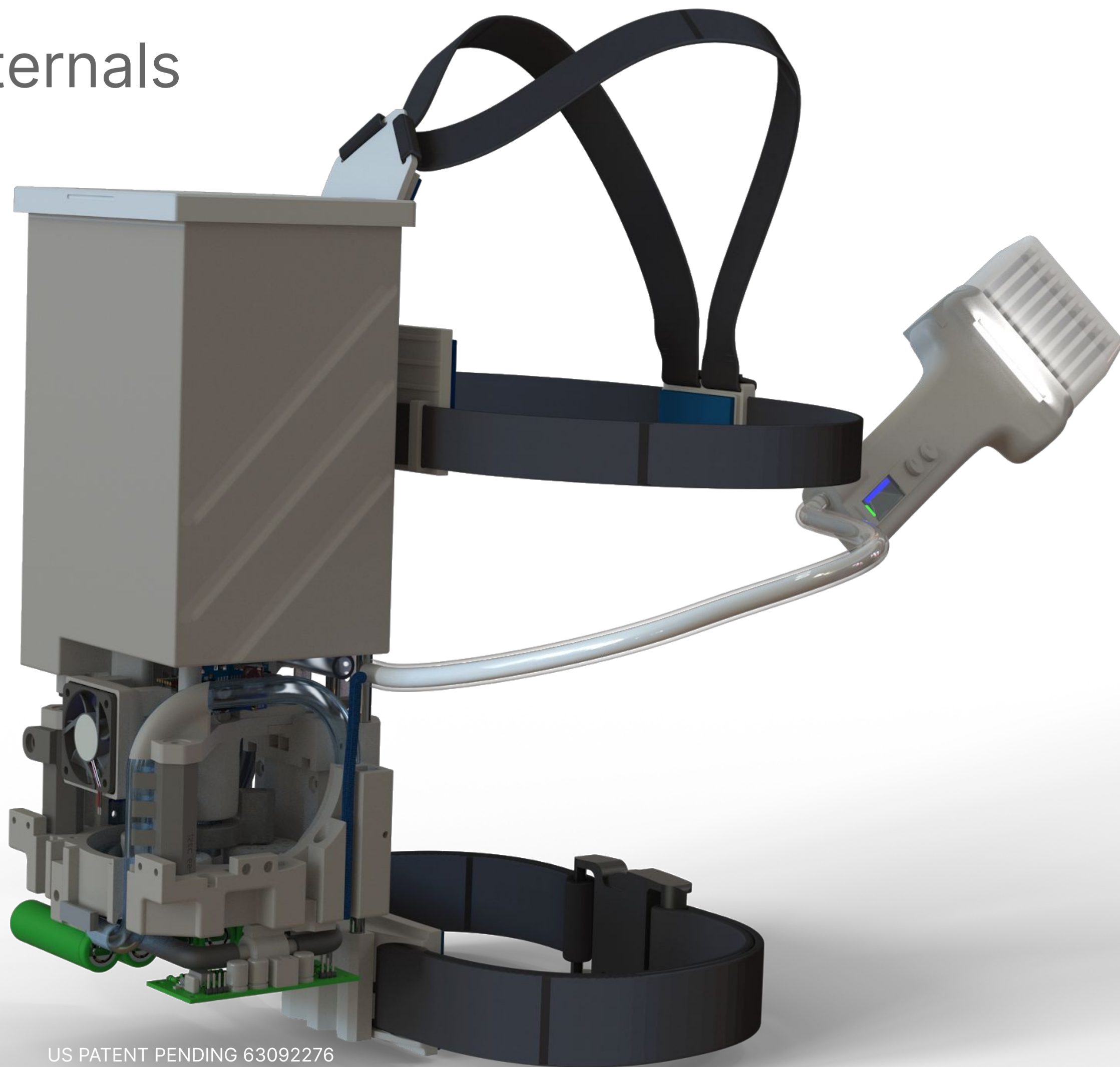
Pressure-Fed Brush

US PATENT PENDING 63092276

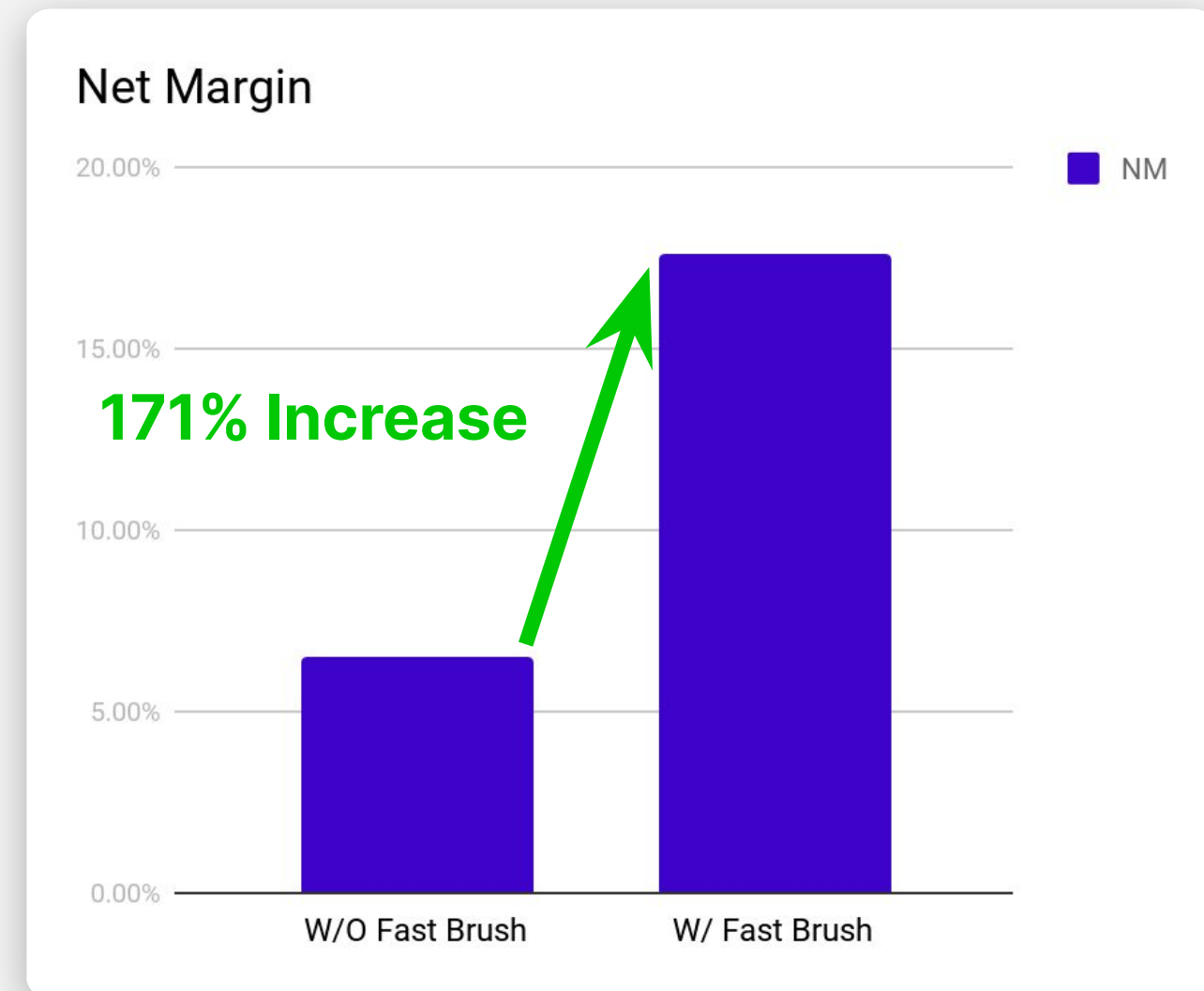
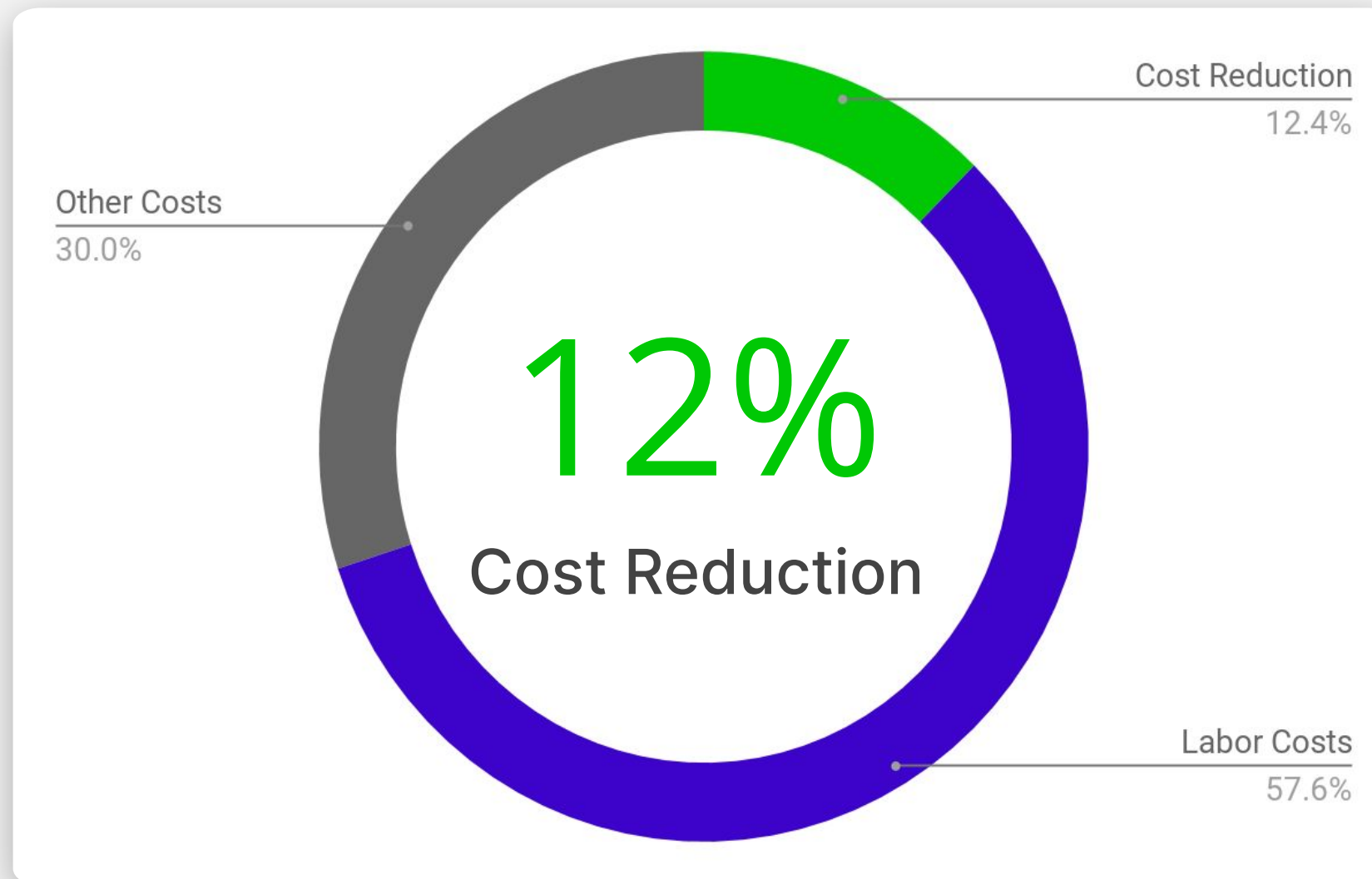


**With the push of a button, paint moves to the tip of the bristles.
Our system eliminates dipping, saving time and money**

Internals



Impact on users' economics



This single device nearly **triples cash flow**

Not just a rendering

Video Demo

<https://youtu.be/QHaFSYJiUAw>

We can also arrange a live demo

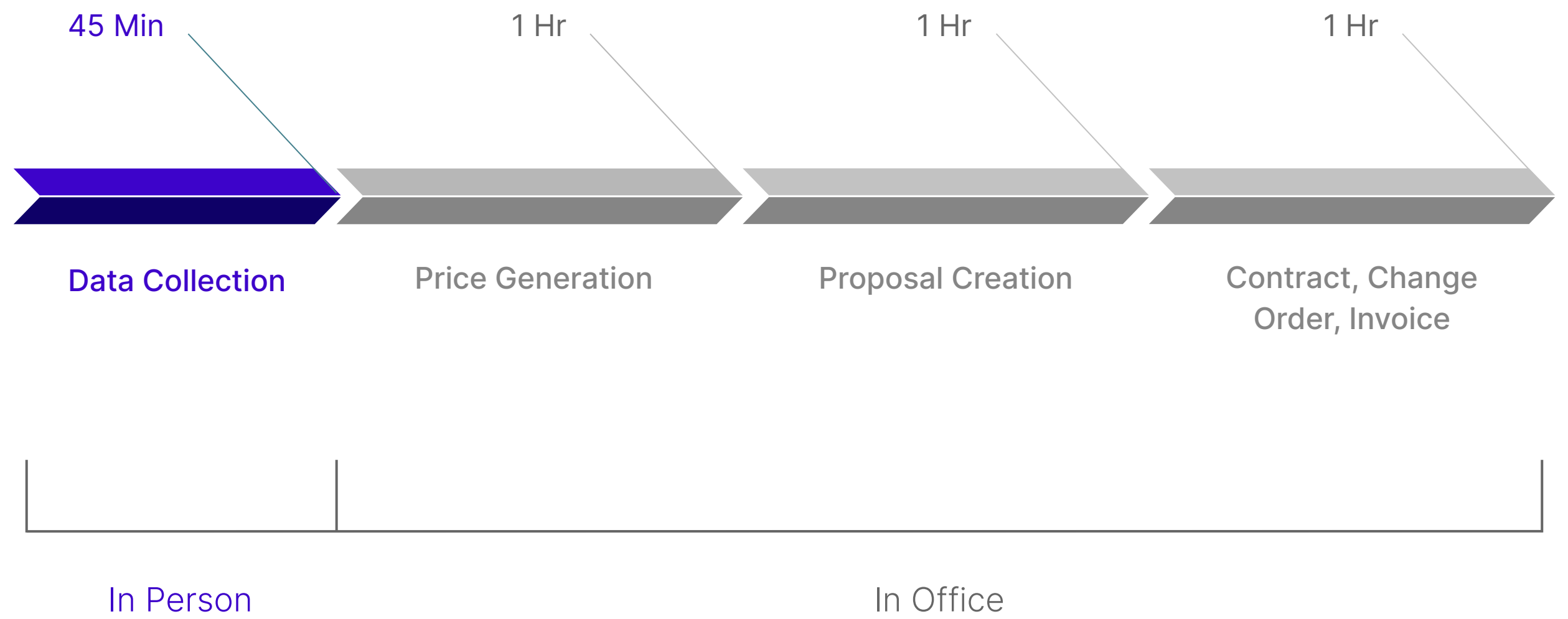


Vertical Software Halves CAC



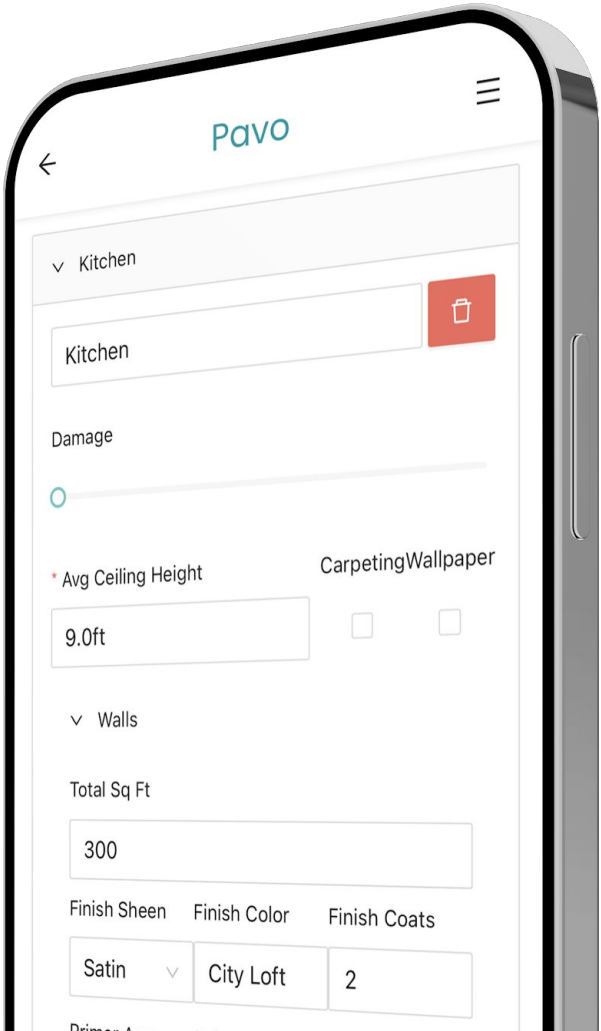
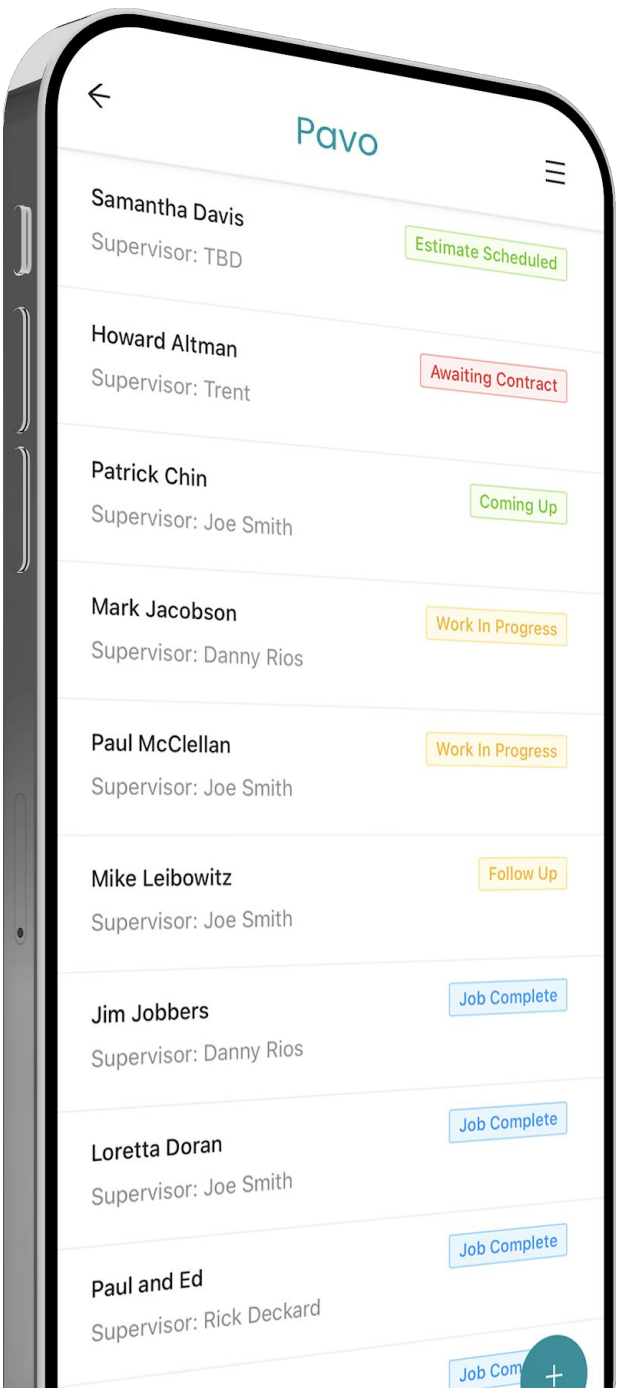
Inefficiency: Job estimating

Without Pavo: 4 Hours



Job estimating & doc generation

With Pavo: 45 Minutes



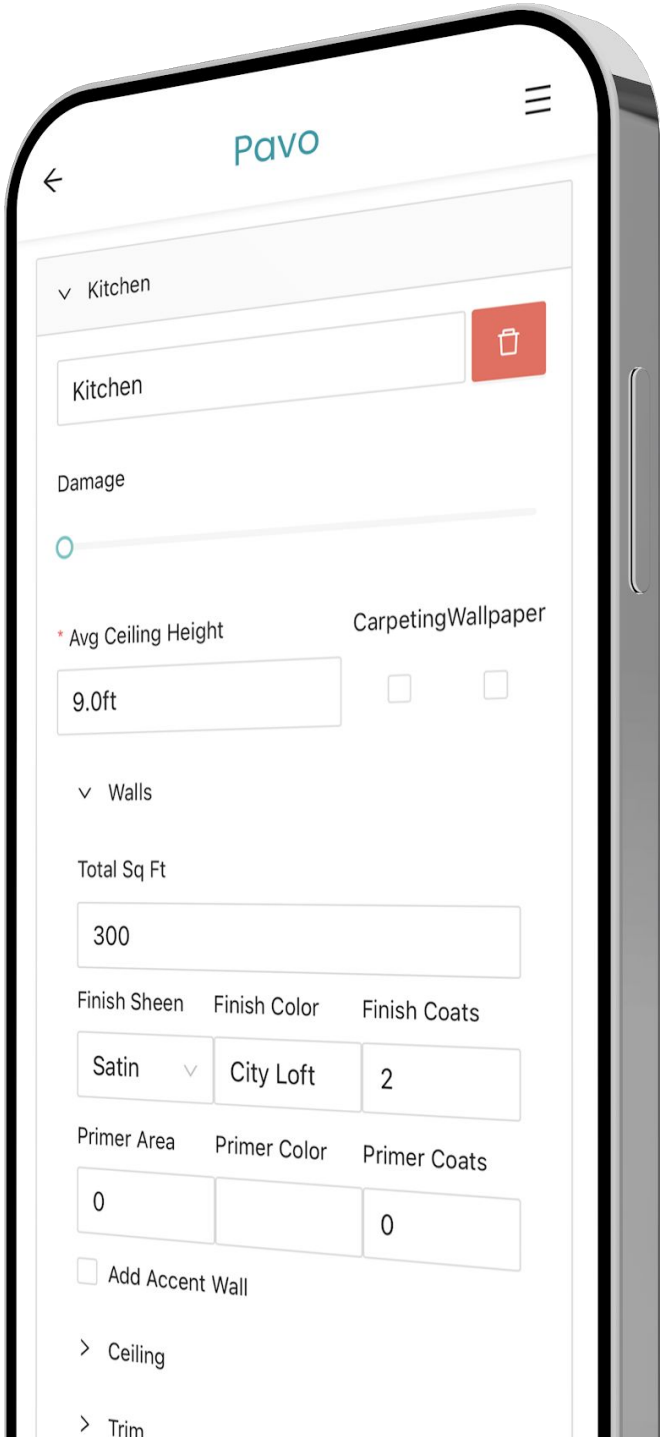
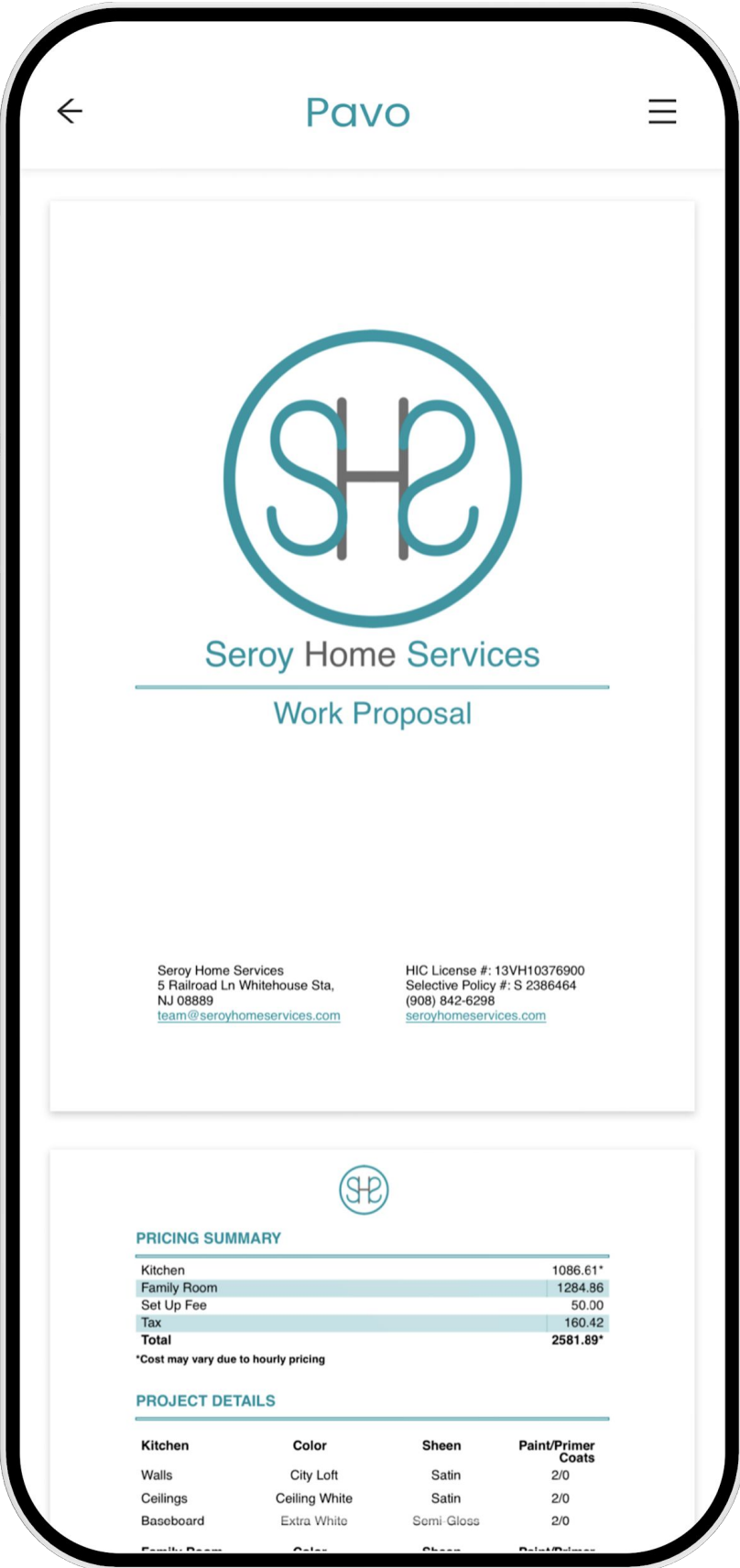
Video Demo

<https://youtu.be/0sV59lwgTD4>

Live Demo

<https://pavo-web-app.herokuapp.com/>
Register & use code "invest"

Automated Proposal Generation



Contractors:

Saves hours of time

Enables negotiation with customers in person, resulting in **higher sales win rates**

No lost jobs to accidental overpricing and no money-losing projects from underpricing

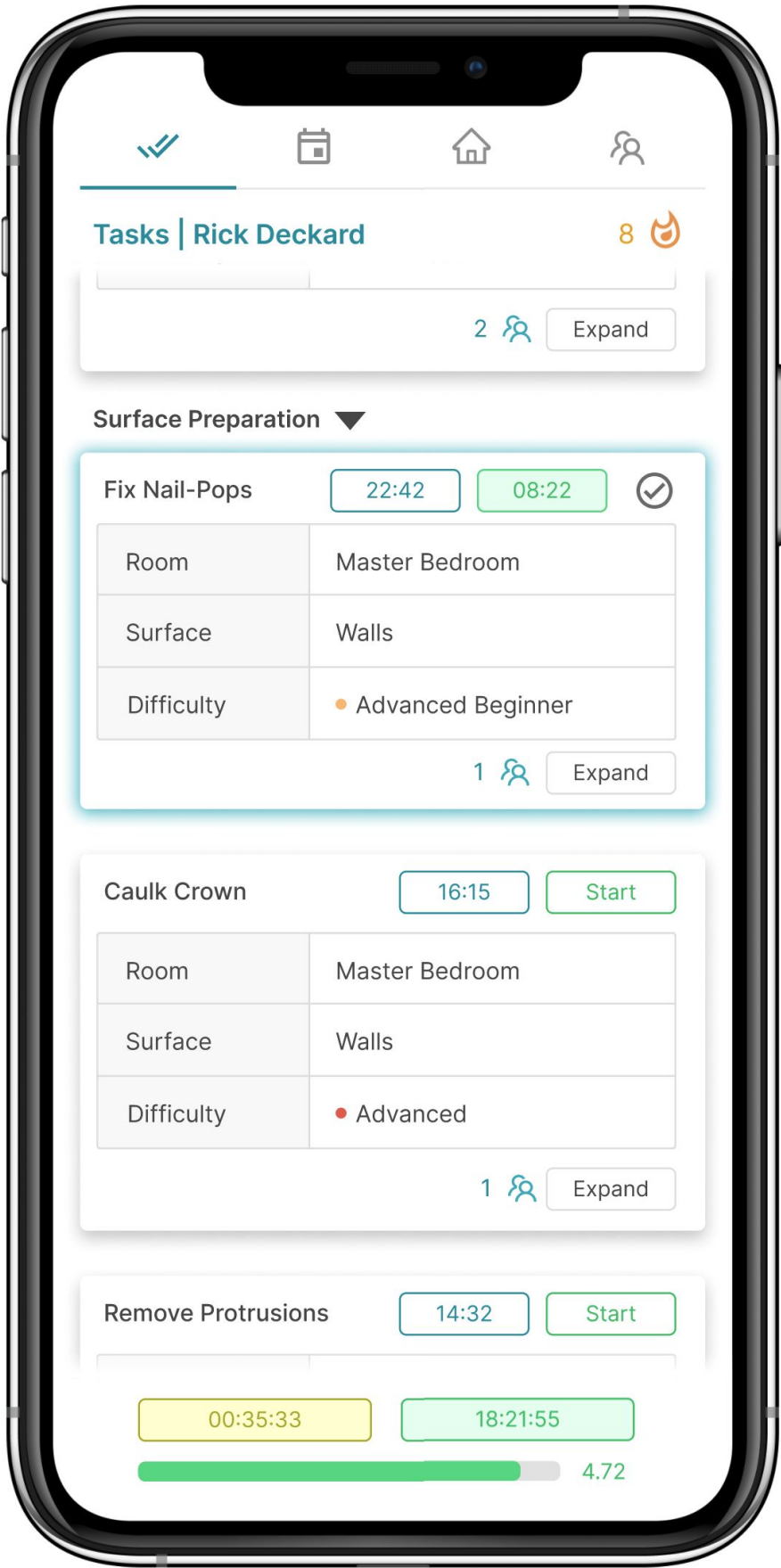
Homeowners:

Get quotes instantly during the estimate

Clear, clean proposals

(Next Feature) "Tasks" › Enabling Efficient Growth

Figma Mockup — Not Functional



Enables Growth

- Enforceable standards
- Specialization of labor
- Automated training
- Less mgmt overhead

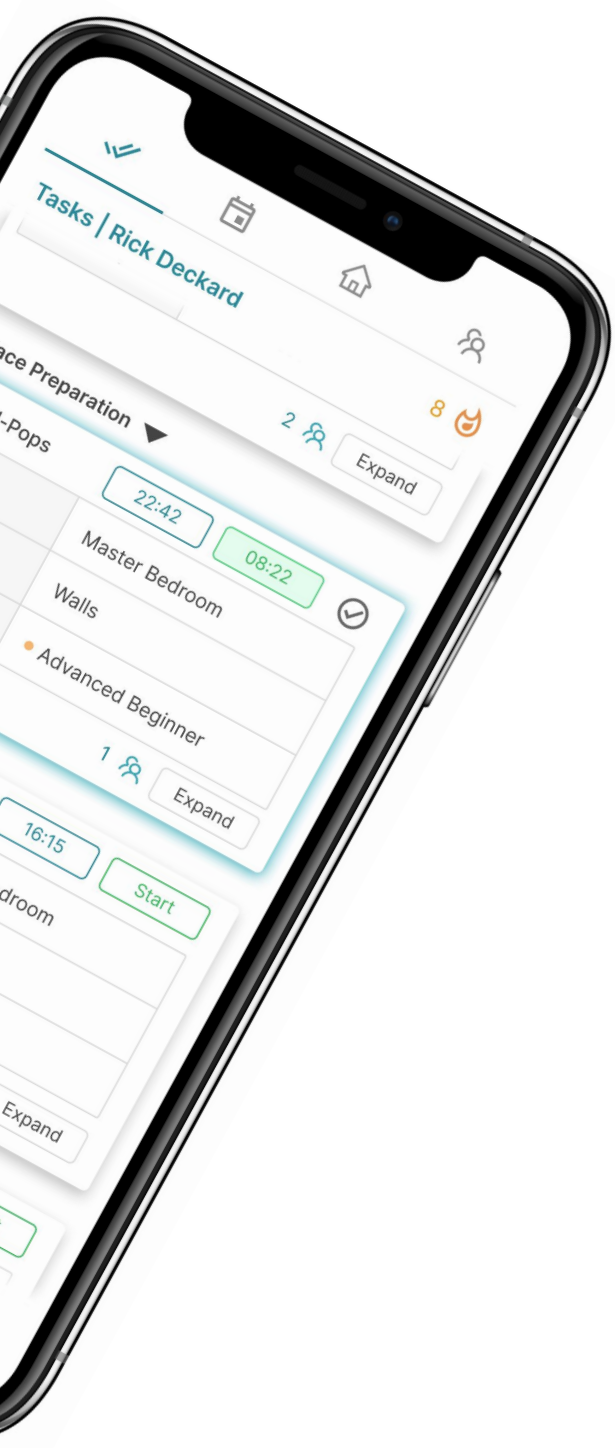
Employee-Specific Insights

- Quality of work
- Productivity rates
- Time spent between tasks
- Strengths and weaknesses

Helps Service-Providers

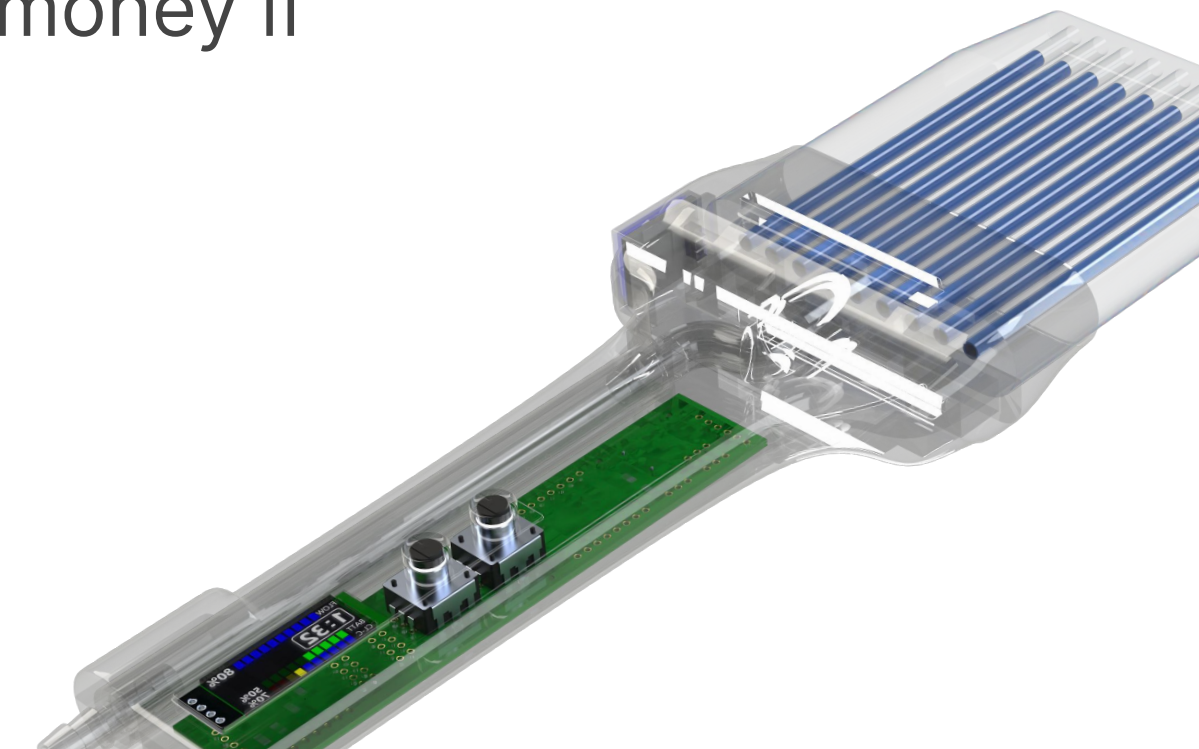
- Order of operations
- Clear expectations
- Performance Metrics
- Video demonstrations
- Gamification of work
- Actionable feedback

Intense Focus on Efficiency

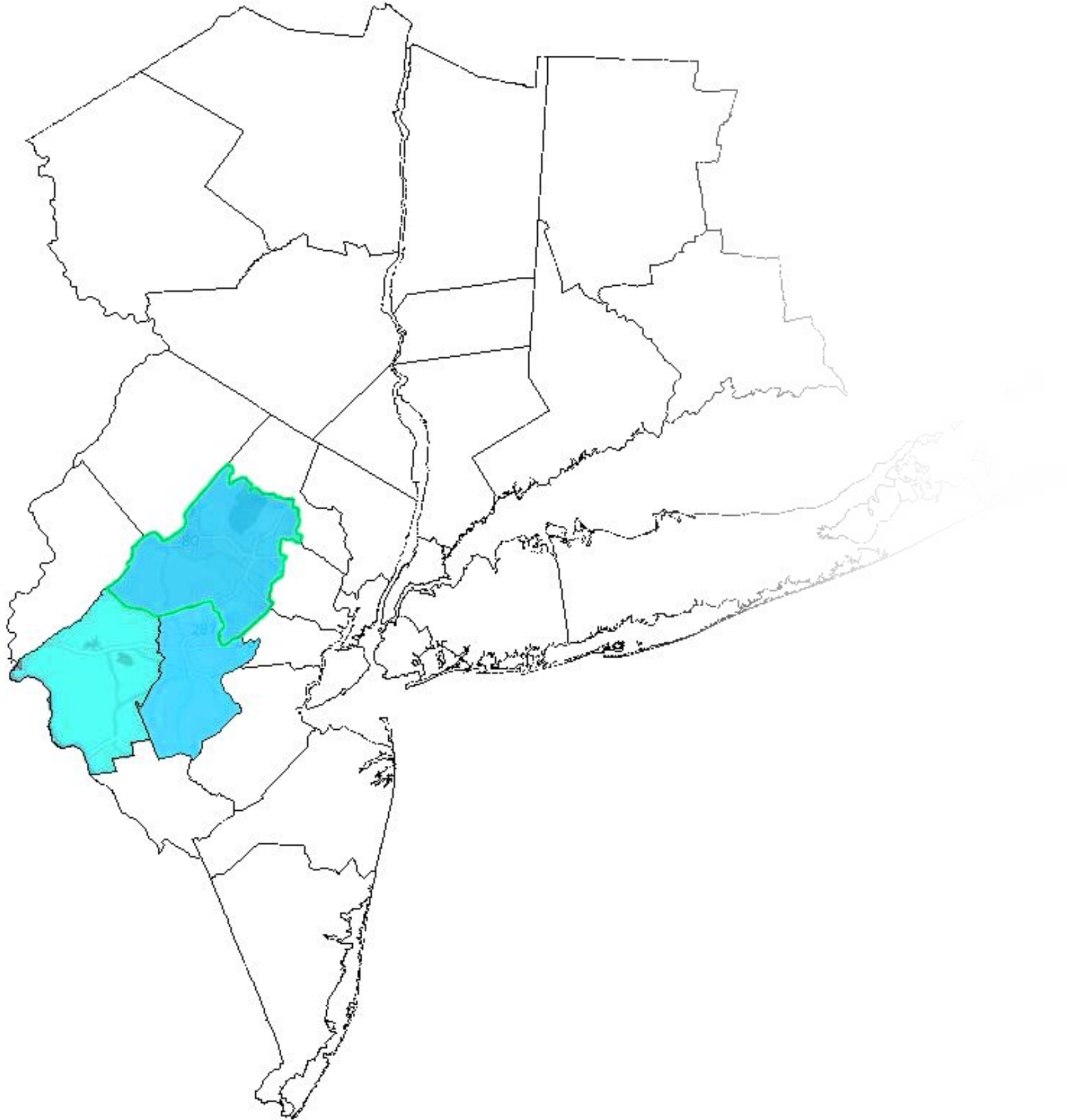


Our system cuts net operating expenses by 15 – 20%

We can charge so little, competitors would lose money if they matched our prices



Territory-specific go to market



Simpler and more valuable

- Close relationship with our first providers
- Local business partnerships
- On-site support and training
- Referral marketing

Target community

- Morris County, NJ
- 9th highest household income county in the US
- Population: 492,000

We Know The Painting Industry Well



Because we run a painting business

2020 saw record revenue and cash flow positivity despite the pandemic, with over \$100K of sales for the year.

Not a single review below 5-stars

A testbed for our products



A team of Soylent fanatics

Competition

Lead Generation Platform



Franchises



Their providers all use the same off-the-shelf tooling

Primarily just marketing engines for a commodity product

Astonishingly low market share due to poor competitive moats and low barriers to entry

Inhibitory upfront costs for providers; intimidating long-term contracts (Franchises)

Founding Team



Jack Seroy

Chief Executive

Operated a painting company since high school
Grown and developed in the startup ecosystem for 6 years



Tom Dror

Chief Software Officer

Full Stack Software Engineer
Worked at Blue Apron and Oscar Health developing apps at scale
6 years experience with web app development
Manages software development at Pavo



Damon Johnson

Chief Hardware Officer

Industrial design & development for 4 years
CAD design to rapid prototyping
Large component & electronic systems manufacturing
Manages hardware development at Pavo



Trent Levitt

Chief Operating Officer

Three years managing multiple painting teams
Co-founded Viridi with Jack
Manages all service operations and training at Pavo

Trent and Jack's Previous project: viridigardens.com

Full-Time Team

Does not include non-managerial service staff



Danny Rios

Jobsite Supervisor

- 10+ years in construction
- Supervisor at PowerDry
- Supervisor at Toll Brothers



Luke Callaghan

Junior Developer

- Developed the first iteration of Pavo
- Wrote the software that's running on the FastBrush
- 3rd year student at Rutgers University studying comp sci

Part-Time Team

Does not include service staff



Lila Seroy

Investor/Creative Director

- 7 years of experience in social media marketing and brand development
- Grew a personal following of over 80,000
- **Manages content creation and social accounts at Pavo**



Rahul Hebbar

Junior Developer

- Software strategic analysis
- Experience directing software development teams in India
- Chief Development Officer at uDown, Inc.
- 3rd year Rutgers University Computer Science



Garrison Case

Engineering Assistant (Hardware)

- Leads the tech team on UMD's Terps Racing team.
- Computer Science and Mechanical Engineering double major at UMD graduating in 2022
- Used to compete with Damon in international underwater robotics competitions

Advisors

Joel Clingempeel

Software Engineer | Google

- PhD, mathematical physics
- Python, C++, ML
- At Google working on shopping recommendations

Rob Hassold

CEO | Cimquest, Inc

- Rapid prototyping
- Rep. Jet Fusion Technology
- Graphics architecture

Kevin Schiesz

CEO & Co-founder at ePAREL

- Executive Director, Columbia University
- Director of Training and Org Effectiveness, The Ritz-Carlton Hotel Company

Tom Cannan

President | Cannan Associates, Ltd.

- General contractor
- 20+ years of experience in construction

Matteo Gatti

Professor of Law | Rutgers University

- Corporate finance, mergers & acquisitions
- Author of book on tender offers
- Worked at law firms in New York, Italy, and Russia

Capital Allocation - Seed | 18 Months

Segment	Amount
Customer Acquisition & Support	\$500K
Tech Dev	\$1,500K
Consultants/Other	\$200K
Exec Comp	\$400K
Total	\$2.60M

Series-A Targets

Providers

Large gross margin improvement attributable to our tooling innovations

Partner with 15 providers

\$3M ARR

Prove ability for unfaltering continuous rapid growth (200%+ CAGR)



Pressure-Fed Brush

Increase manufacturing efficiency and scale

Collect training data for loss functions

Identify next major feature or product after a careful cost-benefit analysis

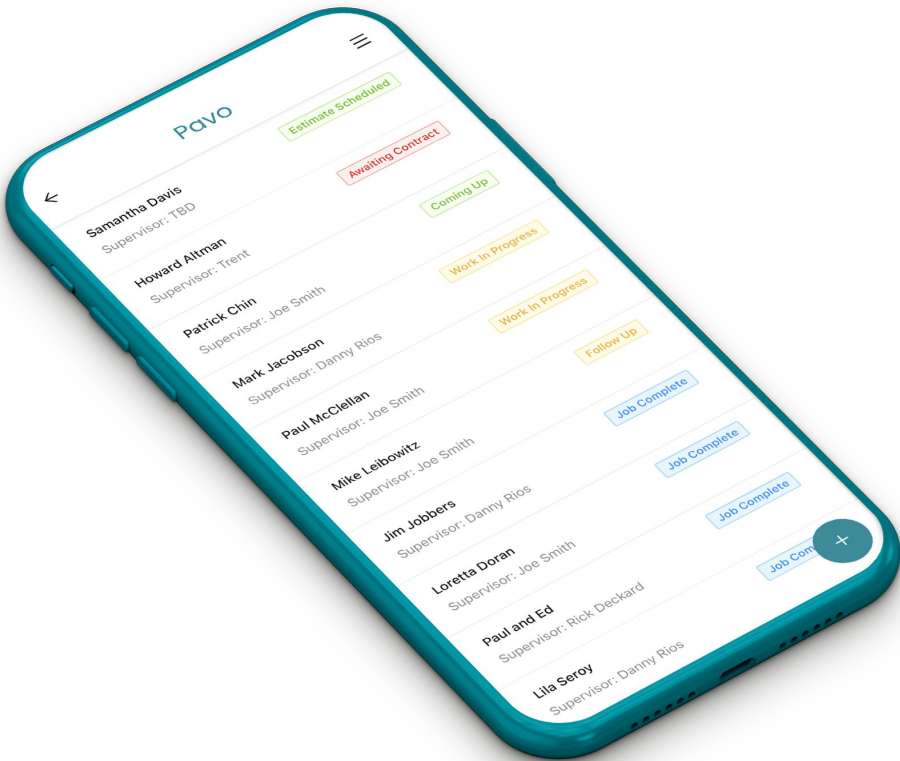


Software

Tasks feature

Materials list feature (Not shown in presentation)

Homeowner portal, API integrations





Disclaimer: This presentation does not constitute an offer to sell, a solicitation of an offer to buy, or a recommendation of any security or any other product or service by Jack Seroy, Seroy Home Services LLC, Pavo, X-Risk Capital or any other third party regardless of whether such security, product, or service is referenced in this presentation.

