



BUSINESS OVERVIEW 2021

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A NEW CONCEPT

Over the past 15 months, the team at FreetlyPros has been designing around a NEW concept.

THE PROBLEM

After 20+ years in the Construction industry, Rob Freetly (General Contractor) was fed up with the fact that **it was becoming harder and harder to establish reliable working relationships with other professionals**. Issues that most General Contractors face were becoming overwhelming and affecting Rob's ability to complete projects on budget and on time. From "no shows" to shabby work, Rob was done! Losing trust in the "word-of-mouth" referral system, he took to the internet. Only to find multiple sites that were simply generic "public" reviews of local service providers. Most of which were vague, inappropriate, and untrustworthy rants. **Additionally, and most concerning, there seemed to be nothing specifically connecting B2B "Licensed" professionals within the Construction industry.** A simple search for a "Plumber" turned up unlicensed parties and random irrelevant results: Bakery's, Pet Grooming, Dentists! Really?

At the same time, other "crowdsourced" platforms such as Yelp, Angie's List and Indeed (which sound to be more reliable) weren't acceptable search solutions. This is largely due to the fact that they are extremely saturated and far too expensive for Contractors to remain competitive and see sufficient ROI. Therefore, these platforms again produced disappointing results. **So... where were the pros?**



A NEW CONCEPT CONT.

THE SOLUTION

Produce a niche **SaaS** (Software as a Service) online platform (Desktop & Mobile) wherein “Licensed” Contractors can conveniently, affordably and directly interface with other industry specific Professionals, and its workforce, for the purpose of establishing trusting and prosperous working relationships, ultimately resulting in new business. At the same time, deliver a suite of necessary tools to grow and better manage their businesses network.

INTRODUCING...



FREETLYPROS

THE NETWORK BUILT FOR BUILDERS.



DIFFERENTIATORS

FOR CONTRACTORS, BY CONTRACTORS

This is NOT for the public. This is NOT for the homeowner. This is a proprietary business tool available ONLY to Licensed Contractors and Construction Professionals. Conceived by industry veterans from pure necessity, FreetlyPros is designed to resolve the pain points faced daily while seeking trustworthy help in the field and while managing their business.

KEYWORD: “LICENSED”

1st focusing on verifiably Licensed Construction Professionals - we better deliver professionalism in our search results. Licensed Pros are able to research Licensed Pros and its workforce: connecting, communicating, reviewing and effectuating business - minus the “RANT” delivered by fake users, 3rd parties and bad actors.

A CONSTRUCTIVE COMMUNITY

By design, if somebody is not providing the utmost in service, our community of Licensed Pros will hold each other accountable. Utilizing “social” design principles and “reward” algorithms, we encourage Pros to rate/review each other in the most constructive and professional way possible. By doing so, we offer the best possible content for the decision making process during a Pro search.



WHAT IS A CONSTRUCTION INDUSTRY PRO?

THERE ARE MORE THAN YOU THINK...

- General Contractors & Subcontractors
 - *Engineering*
 - *Excavating*
 - *Framing*
 - *Plumbing*
 - *Electrical*
 - *Roofing*
 - *Flooring*
 - *Painting*
 - *Fencing*
 - *Paving*
 - *Landscaping*
- Real Estate Agents, Mortgage Pros, Title Companies
- Construction Financing & Investment
- Estimators, Architects, Draftsmen
- Interior Designers, Staging Companies, Vendors
- Solar, Security & Home Automation
- Grounds, Maintenance
- Pest Control, Abatement
- Cleaning/Waste, Disaster Remediation
- Logistics & Delivery

THE MARKET
FOR THIS
PRODUCT IS
ENORMOUS.



BENEFITS OF THE SYSTEM

FOR EXAMPLE

Below is a sample of how a participant will benefit using the FreetlyPro system.

IE: General Contractor

- Search + Connect with Licensed Subcontractors and Construction Related Professionals (Investors, Developers, Subs, Realtors, Vendors, Etc.)
- Directly Interface, in Real-time, with Connections
- Post Active + Upcoming Projects/Jobs for Bid
- Post Help Wanted Opportunities
- Schedule + Take On More Projects via Larger Resource Pools
- Manage & Offer Constructive Ratings + Reviews
- Better Manage one's Professional Presence, Reputation and Offerings via FreetlyPro Profile
- Access a Business "Toolbox" for Better Management (Contracts, Education, Training, Financing)
- Leverage a Pier-2-Pier Marketplace (Tools, Equipment, Supplies)



THE APPLICATION

SaaS: SOFTWARE AS A SERVICE

FreetlyPros is a niche **SaaS** (Software as a Service) platform (Desktop & Mobile) uniquely tailored to solve extreme pain points within the Construction Industry. Combining **social networking + crowdsourcing, employment tools, project bidding, project financing, marketing features** and **many other critical resources**; FreetlyPros will deliver a robust and long overdue solution to an underserved and desperate market. In that, lies the opportunity for multiple substantial and scalable revenue models.

As complicated as that can sound, the deliverable will remain an incredibly powerful tool set using a clean and simple user experience.

The following slide contains a sample User Interface and links to the User Experience prototype. Please note, these samples may not reflect the final working User Experience and User Interface.



THE APPLICATION CONT.

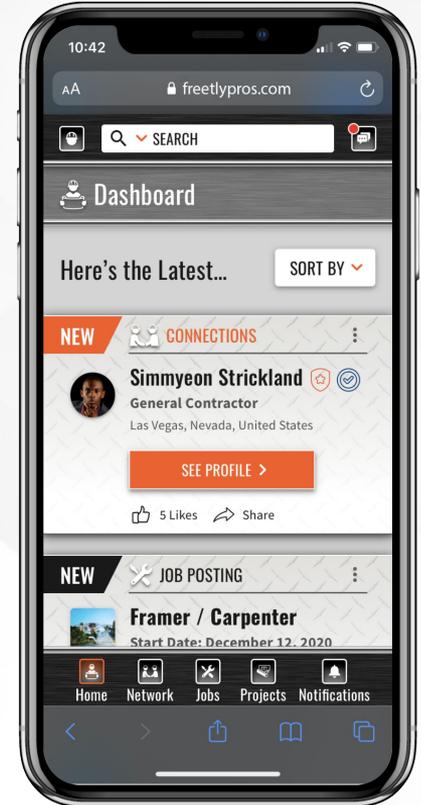
FREETLYPROS



[Click here to preview the Desktop Prototype](#)



[Click here to preview the Mobile Prototype](#)



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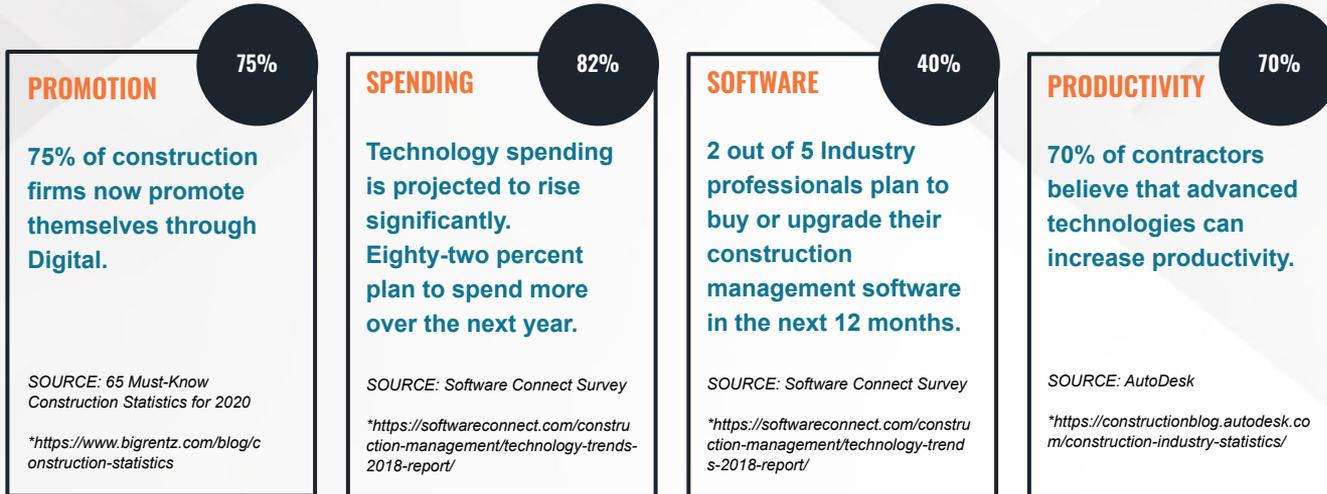


MARKET OPPORTUNITY

ADOPTION

The Software-as-a-Service model is rapidly growing. Offering products on a subscription basis has become the norm. The two main reasons for such wide adoption are the **change in technology and the increased reliance on digital** which entices small businesses to opt for SaaS **in order to optimize their workflows in a cost-effective way.**

To that, the SaaS market in 2020 exceeded \$157 billion. In the fiscal year 2020, LinkedIn's annual revenue amounted to more than 8.05 billion U.S. alone.





MARKET OPPORTUNITY CONT.

INDUSTRY NUMBERS

The US Construction Industry market is massive. According to AGC.org, the industry has more than 680,000+ “Employers” with over 7,000,000 “Employees” and creates nearly \$1.3 trillion worth of structures each year. **In Nevada alone**, there are over 16,440 Licensed Contractors (according to the Nevada State Contractors Board). Above and beyond, Construction related **Vendors such as Building Supply Dealers, Tool/Material Manufacturers, Equipment Manufacturers/Dealers** and of course **Real Estate Companies** are all prospective adopters to our tailored SaaS offering.

Current Target Market:

- **Construction Employers = 680,000+ (Licensed)**
- **Construction Workforce = 7,000,000+ (Licensed and Apprentice)**
- **Realtors®/Real Estate Agents = 2,000,000+**
- **Vendors = 1,000,000+**

QUICK MATH

When FreetlyPros acquires just 1% of the “**Workforce**” at its standard \$49/monthly subscription... that equates to **\$41,160,000 in annual revenue** via subscription. **THAT’S JUST 1%!**



MARKET OPPORTUNITY CONT.

SCALABILITY - SUBSCRIPTIONS

Considering the enormity of the available market, clear and proven adoption of SaaS, and the desperate need for an industry specific product... **(even from a conservatives view)**, the FreetlyPros model is extremely scalable.

For Example:

- **CURRENT TARGET MARKET (TM) IN THE USA:**
11,000,000+ Prospective Subscribers
- **YEAR 1: NEVADA ONLY (0.02977% TM ACQUIRED)**
3,275 Subscribers at the *standard entry price of \$49/month. **ANNUAL REVENUE: \$1,925,700**
- **YEAR 3: NV, CA, ID, AZ, WA, OR, UT, CO, WY, MT (2.5% TM ACQUIRED)**
250,000 Subscribers at the standard entry price of \$49/month. **ANNUAL REVENUE: \$147,000,000**
- **YEAR 5: NATIONALLY (10% TM ACQUIRED)**
1,100,000 Subscribers at the standard entry price of \$49/month. **ANNUAL REVENUE: \$646,800,000**

*Standard entry price will be set at \$49/monthly. However, we do have 3 tiers of which we will be initially offering. Tier pricing is based on feature sets.



MARKET OPPORTUNITY CONT.

SCALABILITY - ADVERTISING

Although FreetlyPros' foundation is "Subscription" based, that's not all. There are additional, scalable monetization plans once we achieve critical mass. Advertising is the second piece: A trade specific AdTech platform for brands/advertisers to solicit Pros

For Example:

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!**

Scenario:

- **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 a longstanding 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.



MARKET OPPORTUNITY CONT.

SCALABILITY - BEYOND

There are so many opportunities for monetization within the FreetlyPros platform, scalability is not a question. Beyond Subscriptions and Advertising, we plan to monetize via:

- **P2P MARKETPLACE: TRANSACTION FEES**
- **PROJECT FINANCING: TRANSACTION FEES**
- **PROFESSIONAL RESOURCES: SERVICE FEES**
- **PARTNERSHIP PROGRAMS: REFERRAL FEES**



COMPETITION

COMPETITORS

With regard to competition, there really is no Head-2-Head situation. You could define other platforms as competition with regard to certain elements of the proposed web application; **social integration, reviews, job postings, job/bidding tools**, etc. However, to this degree, we remain confident that the product will exist as a truly unique offering in the marketplace as it is **industry specific**, has an **integrated feature set**, will be **priced simply**, and will be **branded appropriately** for its demographic. In that, we will develop a significant barrier to entry.

LINKEDIN | YELP | ANGIE'S LIST | INDEED

POSITIVES:

- Established Brands
- Sound Technology
- Large User Bases

NEGATIVES:

- Not Specific to the Construction Market - Over Saturated, Diluted
- Allows the General Public to Engage
- Integrations Are Expensive
- Success Within These Platforms is VERY Expensive
- Confusing Pricing Models



PRODUCT DEVELOPMENT

The team at FreetlyPros has been working with resources teams to assume the necessary technologies and requirements for our **MMP (Minimum Marketable Product)**. The MMP describes the product with the smallest amount of necessary feature sets that addresses the needs of the initial users (innovators and early adopters), and can hence be marketed and/or sold. **The MMP is a tool to reduce time-to-market:** It can be launched more quickly than an expanded, full-featured version.

We are moving forward in “Phases” to complete the MMP. Each “Phase” will have a multiple of “Sprints” within. This type of development is a form of Agile Development and best suited for larger projects; keeping budgets and timelines tight and moves the product to market faster.

PHASE 1: DESIGN SERIES - COMPLETE

User Experience / User Interface: Complete Structural and Visual Design. This is effectively our working Blueprint for the MMP.

PHASE 2: WEB APPLICATION DEVELOPMENT - IN PRODUCTION

Application, Administration & Backend Development: This is the actual working application.

PHASE 3: QA + TESTING - PENDING

Testing, Testing, Testing: Investigations conducted to provide stakeholders with information about the quality of the software. Depending on the results of the QA, developers and stakeholders will move forward with either fixes and or “Change Requests” to prepare the product for market.



PRODUCT ROADMAP

MMP (MINIMUM MARKETABLE PRODUCT)

Initial Core Feature Sets as laid out in the initial * SOW (Scope Of Work). Product available Q1 2022.

* SOW (Scope Of Work) available upon request.

EXPANDED FEATURE SETS

Defined as independent “Modules”, below is a list of enhancements to the initial MMP/product offering.

- **Advertising** (A trade specific AdTech platform for brands/advertisers to solicit Pros)
- **Financing** (Conduit to capital from Developers and Investors)
- **Marketplace** (Commerce integration wherein users can sell “Trade Specific” tools/products to each other)
- **Availability** (Calendar integration for collaborative project scheduling)
- **Referral Partners** (Reward based referral program for new Pros)
- **Toolbox** (Resources: documents, templates, legal, etc.)
- **Growth** (Resources: training, further education, accreditation, etc.)
- **Teams** (Team integrations for Pros and their extended resources)
- **Homeowners** (Destination for Homeowners to search Pros)

* A SOW (Scope Of Work) for development will commence during Beta of the MMP.



INTELLECTUAL PROPERTY

PROVISIONAL PATENTS + TRADEMARK PROTECTION

Based on initial investigations, it seems that there exists no SaaS platform, combining the consolidated functionality conceived, as in FreetlyPros. Although initial research may not be conclusive, we stand firm in this belief.

In that, FreetlyPros is working directly with the professionals at [Hovey Williams](#) to investigate the potential application of **provisional patents**, as well as **trademark protection** regarding our original brand.



GO TO MARKET

PRICE POSITIONING

As common with any new SaaS offering, we expect user adoption to begin as a limited time “Freemium”. This allows early adopters to become familiar with the product and become champions of its intrinsic values. Shortly thereafter, we will be moving into an incentivized user adoption plan. Delivering deep discounts, offers and other compelling incentives for user acquisition and user continuation.

EXAMPLE

- **First 3 Months FREE, then \$49.99/monthly.**
- **Or, First 3 Months FREE + 15% OFF if paid annually.**

The point to this type of pricing model is to build a simple, affordable “flat fee” and unquestionable valuable for the user, while generating a substantial recurring revenue stream for the company.



GO TO MARKET CONT.

INITIAL SALES & MARKETING

Once the MMP is available, and as part of **Beta**, our initial “go-to-market” sales strategy will be to leverage the pent-up local and regional demand for this type of SaaS.

LOCAL FIRST: Utilizing our nearest and most easily accessible resources, we will begin solicitation via local Contractor Boards and other direct circles of influence. The campaign will be a **Targeted Direct and Digital User Acquisition Campaign**. All of which will contain multiple “touch points” as follow up.

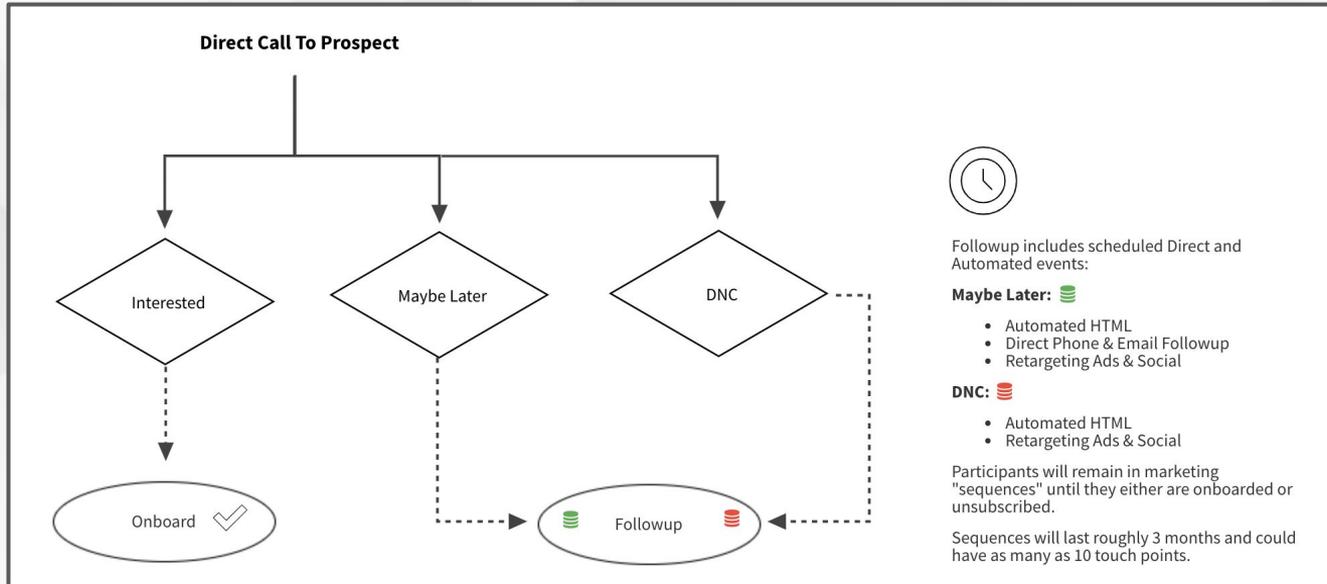
The campaign will include, but is not limited to:

- **Direct B2B calls to prospects with “Freemium” offer**
- **Retargeting/Remarketing to developing prospect list via: Email, Digital & Social Media**
- **Awareness & Brand Development via targeted Social Media & non-skippable OTT Placement (15/30 Sec Video) to DMA**
- **Search Engine Optimization + Video Distribution**
- **Seeding via Automated HTML Drip Campaigns**
- **Industry related Community Outreach, PR & releases**



GO TO MARKET CONT.

INITIAL SALES FLOW



GO TO MARKET CONT.

SAMPLE PLACEMENT MESSAGING

The point of all messaging will to be express the main intrinsic values of the SaaS initially. From there, it is spread accordingly across all media outlets.

FREETLYPROS.COM

THE NETWORK BUILT FOR BUILDERS

At FreetlyPros.com, Apprentices, Sub-Contractors, General Contractors, Vendors & more connect. Whether you're looking for work, or looking for reliable LICENSED professionals to get the job done right the first time, you'll find them here.

- CONNECT & DIRECTLY WORK WITH LICENSED PROS
- POST & BID ON ACTIVE & UPCOMING PROJECTS & POSITIONS
- PROMOTE YOURSELF & BUILD YOUR INDUSTRY NETWORK
- TOOLS & RESOURCES TO BE MORE SUCCESSFUL IN THE FIELD

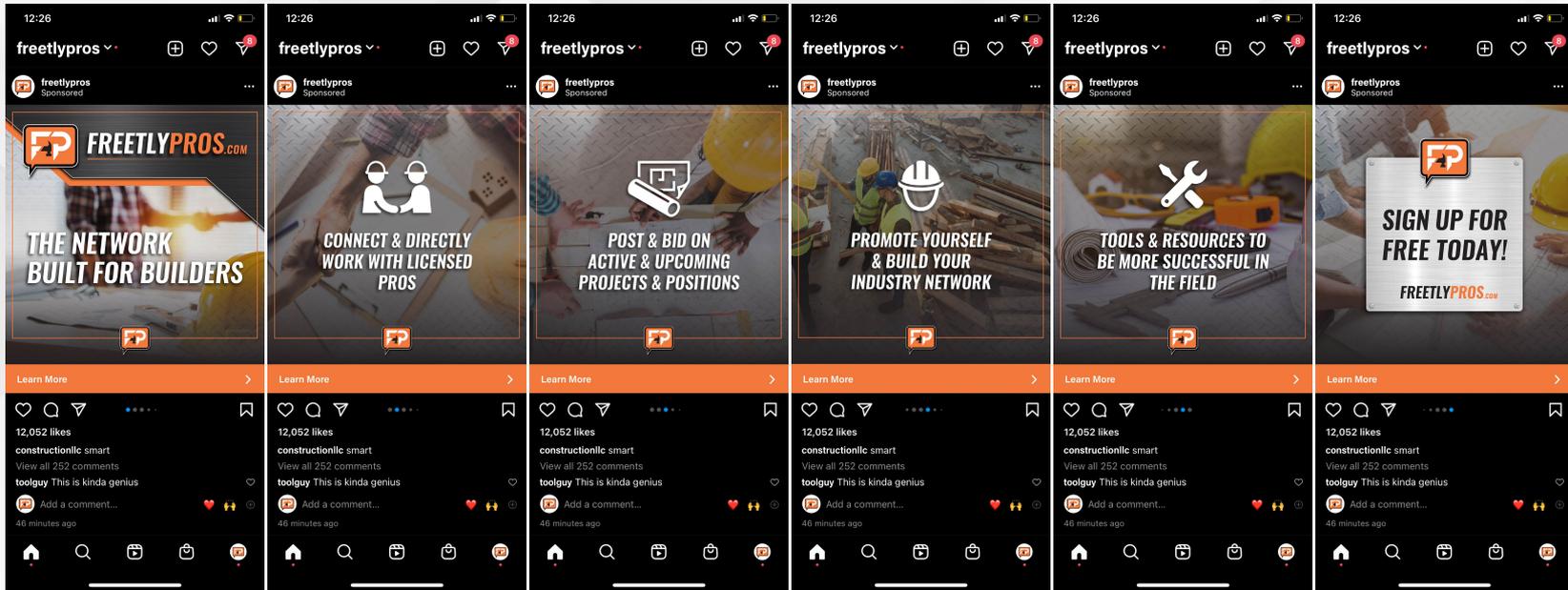
SIGN UP FOR FREE TODAY!
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GO TO MARKET CONT.

SAMPLE SOCIAL MEDIA MESSAGING



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PARTNERSHIPS

PARTNERSHIP PROGRAMS

It's no secret that partnerships (**bundling, cross promotion, strategic alliance, affiliate/resellers**) are essential to user adoption, expansion and sales. As part of our plan for growth, we will be developing robust "Partnership Programs" directly targeting:

Trade Specific: **Suppliers, Retailers, Brands and Associations**



NATIONAL ASSOCIATION OF REALTORS®



WHY FREETLYPROS?

ORIGINAL

There is nothing else quite like this in the marketplace. Although you can find attributes of the offering in many places as stand alone systems, FreetlyPros will deliver integrations from which Licensed Contractors and Construction Professionals will benefit greatly. Conceived by industry veterans from pure necessity, FreetlyPros is designed to resolve the pain points faced daily while seeking trustworthy help in the field and while managing their business

NECESSARY + SIMPLE

Instead of “romancing technology” and flooding unnecessary features into a software solution, the FreetlyPros concept is designed around 2 core fundamentals:

1. **Necessity:** Providing a focused solution to truly mitigate actual pain points in the industry.
2. **Simplicity:** Delivering this in a user friendly and efficient environment.

AFFORDABLE

Based on industry pricing models; integrations and management systems can be very expensive. For a simple monthly fee, user’s will benefit tremendously from the delivered tools and efficiencies delivered by FreetlyPros.

It could be safe to say, ROI is almost a guarantee if the system is used appropriately.



MANAGEMENT + OPERATIONS

ROB FREETLY: FOUNDER / CEO

A true Construction veteran, Rob has worked the “ins and outs” of just about any Construction project you can imagine. He holds both General Contractor and Sub-Contractor licenses. Rob's field of expertise ranges from Tract & Custom Home Construction to Rehab's, Fixer-uppers, Flips and more. He has gained extensive experience in “problem solving” on the job, and now has focused his sights on solving the myriad of problems faced daily within in the Construction industry. In that, he has designed FreetlyPro's to benefit all Construction Professionals, giving them tools to build and grow their business through expanded networking, efficiencies and more. As Founder and CEO of FreetlyPros, Rob's day to day duties will be to see the project to fruition while lending his expert advice and understanding of the industry to the Partners and teams managing the development of this new solution.

MILES JOHNSON: PRESIDENT / COO

Miles has been working in the Creative/AdTech industry for 20+ years. Owning and operating multiple Creative Development Firms, his clients have ranged from startups to Fortune 100 companies, national brands, individuals and more. His expertise resides primarily within the spaces of Startups, AdTech/MarTech, Construction + Real Estate, and Integrated Application Development. Some of his previous clients include the likes of eBay, Charles Schwab, Verizon, Vail Resorts and Edelman Digital. Miles' participation in the company will be to navigate Partners through the “Startup Landscape” while leading teams (Technologist, Operators and Marketeers) to a successful launch of the FreetlyPros SaaS offering nationally.



MANAGEMENT + OPERATIONS CONT.

ADVISORY BOARD: MULTIDISCIPLINARY

As well, a board of industry relevant Advisors (Construction, Real Estate, Financing, Technology, Sales & Marketing) is active and working in tandem with Management to assist in navigating expansion and profitability. As FreetlyPros continues to develop, additional resources, from an Advisory standpoint, will be added to the Board and will work within our "Think Tank" to evolve this new and exciting platform.

MILES TECHNOLOGIES: LEAD TECHNOLOGISTS

[Miles Technologies](#) (*no relation to Miles Johnson*) is a top national, award winning Technology Firm specializing in Web Application Development and App Lifecycle Support. Founded in 1997, Miles Technologies is now listed among the leading development companies Nationwide. As lead "technologists", Miles Technologies will lead the charge for development now and future forward.

A VIRTUAL COMPANY

FreetlyPros, a Northern Nevada Company, operates as a "Virtual" company. All parties involved work remotely and collaborate using digital collaboration tools and products. This has proven to be the most cost efficient means of operating to this point. Until such time a "Brick and Mortar" facility would be considered necessary, FreetlyPros will remain virtual.



FINANCING + USE OF PROCEEDS

FINANCING

To date, Rob Freetly (**Momentum Solutions, LLC**) & Miles Johnson (**MTN4 Creative, LLC**) have bootstrapped and utilized their internal “resource pool” to cover expenses regarding concept, planning, design and development.

As the company continues forward, it seeks funds for growth. “Use of Proceeds” will be geared towards **accelerated program development, sales and marketing efforts in key DMA’s** (Designated Market Areas) and **working capital** to move the company to significant revenue generation.

CAPITAL RAISE

FreetlyPros plans to raise \$1.5M to launch it’s platform and succeed cash flow positive. The instrument for which the company will raise the necessary funds is initially looking to be “**convertible debt**”, offering lenders VERY generous interest on their money. As the company proves it model and achieves positive revenue generation, it plans to enter an equity round, in the form of a “**Series A**” for **\$15M**. These funds will be used for aggressive national expansion.

OPERATIONAL BUDGET + UOP

[CLICK HERE TO VIEW THE WORKING OPERATIONAL BUDGET + USE OF PROCEEDS](#)



EXIT

OPTIONS

The first option for exit would seemingly be an acquisition, merger or buyout by a private or public corporation. FreetlyPros believes that its technologies, scalability and business model would be extremely attractive to potential buyers when the time is right.

However, if the company was poised to take advantage of a Public Offering platform to provide liquidity for its initial investors as well as the additional funds that may be necessary for aggressive expansion, that would also be a consideration



INQUIRIES

THANK YOU FOR YOUR INTEREST IN OUR PRODUCT

To inquire about our opportunity and learn more, please contact either of the following:

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