

CURRENT TARGET MARKET (TM) 11,000,000+ Prospective Subscribers



Construction Employers
(Licensed)
= 680,000+



Construction Workforce
(Licensed & Apprentice)
= 7,000,000+

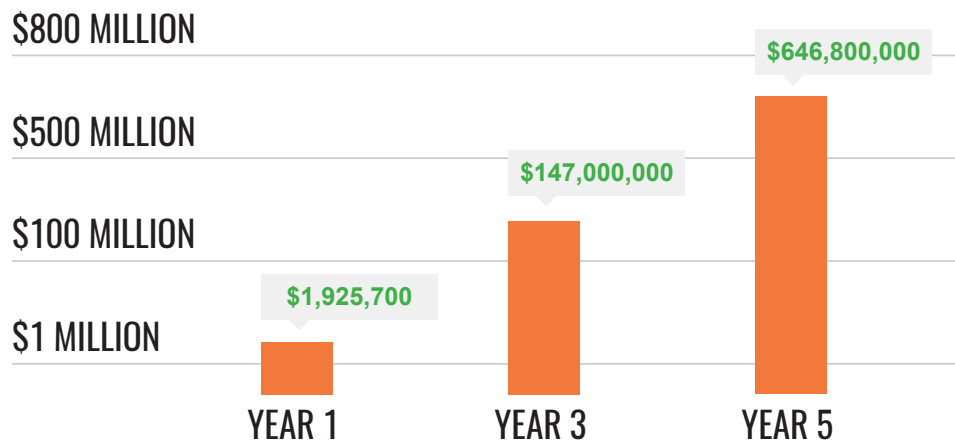


Realtors® /
Real Estate Agents
= 2,000,000+



Vendors (Suppliers,
Brands, Manufacturers)
= 1,000,000+

SCALABILITY - SUBSCRIPTIONS



- **YEAR 1: NV ONLY** (0.02977% TM) **3,275 Subscribers**
ANNUAL REVENUE: \$1,925,700
- **YEAR 3: 10 STATES** (2.5% TM) **250,000 Subscribers**
ANNUAL REVENUE: \$147,000,000
- **YEAR 5: NATIONAL** (10% TM) **1.1M Subscribers**
ANNUAL REVENUE: \$646,800,000

Note: Standard entry price will be set at \$49/monthly. However, we do have three tiers of which we will be initially offering. Tier pricing is based on feature sets.

SCALABILITY - ADVERTISERS

In Year 5, of those using the FreetlyPros platform monthly (1.1M), **upwards of 40% could be accessing it on a daily basis.** This is proven by way of existing SaaS platforms achieving similar results. **If this is the case, that's over 440,000 Pros we could be targeting every single day!**



440,000 Pros accessing
the Platform each day



Average Page Visits: 7
(3,080,000 Daily Pageviews)



\$5.50 *CPM
(Cost Per Thousand)



ANNUAL REVENUE:
\$6,183,100

*CPM stands for "cost per mille," which is an advertising term for cost per thousand. If you see prices advertised as \$1 CPM, you'll pay \$1 every time your ad is seen 1,000 times.